

ASX Release:
2 November 2015

Issue of Pureprofile Ltd. shares to FMG Holdings Pty Ltd

Cleansing Notice pursuant to section 708A(5)(e) of the Corporations Act 2001

This notice is given by Pureprofile Ltd. (ASX: PPL) (**Pureprofile**) under section 708A(5)(e) of the Corporations Act 2001 (Cth) (**Act**), as notionally modified by ASIC Class Order 08/35.

The directors of Pureprofile refer to the ASX Announcement and Appendix 3B lodged with the ASX on 2 November 2015 in relation to the issue of 1,851,149 fully paid ordinary shares to FMG Holdings Pty Ltd (formerly Funbox Media Group Pty Ltd) (**FMG**) as part of the third instalment payment of the Sparc Acquisition as defined in the Prospectus (the **Share Issue**).

For the purpose of section 708A(6) of the Act, Pureprofile advises as follows:

1. Pureprofile issued the shares under the Share Issue without disclosure to FMG and other investors under Part 6D.2 of the Act.
2. Pureprofile is providing this notice under section 708A(5)(e) of the Act.
3. As at the date of this notice, Pureprofile has complied with:
 - a. the provisions of Chapter 2M of the Act as they apply to Pureprofile; and
 - b. section 674 of the Act.
4. As at the date of this notice, there is no excluded information of the type referred to in sections 708(7) and 708(8) of the Act as modified by Class Order 08/35.

Dated 2 November 2015



Geoffrey Nesbitt
Director, Pureprofile