



ASX Announcement

Correction to Pureprofile FY15 Results Presentation

Pureprofile Ltd (**ASX: PPL**) lodged its Pureprofile FY15 Results Presentation (the **Presentation**) with the ASX, which was made available at 10:04am on 28 August 2015.

The company wishes to advise the following correction:

On page 14 of the Presentation, the title reads:

FY15 Guidance

Instead, the title should read:

FY16 Guidance

No other amendments have been made. A copy of the amended page of the Presentation is attached to this announcement.

ENDS

For more information please contact:

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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.

FY16 guidance

📍 FY16 forecast of \$28.1m

Core products performing well and on track to achieve prospectus forecast

📍 New revenues not included in FY16 forecast

FY16 revenue forecasts do not include increases in revenue from \$4m to be deployed for strategic growth investments

📍 Revenue latency

Expected revenue from significant ongoing investments in the technology platform and apps expected to be realised in future periods and not forecast in FY16

