

ASX Announcement

6 October 2015

## Partnership to accelerate profile growth

### Highlights

- Pureprofile signs agreement with Lotame, a leading global data management platform (DMP) to accelerate the company's corporate strategy.
- Partnership enables Pureprofile to develop millions of unclaimed profiles via alliances with publishing partners such as its recently-announced alliance with [ProductReview.com.au](http://ProductReview.com.au).
- Development of unclaimed profiles extends the company's profiling capabilities far beyond its current user base, offering a significant opportunity to scale its media business globally.
- Agreement enables profiles to be targeted via programmatic trading to millions of consumers, strengthening the company's ability to deliver highly-targeted ad campaigns across a wider audience
- Positions Pureprofile at the forefront of a global advertising industry worth more than US\$545 billion.

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 partnership with Lotame, signing an agreement to license its leading global data management platform (DMP).

The agreement allows Pureprofile to extend its profile base by millions, and importantly, to increase its consumer profiling capabilities by harnessing first-party data, including intent to purchase and search preferences across websites, apps and ad campaigns.

By enriching its profiling capabilities, Pureprofile is able to develop millions of unclaimed profiles via alliances with publishers, such as its recently-announced strategic partner [ProductReview.com](http://ProductReview.com).

Unclaimed profiles are a combination of rich data points on an individual that can be used to target them more effectively with relevant marketing messages, and also be used to invite the consumer to willingly participate in the advertising process.

The DMP will enable Pureprofile to collect information from core parts of its business including its programmatic trading business, which will further capture millions of new profiles and enrich them with Pureprofile's proprietary demographic, lifestyle and purchase intent data.

Pureprofile will integrate self-reported and behavioural data and activate it via the Lotame platform to create valuable target groups, which brands can use to deliver more effective and highly-targeted marketing campaigns. Pureprofile will have the ability to constantly optimise



programmatic campaign performance, for example by connecting with a representative sample of people who have been exposed to a campaign in order to determine its effectiveness and further improve its success.

The company is positioning itself at the forefront of industry worth more than US\$545 billion, and reaching consumers in innovative and transparent ways will continue to attract more of this spend.

Purprofile's strategic goal is to include the consumer and enable them to claim their profiles, to help drive their own advertising experience. By creating a marketplace that is beneficial to the individual, publisher and the advertiser, consumers can determine the advertising that is most relevant to them, and the advertiser benefits from a more engaged user via relevance and control.

The DMP has now been deployed into the Pureprofile platform and the company has already secured a large brand advertiser.

*The DMP further enhances Pureprofile's ability to further execute its strategy to **create, enrich and monetise profiles***

- **Create** – DMP collects user data from publisher websites, creating unclaimed profiles
- **Enrich** – unclaimed profiles are then enriched with the data collected (including intent to purchase and search preferences)
- **Monetise** – Insights gathered from data enables advertising clients to optimise and deeply target their campaigns to maximise effectiveness, as well as provide actionable feedback to inform their future marketing decisions.

Pureprofile CEO Paul Chan commented:

*"This partnership accelerates our ability to create a growing number of profiles globally. Lotame's DMP enables us to create millions of unclaimed profiles by scaling our profiling capabilities, as well as combining vast data sources to enrich these profiles and build up a rich picture of each individual consumer. The result is we can unlock new ways to use and monetise this data to deliver finely-tuned, increasingly-personalised advertising campaigns for our clients.*

*"The partnership complements our existing publisher partnerships, including ProductReview.com.au, allowing us to collect valuable data from these sites and monetise it innovative new ways.*

*"Licensing a best of breed data management platform such as Lotame DMP enables us to quickly deploy the platform and provides us with the best technology available."*

*Ian Curd, Lotame Commercial Director ANZ, commented:*



*"Pureprofile is clearly different from other marketing campaign and insights companies. It puts the consumer first when developing programmatic media solutions. We're excited to be providing our DMP platform and its capabilities to an Australian success story like Pureprofile."*

*"At a time when 'personalisation' is uppermost in marketers' minds, we see Pureprofile as a world leader in the consumer-driven data space, and we look forward to helping drive a far more transparent method of creating targeted campaigns that will deliver benefits to both consumers and advertisers."*

## **ENDS**

### **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.

### **About Lotame**

Lotame is a data management platform (DMP) that lets marketers, agencies and publishers harness audience data to make smarter marketing, product and business decisions. Through its platform, clients can learn more about their most valuable customers, find prospects that look and act exactly like them, and then execute ad campaigns and content strategies that target them across any digital device.

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