

## ASX RELEASE

29 September 2016

### Issue of Tranche 1 Placement Shares Information required under ASX Listing Rules 7.1A.4(b) and 3.10.5A

Pursuant to ASX Listing Rules 7.1A.4(b) and 3.10.5A, Pureprofile Ltd. (ASX: PPL) (**Pureprofile or Company**) provides the following information in relation to the 8,660,448 shares issued by Pureprofile on 28 September 2016 (**Placement Shares**) pursuant to the first tranche of the placement conducted by the Company and completed on 22 September 2016 (**T1 Placement**).

- (a) The dilutive effect of the issue of the Placement Shares on existing shareholders of the Company is as follows:

	No. of ordinary shares	% of total ordinary shares on issue on completion of T1 Placement
Number of ordinary shares on issue immediately prior to the T1 Placement	66,727,181	88.51%
Placement issue under Listing Rule 7.1	2,629,438	3.49%
Placement issue under Listing Rule 7.1A	6,031,010	8.00%
Total number of ordinary shares on issue immediately following the T1 Placement	75,387,629	100%
<i>Total percentage dilution on existing shareholdings as a result of the T1 Placement: 11.49%</i>		

- (b) The T1 Placement was conducted in reliance on its placement capacity under ASX Listing Rule 7.1 and 7.1A as the Board considered this to be the most efficient and effective mechanism of raising funds to meet, in part, the purchase price payable on completion of the Company's proposed acquisition of the Cohort Group, and a good opportunity to introduce new institutional investors to the Company's share register.

The Company notes that, in conjunction with the T1 Placement, Pureprofile is also conducting a \$3 million share purchase plan, pursuant to which each eligible shareholder will be able to subscribe for up to \$15,000 worth of Pureprofile shares, at the same discount as offered under the T1 Placement (**SPP**). For further details on the SPP, please see the SPP Offer Letter and Offer Booklet, which were dispatched to eligible shareholders and released by the Company on the ASX on 22 September 2016.

- (c) No underwriting arrangement was entered into in relation to the T1 Placement.
- (d) Total fees approximating 5% of proceeds raised have been incurred by the Company in connection with the T1 Placement.