

➔ ASX Announcement

12 May 2025

Invitation to Upcoming Investor Webinar: The Future of Insights

Pureprofile Limited (ASX: PPL or the Company) is pleased to invite investors and analysts to attend an exclusive online webinar discussing 'The Future of Insights', scheduled for Thursday, 5th June 2025, from 10:00 AM to 11:30 AM (AEST).

In this session, Pureprofile's senior leadership team and industry experts will explore key trends and opportunities shaping the data & insights landscape, including advancements in AI, automation, and emerging data-driven research methods, while showcasing new and innovative solutions set to reshape how businesses uncover and leverage consumer insights.

Session highlights:

- Martin Filz, Managing Director and CEO, will present an overview of how emerging technologies such as AI and automation are transforming the insights industry. He will highlight key trends impacting both consumers and businesses, and outline Pureprofile's strategic approach to integrating these technologies to drive greater efficiency and deeper insights.
- Niamh Fitzpatrick, Chief Product Officer, will provide a demonstration of Pureprofile's new solutions:
 - **Behavioural Insights:** Decoding online consumer behaviour through AI-powered analysis.
 - **AI-Driven Qualitative Research:** Conversational AI and AI Probing for deeper insights.
 - **Synthetic Data:** Agile concept testing and message validation through AI-modelled data.
 - **Self-Service Platforms:** a comprehensive SaaS platform designed for scalable insights generation.
- Industry thought leader, Lenny Murphy, will provide a US market perspective.
- Live Panel Discussion with industry experts

Investors and analysts can secure their spot and register via the following link:

Register here: <https://loghic.eventsair.com/325108/281739/Site/Register>



We encourage all investors and analysts to attend this session and gain valuable insights into the evolving research landscape and its implications for businesses.

This announcement has been authorised for release to the ASX by the Managing Director and CEO.

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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 industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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 750 clients.



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