

ASX Announcement

13 July 2020

Pureprofile appoints Mr Martin Filz as Chief Executive Officer

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce the appointment of Mr Martin Filz as Chief Executive Officer, effective 3 August 2020.

Mr Filz is one of the most well-respected and influential individuals in the market research industry and has held senior executive roles as Managing Director of EMEA & APAC at Research Now (now a part of Dynata) and CEO of EMEA / APAC at Kantar-owned, Lightspeed GMI. Mr Filz is currently the Managing Director and Chief Revenue Officer of Eureka AI, a business intelligence platform, which generates actionable insights from mobile data

Executive Chairman, Andrew Edwards, said: 'We have been looking for an industry expert and proven business leader to join our team and the Board is pleased to have Martin join Pureprofile as CEO. He has extensive experience within the market research industry, with particular focus on data and insights, which form the core of our business. We could not have asked for a better individual to maintain our current momentum and lead the next phase of Pureprofile's growth journey.'

Martin Filz said: 'I am delighted to be joining Pureprofile. The core business is very strong and has a solid base on which to build. We are firmly in the right area of Insights and are well positioned to take advantage of the client move to data being faster, better and more insightful.'

'Pureprofile has great people, clients, strong proprietary technology and a global footprint that has enabled us to grow and will ensure an exciting future.'

I am looking forward to bringing my skills and experience to the organisation and working closely with the global teams, board and clients.'

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

- ENDS -

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About Pureprofile

Pureprofile Limited (ASX: PPL) connects brands with empowered customers across the world by finding, understanding and engaging them through direct-to-consumer technology platforms. The Pureprofile group is a global leader in data and insights, programmatic media and performance media. Pureprofile delivers next-generation marketing solutions for more than 700 brands, publishers and research groups worldwide.

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Annexure A

Key terms and conditions of employment – Martin Filz

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|----------------------------------|---|
| Commencement Date | 3 August 2020 |
| Term | Appointment on an ongoing basis subject to termination by either party. |
| Total Fixed Remuneration | \$250,000 plus compulsory superannuation contributions. |
| Incentives | Mr Filz will be eligible to participate in the Company’s short-term and long-term incentive plans. The details of the plans have yet to be finalised and approved. |
| Notice Period | <p>Either party may give three months’ notice to terminate the agreement, except:</p> <ul style="list-style-type: none"> • in the first three months of employment or in certain circumstances, either party may terminate with one months’ notice; and • the Company may summarily terminate Mr Filz’s employment without notice in certain circumstances. |
| Termination Entitlements | <p>The Company may elect to pay Mr Filz in lieu of working out the notice period.</p> <p>Entitlements to incentives will be determined in accordance with the terms of the relevant plan.</p> |
| Post-employment Restraint | A 12-month restraint provision applies. |