

→ ASX Announcement

29 October 2025

Change of auditor

Pureprofile Limited (ASX: PPL or the Company) advises that, following a review of its external audit arrangements, the Board has resolved to appoint BDO Audit Pty Ltd as the Company's external auditor, effective from 28 October 2025.

This decision follows the Board's periodic review of the Company's audit and assurance requirements, conducted as part of good governance practice to ensure they support Pureprofile's business and growth objectives.

Grant Thornton Australia has formally resigned as the Company's auditor, with the consent of the Australian Securities and Investments Commission (ASIC) under section 329(5) of the *Corporations Act 2001 (Cth)*. BDO Audit Pty Ltd has provided its consent to act as auditor in accordance with section 328A(1) of the *Corporations Act 2001 (Cth)*.

The Board expresses its sincere appreciation to Grant Thornton for their professionalism and support throughout their tenure as auditor, particularly during periods of significant transformation within the Company.

In accordance with section 327C of the *Corporations Act 2001 (Cth)*, a resolution to ratify the appointment of BDO Audit Pty Ltd will be put to shareholders at the Company's 2026 Annual General Meeting.

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

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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.

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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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