

Notice reference number: [Insert ref number]

Notice date: 27/07/2015

What's this about?

Effective date: 27/07/2015

<input checked="" type="radio"/> ASX Trade	<input type="radio"/> ASX 24					
<input checked="" type="radio"/> Trading	<input type="radio"/> Clearing	<input type="radio"/> Settlement				
<input type="radio"/> Operations	<input type="radio"/> Technology	<input type="radio"/> Market Data	<input type="radio"/> Rules	<input checked="" type="radio"/> Compliance	<input type="radio"/> Risk	<input checked="" type="radio"/> Other

Title

Pureprofile Ltd – Admission and Commencement of Official Quotation

Description

Pureprofile Ltd (Company) is expected to be admitted to the official list of ASX Limited (ASX) on Monday 27 July 2015.

Official quotation of the Company's securities is expected to commence at 11:00am AEST on Wednesday 29 July 2015.

The Company raised approximately \$12.1 million pursuant to the offer under its replacement prospectus dated 19 June 2015 (Prospectus) by the issue of 20,000,000 ordinary fully paid shares at an issue price of \$0.50 per share and the sale and transfer of 4,238,850 ordinary fully paid shares at a sale price of \$0.50 per share.

Quoted Securities:	57,889,480 ordinary fully paid shares
ASX Code:	PPL
Time:	11:00am AEST
Date:	Wednesday 29 July 2015
ASX Trade Abbreviation:	PUREPROFIL
ISIN:	AU000000PPL6
Home Branch:	Sydney
Industry Classification:	4510 Software & Services
Registered Office:	Level 1 35 Reservoir Street Surry Hills NSW 2010 Phone (02) 9333 9700 Website: http://businesses.pureprofile.com/investors
Company Secretary:	Elissa Hansen
Share Registry:	Boardroom Pty Limited Level 12 225 George Street Sydney NSW 2000

Balance Date:	30 June
CHESS:	Participating. The Company will also operate an issuer sponsored subregister.
Place of Incorporation:	Victoria
Dividend Policy:	See page 82 of the Prospectus
Activities:	Profile marketing and insights technology business
ASX Restricted Securities:	None.
Securities not quoted:	399,999 unquoted options exercisable at \$0.60 expiring on 24 July 2020. 399,999 unquoted options exercisable at \$0.60 expiring on 31 August 2021. 400,002 unquoted options exercisable at \$0.60 expiring on 31 August 2022. 723,668 unquoted options exercisable at \$0.50 expiring on 24 July 2020. 723,668 unquoted options exercisable at \$0.50 expiring on 31 August 2021. 723,664 unquoted options exercisable at \$0.50 expiring on 31 August 2022.

What do I need to do and by when?

Please refer to the Company's Prospectus.

Need more information?

For further information, please refer to the Prospectus or call the Company's Share Registry on 1300 737 760 (or +61 2 9290 9600 if calling from outside Australia) between 9.00am and 5.00pm AEST Monday to Friday.

Issued by
Stephanie So

Disclaimer