

## Form 603

Corporations Act 2001

Section 671B

### Notice of initial substantial shareholder

To Company Name/Scheme: Pureprofile Limited  
ABN/ARSN 167 522 901

#### 1. Details of substantial shareholder (1)

Name DMX Asset Management Limited  
ACN/ARSN (if applicable) 169 381 908

The holder became a substantial shareholder on 13/07/2023

#### 2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date that the substantial shareholder became a substantial shareholder are as follows:

Class of securities (4)	Number of securities	Persons votes (5)	Voting power (6)
Ordinary Shares	64,206,179	64,206,179	5.67%

#### 3. Details of the relevant interests

The nature of the relevant interest the substantial shareholder or an associate had in the following voting securities on the date the substantial shareholder became a substantial shareholder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
DMX Asset Management Ltd	Power to vote and/or dispose securities pursuant to investment management agreements	64,206,179 Ordinary Shares

#### 4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
DMX Asset Management Ltd	DMX Capital Partners Ltd	DMX Capital Partners Ltd	28,701,104 Ordinary Shares
DMX Asset Management Ltd	National Nominees Ltd as custodian of the DMX Australian Shares Fund	National Nominees Ltd	14,741,745 Ordinary Shares
DMX Asset Management Ltd	Vanward Investments Ltd	Vanward Investments Ltd	16,066,395 Ordinary Shares
DMX Asset Management Ltd	HSBC Custody Nominees (Australia) Limited - A/C 2	HSBC Custody Nominees (Australia) Limited - A/C 2	4,696,935 Ordinary Shares

#### 5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial shareholder became a substantial shareholder is as follows:

Holder of relevant interest	Date of acquisition	Cash consideration	Class and number of securities
DMX Asset Management Ltd	5/5/2023 to 13/7/2023	\$604,815.30	22,706,145 Ordinary Shares

#### 6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial shareholder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association

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7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
DMX Asset Management Ltd	PO Box 916, Milsons Point, NSW 1565
DMX Capital Partners Ltd	PO Box 916, Milsons Point, NSW 1565
National Nominees Ltd	GPO Box 1406, Melbourne, VIC 3001
HSBC Custody Nominees (Australia) Ltd	GPO Box 5302, Sydney, NSW 2001
Vanward Investments Ltd	PO Box 59140, Mangere Bridge, Auckland 2022, New Zealand

Signature

Print name Steven McCarthy

Capacity Director

Sign here 

Date 17/07/2023