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SPARC MEDIA SP.z.o.o
POLAND REGISTER NUMBER: 512386

SCHEDULE OF
INCOME STATEMENT AND BALANCE SHEET
FOR THE HALF-YEAR ENDED 31 DECEMBER 2014

**SCHEDULE OF
INCOME STATEMENT AND BALANCE SHEET
FOR THE HALF-YEAR ENDED 31 DECEMBER 2014**

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INCOME STATEMENT
FOR THE HALF-YEAR ENDED 31 DECEMBER 2014

	HY15 \$'000s
Revenue	666
Cost of Sales	(504)
Gross Profit	<u>162</u>
Employee Costs	(134)
Other costs	(68)
Other income	-
Depreciation and amortisation	-
Net interest (expense)/revenue	-
Income Tax Benefit/(Expense)	<u>-</u>
NET PROFIT/(LOSS) AFTER TAX	<u>-</u>

The accompanying notes form part of this schedule.

SPARC MEDIA SP.z.o.o
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BALANCE SHEET
AS AT 31 DECEMBER 2014

	HY15 \$'000s
CURRENT ASSETS	
Cash and cash equivalents	73
Debtors	446
Prepayments	-
TOTAL CURRENT ASSETS	519
NON CURRENT ASSETS	
Plant & Equipment	3
Intangibles	-
TOTAL LIABILITIES	-
Investments	-
Other	-
TOTAL NON CURRENT ASSETS	3
TOTAL ASSETS	522
CURRENT LIABILITIES	
Creditors	590
Debtor Funding	-
Other Liabilities	-
TOTAL CURRENT LIABILITIES	590
NON CURRENT LIABILITIES	
Financial Liabilities	-
Other Non Current Liabilities	-
TOTAL NON CURRENT LIABILITIES	-
TOTAL LIABILITIES	590
NET (LIABILITIES)/ASSETS	(68)
EQUITY	
Issued capital	-
Accumulated losses	(68)
TOTAL EQUITY	(68)

The accompanying notes form part of this schedule.

**NOTES TO THE SCHEDULES
FOR THE HALF-YEAR ENDED 31 DECEMBER 2014**

1. BASIS OF PREPARATION AND PRESENTATION OF FINANCIAL INFORMATION

The Management of Sparc Media sp.z.o.o ("the Company") are responsible for the preparation of the financial schedules, consisting of the income statement and balance sheet. The Company is a wholly owned entity that commenced operations during FY2014. Consequently, no comparative figures are presented in these financial statements.

The financial schedules have been prepared for the purpose of inclusion in pro forma consolidated accounts in the Prospectus of Pureprofile Ltd.

The financial schedules have been prepared and presented in accordance with the recognition and measurement (but not disclosure) principles of Australian Accounting Standards issued by the Australian Accounting Standards Board.

The financial schedules are presented in an abbreviated format and do not contain all of the disclosures required by the Australian Accounting Standards and other mandatory professional reporting requirements applicable to general purpose financial reports prepared in accordance with the Corporations Act.

The Company's key accounting policies are set out in note 2 below.

2. Summary of significant accounting policies

The Income Statement and Balance Sheet schedules are prepared in order to meet the needs of management and Pureprofile Ltd.

The Income Statements have been prepared in accordance with the significant accounting policies disclosed below, which management have determined are appropriate to meet the needs of management and Pureprofile Ltd. Such accounting policies are consistent with the policies of Pureprofile Ltd.

The Income Statement and Balance Sheet schedules have been prepared on an accruals basis and are based on historical costs unless stated otherwise in the notes.

Revenue

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at the end of the reporting period, where the outcome of the contract can be reliably estimated. The stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed.

Interest revenue is recognised using the effective interest method.

All revenue is stated net of the amount of GST.

Foreign currency translation

Foreign currency transactions are translated into functional currency using the exchange rates in effect at the date of each transaction. Amounts payable to or by the Company in foreign currencies have been translated into the functional currency at the exchange rates ruling on balance date. The Company's functional currency is Australian Dollars.

Gains and losses arising from the fluctuations in exchange rates on monetary assets and liabilities are included in the income statement in the period in which the exchange rates change.

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INDEPENDENT ASSURANCE PRACTITIONER'S REVIEW REPORT

TO THE DIRECTORS OF SPARC MEDIA SP.Z.O.O AND PUREPROFILE LTD

We have reviewed the attached Income Statements and Balance Sheet of Sparc Media sp.z.o.o (the Company) for the half year ended 31 December 2014 (the Schedule).

The Schedule has been prepared for the purpose of including the financial results Sparc Media sp.z.o.o in the pro forma consolidated accounts of Pureprofile Ltd, to be presented in a Prospectus to be issued by Pureprofile Ltd in respect of its proposed initial public offering of its shares and listing on the ASX.

Management's Responsibility for the Schedule

Management is responsible for the preparation of the Schedules in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd. Management of the Company have determined that these are appropriate to the needs of the directors of Sparc Media sp.z.o.o and Pureprofile Ltd. This responsibility includes establishing and maintaining internal control relevant to the preparation of the Schedules that is free from material misstatement, whether due to fraud or error.

Assurance practitioner's Responsibility

Our responsibility is to express a conclusion on the Schedule based on our review. We have conducted our review in accordance with Standard on Review Engagements ASRE 2405 *Review of Historical Financial Information Other than a Financial Report* in order to state whether, on the basis of the procedures described, anything has come to our attention that causes us to believe that the Schedule is not prepared, in all material respects, in accordance with the application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies used by Pureprofile Ltd. No opinion is expressed as to whether the accounting policies used are appropriate to the needs of the directors of Sparc Media sp.z.o.o and Pureprofile Ltd.

ASRE 2405 requires us to comply with the requirements of the applicable code of professional conduct of a professional accounting body.

A review consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, which is not an audit, nothing has come to our attention that causes us to believe that the Income Statement and Balance Sheet of Sparc Media sp.z.o.o for the half year ended 31 December 2014 is not prepared, in all material respects, in accordance with the application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies used by Pureprofile Ltd.

Moore Stephens Sydney Corporate Finance Pty Ltd



Scott Whiddett
Partner

Dated in Sydney, this 10th day of June 2014.