

→ ASX Announcement

17 February 2026

Acquisition of Australian Qualitative Research Business

Pureprofile Limited (ASX: PPL or the Company) is pleased to announce the signing of a binding Asset Purchase Agreement for the acquisition of the assets of Bastion Stable Research Pty Ltd ("CRNRSTONE"). This acquisition strengthens Pureprofile's qualitative market research capabilities and aligns with the Company's strategic objectives for growth and market expansion.

Under the terms of the agreement, the assets will be acquired for a total consideration of \$700,000, to be paid in one tranche, payable upon completion.

The acquisition will be financed through cash reserves and is expected to complete on 1 March 2026, with no outstanding conditions precedent. One-off transaction costs of approximately \$50,000 will be incurred in the current financial year.

CRNRSTONE is an Australian market and social research services business founded in 1992 (originally established as Stable Research and rebranded in 2022). The company provides qualitative research fieldwork services to brands, organisations and research agencies, including access to Soapbox, a qualitative proprietary panel of over 100,000 Australians. CRNRSTONE supports a broad range of research methodologies and delivers end-to-end project execution to enable clients to make informed, data-driven decisions.

In fiscal year 2026, CRNRSTONE is expected to generate revenues of approximately \$3 million and pro-forma EBITDA of \$300,000. Based on current forecasts, the acquisition of CRNRSTONE is expected to be earnings per share accretive in the first full year of ownership, reflecting the contribution of profitable earnings and the absence of equity dilution. The acquisition of CRNRSTONE also strengthens the Group's Australian service offering by introducing a differentiated qualitative research capability not currently provided by Pureprofile.

The acquisition has the potential to deliver further growth opportunities through the cross-selling of CRNRSTONE's research offering with Pureprofile's broader client base and quantitative research panel, addressing a key capability gap for Pureprofile's clients.

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In addition, the transaction is expected to improve the earning capacity for Pureprofile panel members by enabling participation in qualitative research projects, supporting the expansion of CRNRSTONE's panel coverage in targeted regions.

Martin Filz, Managing Director of Pureprofile, expressed enthusiasm about the acquisition, stating: "We are delighted to welcome CRNRSTONE into the Pureprofile family. Its specialist qualitative research capabilities enhance our current service offering and aligns closely with our core business and values. The strength of the team and quality of the client base make CRNRSTONE a valued addition to the Group."

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

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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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