

ASX Announcement

27 October 2020

Pureprofile Pro Rata Renounceable Rights Issue to raise \$18.8m opens today

Pureprofile Limited (ASX: **PPL** or the **Company**), a global leader in data acquisition, analysis and insights, is pleased to announce that its \$18.8m pro rata renounceable rights issue opens today. Pursuant to the timetable in the Prospectus, the Prospectus and the Entitlement Acceptance Forms in relation to the underwritten pro rata renounceable rights issue announced on 19 October 2020 have been dispatched to Eligible Shareholders via email or mail, as applicable.

The Entitlement Offer

As announced to the ASX on 19 October 2020, eligible Shareholders of Pureprofile can participate in a fully underwritten 8 for 1 renounceable pro rata rights issue to raise \$18.80m.

Shareholders can request their personalised Entitlement Offer application form at - <https://pureprofile.investorportal.com.au/request-forms/>

For every one share held, eligible shareholders can subscribe for eight additional shares at an issue price of \$0.02 per share (the **Issue Price**).

Reach Markets are the advisers assisting with this Offer and further information on the Offer can be found at - <https://pureprofile.investorportal.com.au/rights-issue/>

Information for shareholders

Full details of the Entitlement Offer, including the potential control implications, a summary of the underwriting agreements and fees payable to the underwriters, as well as a summary of key risks associated with an investment in the Company, are contained in the Prospectus, lodged with the ASX on 19 October 2020.

If you have any questions regarding the Offer please contact Reach Markets on 03 8080 5795 or email advisers@reachmarkets.com.au.

Eligible shareholders can request their personalised Entitlement Offer application form at - <https://pureprofile.investorportal.com.au/request-forms/>

This announcement has been authorised by the Board of Pureprofile Ltd.

- ENDS -

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— • **For investor enquiries, please contact:**

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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 500 brands, publishers and research groups worldwide.



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