



27 July 2016

ASX Announcement

Positive net operating cashflow for FY2016

- **Positive operating cashflow of \$0.66 million for 4Q2016 with total positive operating cashflow of \$1.5m for 2HFY16**
- **31% year-on-year revenue growth (FY2016 unaudited vs FY2015)**
- **Full-year pro forma revenue of \$28.5 million (unaudited) exceeding Prospectus pro forma forecast of \$28.1 million**
- **PPL exceeded prospectus operating cashflow**
- **Further investment in tech platforms delivering underlying growth across key segments**
- **Solid underlying growth trends for 1QFY2017**

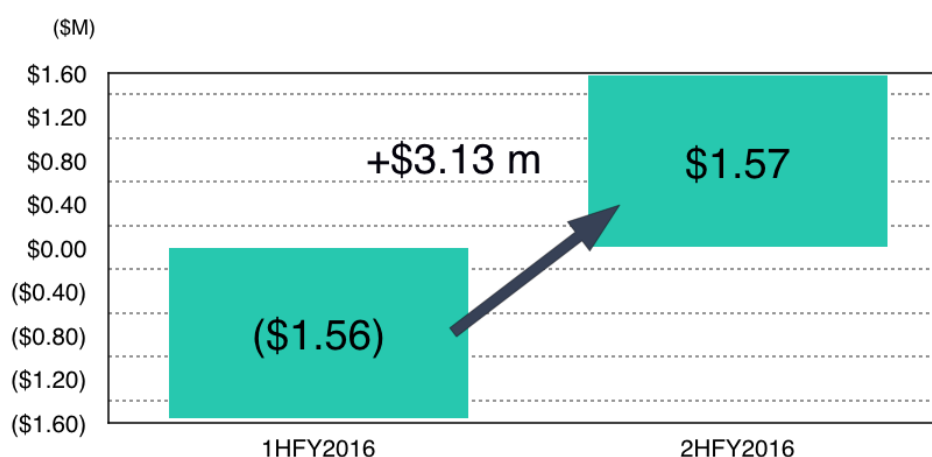
Leading data analytics and programmatic media company, Pureprofile Limited (ASX: **PPL** or '**the Company**'), is pleased to report strong year-on-year revenue growth of 31%. Pro forma revenue for FY2016 reached \$28.5 million (unaudited) exceeding the Prospectus forecast of \$28.1 million.

Operating cashflow for the full year was positive at \$0.009 million and well ahead of original expectations outlined in Pureprofile's Prospectus with operating cashflow deficit of \$0.5 million.

Operating cashflow for Q4FY2016 was \$0.66 million. As a result, 2HFY2016 showed a substantial improvement in operating cash flow up \$3.13 million on 1HFY16. Continual improvement is anticipated in 1HFY2017.



Net operating cashflow (\$A million)



Continue Strong Operational Growth

PPL continues to invest in building its technology platforms that support Pureprofile's own data and insights and media businesses as well as key alliances, which include News Corp and AA Smartfuel. 4QFY2016 also resulted in confirmed appointment by major brand and agency clients for ongoing recurring revenue in FY2017.

Management commentary

Pureprofile CEO Paul Chan commented: "Financial and operational performance this quarter and for FY2016 continues to support our strategic focus to continue to deliver on achieving our business objectives whilst remaining prudent in managing cashflow to support further growth.

"Our platform is delivering on all of our key growth metrics. Increased campaign scale and volume are driving growth as more of our clients, which include publishers, brands and agencies, embrace big data, quantitative research and programmatic advertising.

"The strong revenue growth and operating cashflow further highlights our Company is in a significantly stronger position than 12 months ago and well positioned for sound future growth."

Outlook

With a growing and diversified client base across key global markets in the US, UK, Australia and New Zealand, strong partnerships and a well-defined range of services, PPL's growth is set to continue into FY2017.

Full Year Results

PPL anticipates releasing its audited Financial Statements and Appendix 4E in mid August.



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