

→ ASX Announcement

27 March 2026

Investor Webinar Invitation - AI in Action

Pureprofile Limited (ASX: PPL or the Company) is pleased to advise the Company has been selected to participate in an upcoming investor webinar "AI in Action: How ASX Companies Are Leveraging Artificial Intelligence," and invites shareholders to attend.

The webinar, which is hosted by RAAS Research Group, will focus on the opportunities and challenges presented by artificial intelligence adoption for leading ASX-listed companies.

The webinar will be held via Zoom, occurring:

12pm AEDT / 9am AWST

30 March 2026

Registration via the following link:

https://us02web.zoom.us/webinar/register/WN_sqmatYdoSMCEQEApuqemg

Pureprofile Managing Director Martin Filz will deliver the Company's presentation which will provide an update on the business' AI strategy and the role which it is anticipated to play in the coming years. Mr Filz will also participate in a moderated Q&A session where webinar attendees will have the opportunity to submit questions directly to company representatives.

A recorded copy of the webinar will be made available following the event.

This announcement has been authorised for release to the ASX by the CEO & 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.

