



ASX Announcement

Commercial Agreement signed with ProductReview.com.au, Australia's leading consumer reviews site with 4 million monthly visitors

Highlights

- Pureprofile signs commercial agreement with Australia's number one consumer reviews site, ProductReview.com.au Pty Limited
- Agreement opens up access to ProductReview.com.au's rich user content and publisher data spanning more than 4 million monthly visitors and 9 million monthly pageviews
- ProductReview.com.au consistently ranks at the top of web searches for product reviews across all sectors, gathering comprehensive data across high-value consumer segments – including automotive, insurance, electronics, appliances and telecommunications
- Alliance with ProductReview.com.au further leverages Pureprofile's programmatic advertising capabilities (following acquisition of Sparc Media) by profiling users based on strong, product-level intent data
- Revenue-share agreement allows Pureprofile to monetise ProductReview.com.au's rich purchase intent data, offering enhanced audience segmentation for clients and optimising ad inventory yields
- ProductReview.com.au is recognised as Australia's first and leading consumer opinion site, and has more than 350,000 registered members and 450,000 reviews to date

Pureprofile Ltd (ASX: PPL or 'the Company'), Australia's leading profile marketing and insights technology company, is pleased to announce it has entered into a commercial agreement with consumer reviews publisher ProductReview.com.au Pty Limited.

The revenue-sharing agreement provides Pureprofile with access to ProductReview.com.au's large and growing source of user data, spanning more than 4 million monthly visitors and more than 9 million monthly pageviews.

Since it launched in 2003, ProductReview.com.au has established itself as the leading consumer review site in Australia, with more than 350,000 registered members, contributing more than 450,000 reviews to the site to date. It consistently ranks at the top of web searches for product



reviews across all sectors, gathering comprehensive intent data and reviews across high-value consumer segments – including automotive, insurance, electronics, appliances and telecommunications.

The agreement allows Pureprofile to extend its consumer profiling capabilities using ProductReview.com.au's purchase intent data, gathered from user behaviour across different product categories.

Pureprofile will use this data to create valuable consumer segments, which brands can target to deliver more effective marketing campaigns via Pureprofile's programmatic media trading business. ProductReview.com.au will also benefit from increased advertiser revenues via programmatic yield optimisation.

While the partnership will provide consumers with more relevant advertising, Pureprofile also intends to work with ProductReview.com.au to deliver innovative new user insights. The Company is strongly aligned with ProductReview.com.au's consumer focus to help people make better purchase decisions by accessing reviews of specific products, which is a key part of the purchase journey.

Pureprofile CEO Paul Chan says: "This alliance with Product Review.com.au supports Pureprofile's goals of delivering far more targeted & relevant advertising in addition to our deep commitment to the consumer experience.

"This partnership aligns perfectly with our business strategy of enriching and monetising profiles, while working with publishers to increase yields and offer advertisers more effective ways to target consumers based on their purchase intentions"

Michael Doubinski, Director of ProductReview.com.au, says: "We are pleased to partner with Pureprofile and to collaborate in creation of a unique intent-driven profile targeting proposition for their clients as well as to better commercialise our own ad inventory.

"We are also looking at unlocking some other strategic avenues between the two companies."

About Product Review

Established in 2003, ProductReview.com.au is an independent review site that seeks to give users a comprehensive, unbiased source of consumer opinions to allow them to make better purchasing decisions. Consistently ranking at the top of web searches for product reviews across all sectors, including beauty, household, cars, gadgets, and mobile phone providers, ProductReview.com.au is seen as the authority on consumer opinions in Australia.

About Pureprofile (ASX. PPL)

Pureprofile is an established marketing, insights and technology company that provides a platform for consumers to share personal, preference and intent information in exchange for rewards. Since 2002, Pureprofile has enabled individuals worldwide to create, manage and enrich their online profiles



via simple web and mobile apps, and has helped them monetise this information by connecting them to global brands, publishers and advertisers.