

ASX Announcement

15 November 2022

Director Resignation

Pureprofile Limited (ASX: PPL) (**Pureprofile** or the **Company**) advises that Mr Tim Hannon has resigned as a Non-Executive Director of the Company effective immediately.

Tim led the restructure and recapitalisation of the Company in 2020 which reduced the Company's debt and strengthened the balance sheet. Tim then joined the Board on 1 January 2022 where he has contributed to the development of the Company's three-year strategic plan.

Tim said: *"With the Company now on a sound financial footing, and a strategic plan to create shareholder value being implemented, now is the right time for me to step down and focus on other commitments."*

The Board of Pureprofile would like to thank Tim for his contribution to the Company and wish him well with his future endeavours.

As a result of Tim's resignation Resolution 2 – Election of Tim Hannon as Director, is withdrawn from the Company's upcoming Annual General Meeting being held on 21 November 2022.

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 online research and digital advertising services for agencies, marketers, researchers and publishers.

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 700 clients.