

➔ ASX Announcement

19 February 2025

H1 FY25 results release data and investor briefing invitation

Pureprofile Limited (ASX: PPL or the Company) is pleased to announce that it will be releasing its H1 FY25 financial results on Wednesday, 26 February 2025.

Following the release, the Company invites investors and analysts to attend an online briefing on the day at 11.15am (AEDT).

During the briefing, Chief Executive Officer, Martin Filz and Chief Financial Officer, Melinda Sheppard, will present an overview of the results. This will be followed by a Q+A session.

Participants can pre-register ahead of time via the following link:

https://us02web.zoom.us/webinar/register/WN_dDwYdLq9RjmjyKuLNlpgcg

Once the registration form is completed, investors will receive a confirmation email with details on how to access the briefing. If you would like to ask a question during the briefing, please send your question ahead of the session to: george.kopsiaftis@irdepartment.com.au

This announcement has been authorised for release to the ASX by the Managing Director & CEO.

- 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 industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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 750 clients.

