

➔ ASX Announcement

10 February 2025

Late Lodgement of Appendix 2A

Pureprofile Limited (ASX: PPL or the Company) notes the late lodgement notice for the issue of shares on 10 December 2024. The Appendix 2A in relation to the issue of shares has been lodged outside of the time period required by the ASX Listing Rule 3.10.3A.

The Company advises that the Appendix 2A was lodged late due to an administrative oversight.

The Company took immediate action to complete and lodge the Appendix 2A as soon as it became aware of the oversight.

The Company and its Directors are aware of the requirements under the ASX Listing Rules and the Company considers this an isolated incident due to administrative oversight.

This announcement has been authorised for release to the ASX by the Board of Directors.

- 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.

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