

• ASX Announcement

9th September 2022

Update on Recent Director Share Sale

Pureprofile Limited (ASX: PPL or the Company) provides an update on an ASX release dated 5 September relating to change in holding of a Non-executive Director of the Company.

On 31 August 2022, Non-executive Director, Tim Hannon sold 10 million of his 13.5 million shareholding.

Commenting on the sale, Tim Hannon said: "The share sale is not in any way a reflection of my outlook for Pureprofile. Recently I have liquidated several personal holdings to seed a fund that I am in the process of establishing. I remain a committed Pureprofile shareholder and will be maintaining my current holding."

This announcement has been authorised for release to the ASX by the Chairman.

- ENDS -

For further information, please contact:

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.