

## Form 604

Corporations Act 2001

Section 671B

### Notice of change of interests of substantial shareholder

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

#### 1. Details of substantial shareholder

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

There was a change in the interests of the substantial holder on 28/05/2025  
The previous notice was given to the company on 17/07/2023  
The previous notice was dated 13/07/2023

#### 2. Previous and present 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 had a relevant interest in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities	Previous notice		Present notice	
	Person's votes	Voting power	Person's votes	Voting power (5)
Ordinary Shares	64,206,179	5.67%	80,071,609	6.88%

#### 3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of Change	Person whose relevant interest changed	Nature of change	Consideration given in relation to change	Class and number of securities affected	Person's votes affected
29/1/25 to 28/5/25	DMX Asset Management Ltd	On Market Purchase	\$626,886.34	15,865,430 Ordinary Shares	HSBC Custody Nominees-A/C2

#### 4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Nature of relevant interest	Class and number of securities	Person's votes
DMX Asset Management Ltd	DMX Capital Partners Limited	DMX Capital Partners Limited	Power to vote and/or dispose securities	28,701,104 Ordinary Shares	28,701,104
DMX Asset Management Ltd	HSBC Custody Nominees (Australia) Ltd as custodian of the DMX Australian Shares Fund	HSBC Custody Nominees (Australia) Ltd	Power to vote and/or dispose securities	14,741,745 Ordinary Shares	14,741,745
DMX Asset Management Ltd	Vanward Investments Limited	Vanward Investments Limited	Power to vote and/or dispose securities	16,066,395 Ordinary Shares	16,066,395
DMX Asset Management Ltd	HSBC Custody Nominees (Australia) Limited-A/C2	HSBC Custody Nominees (Australia) Limited-A/C2	Power to vote and/or dispose securities	4,696,935 Ordinary Shares	4,696,935
DMX Asset Management Ltd	HSBC Custody Nominees-A/C2 - as custodian of the Monash Investors Small Companies Fund	HSBC Custody Nominees-A/C2	Power to vote and/or dispose securities	15,865,430 Ordinary Shares	15,865,430

#### 5. Changes in association

The persons who have become associates of, ceased to be associates of, or have changed the nature of their association with, the substantial holder in relation to voting interests in the company or scheme are as follows:

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

#### 6. 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 1566
Vanward Investments Ltd	PO Box 59140, Mangere Bridge, Auckland 2022, New Zealand
HSBC Custody Nominees	Tower 1, Level 36, 100 Barangaroo Avenue, Sydney, NSW 2000

#### Signature

**Print name** Steven McCarthy

**Capacity** Director

**Sign here**



**Date** 30/05/2025