

➔ ASX Announcement

24 October 2025

FY25 AGM and Q1 FY26 non-shareholder briefing invitation

Pureprofile Limited (ASX: PPL or the Company) is pleased to invite brokers, investors and interested parties who are *not shareholders* to attend a briefing coinciding with the FY25 Annual General Meeting (AGM), which will include a Q1 FY26 results update at 11:30 am on Wednesday, 29 October 2025.

Important attendance information

- This briefing link is strictly for non-shareholders.
- Shareholders wishing to attend the Annual General Meeting should do so in accordance with the instructions set out in the Notice of Meeting and Proxy Form issued on 26 September 2025

Notice of Meeting AGM

- Shareholders can attend in person at Level 5, 126 Phillip Street, Sydney NSW 2000, or
- virtually via the Company's share registry portal: investor.automic.com.au (login or register using your SRN/HIN).
- Full details on registration, proxy voting and participation are outlined in the Notice of Meeting and accompanying documents

Online access for non-shareholders only via the following link:

<https://us02web.zoom.us/j/86582324208?pwd=N5DPsGgbbR8bSfYv5bgQdbJXXiMKWR.1>

Please note that this link is for non-shareholders only and provides viewing access only. Non-shareholders will be unable to ask questions during the session.

Pureprofile 

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

- 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 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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