

ASX Announcement

March 1st 2023

Appointment of Non-Executive Director – Elizabeth (Liz) Smith

Pureprofile Limited (ASX: PPL or the Company) is pleased to announce the appointment of Elizabeth (Liz) Smith to its Board of Directors, effective immediately. Liz will join the Board as a Non-Executive Director and Chair of the Audit and Risk Committee, and a member of the Remuneration and Nominations Committee.

A highly regarded Non-Executive Director, Liz currently holds Director positions with BikeExchange (ASX:BEX) and Hub Australia; and is on the Finance Committee of the Australian Red Cross. She brings a wealth of knowledge, and expertise to the Pureprofile Board, having worked in the corporate finance sector for over 20 years, and with the finance, audit and risk committees of various public and private companies.

Liz holds a Bachelor of Commerce from the University of Melbourne and a Master of Business Administration from La Trobe University. She is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Financial Services Institute of Australasia, a Fellow of the Governance Institute and a graduate of the Australian Institute of Company Directors.

This appointment comes at an exciting time for Pureprofile as the company continues to expand, innovate and develop its cutting-edge Data & Insights and Media products and services.

Commenting on the announcement, Chairman, Andrew Edwards said: "Liz's appointment will be a valuable addition to the Board. Specifically, her experience in working with high growth companies, due diligence assessments, and many years of working in governance and audit subject matters with some of Australia's leading consultancies. We are in a very exciting phase of our global development and Liz will play a key part in our continued compliance, governance, and ongoing growth."

Commenting on the appointment, Liz Smith said: "I am very excited to be joining the Pureprofile Board. Industry tailwinds are strong, as companies are increasingly looking for more data and insights to help them better understand and respond to the needs of their customers. I believe that Pureprofile is very well positioned to capitalise on this global trend."

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

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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.

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