

Appendix 4C – Quarterly report

Cash receipts from customers for the September 2015 quarter were \$3.048 million. This has been impacted by the timing of acquiring the Sparc Media (*'Sparc'*) businesses on a net working capital basis of zero on 23 July 2015. The net effect was an initial one-off timing requirement to fund Sparc's net working capital of \$1.0 million for the quarter.

Net operating cash showed an outflow of \$1.106 million for the September 2015 quarter. After allowing for the short-term effect to finance the working capital of Sparc of \$1.0 million, adjusted cash outflow for the September quarter would have been \$0.106 million.

Pureprofile expects cash inflows will increase as revenue growth continues to increase in coming quarters and operating costs are maintained.

Cash at the end of the September quarter was \$4.592 million.

+ See chapter 19 for defined terms.

Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

Pureprofile Ltd

ABN

37 167 522 901

Quarter ended ("current quarter")

30th September 2015

Consolidated statement of cash flows

Cash flows related to operating activities		Current quarter \$A'ooo	Year to date (3months) \$A'ooo
1.1	Receipts from customers	3,048	3,048
1.2	Payments for		
	(a) staff costs	(1,806)	(1,806)
	(b) advertising and marketing	(36)	(36)
	(c) non capitalised dev. & license costs: (Note 3)	(401)	(401)
	(d) survey fees and other direct costs	(2,488)	(2,488)
	(e) other working capital /overheads	(547)	(547)
1.3	Dividends received	-	-
1.4	Interest and other items of a similar nature received	2	2
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	28	28
1.7	Other (provide details if material) – IPO/M&A costs	-	-
Net operating cash flows		(1,106)	(1,106)

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$A'000	Year to date (3 months) \$A'000
1.8 Net operating cash flows (carried forward)	(1,106)	(1,106)
Cash flows related to investing activities		
1.9 Payment for acquisition of:		
(a) businesses (item 5)	(2,157)	(2,157)
(b) equity investments	-	-
(c) intellectual property – capitalised dev. costs	(522)	(522)
(d) physical non-current assets	(88)	(88)
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities		
1.12 Loans repaid by other entities		
1.13 Other (provide details if material) – IPO / M&A costs (Note 4)	(1,095)	(1,095)
Net investing cash flows	(3,862)	(3,862)
1.14 Total operating and investing cash flows	(4,968)	(4,968)
Cash flows related to financing activities		
1.15 Net Proceeds from issues of shares (Note 5)	9,103	9,103
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (provide details if material)	(100)	(100)
Net financing cash flows	9,003	9,003
Net increase (decrease) in cash held	4,035	4,035
1.21 Cash at beginning of quarter/year to date	531	531
1.22 Exchange rate adjustments to item 1.20	26	26
1.23 Cash at end of quarter	4,592	4,592

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	(100)
1.25	Aggregate amount of loans to the parties included in item 1.11	
1.26	Explanation necessary for an understanding of the transactions	
	N/A	

Non-cash financing and investing activities

- 2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A

- 2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

Financing facilities available

Add notes as necessary for an understanding of the position.

	Amount available \$A'000	Amount used \$A'000
3.1 Loan facilities	625	288
3.2 Credit standby arrangements		

+ See chapter 19 for defined terms.

Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.		Current quarter \$A'000	Previous quarter \$A'000
4.1	Cash on hand and at bank	1,152	233
4.2	Deposits at call	3,603	500
4.3	Bank overdraft	(163)	(202)
4.4	Other (provide details)		
Total: cash at end of quarter (item 1.23)		4,592	531

Acquisitions and disposals of business entities

		Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1	Name of entity	a) Trade business of Sparc Media Pty Ltd, b) Sparc Media Sp z o.o. , c) Funbox India Pvt Ltd.	
5.2	Place of incorporation or registration	a) Australia, (business assets acquired by an Australian entity) b) Poland, c) India	
5.3	Consideration for acquisition or disposal	Up to \$6.6m via shares and cash contingent on performance conditions. To date consideration paid is \$2.137m	
5.4	Total net assets	Total Net Assets including Intangibles up to purchase consideration of \$6.6m	
5.5	Nature of business	Online programmatic media	

+ See chapter 19 for defined terms.

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here:


Director

Date: 30 October 2015

Print name: Geoffrey Nesbitt

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. Item 1.2(c) - Non-capitalised development and license costs represent direct payroll, on-costs and other costs not directly attributable to the development phase in developing products or systems that will contribute to future period financial benefits.
4. Item 1.13 - Other (IPO/M&A costs) relates to 'one-off' payments including legal, accounting, auditor and corporate advisor incurred in relation to the IPO and acquisition of Sparc paid in the quarter.
5. Item 1.15 - Net Proceeds from issue of shares reflects the net proceeds of \$10 million as a result of the gross proceeds of the IPO offset by capital raising costs of \$0.9 million paid to the Underwriter and other advisors.

+ See chapter 19 for defined terms.