

→ ASX Announcement

5 June 2026

Sale of Shares by Managing Director and CEO

Pureprofile Limited (ASX: **PPL** or the **Company**) advises that Managing Director and CEO, Martin Filz, has sold 1,600,000 shares in PPL, as disclosed in the attached Appendix 3Y, to satisfy personal tax obligations arising from the issue of shares under the Company's Short and Long-term Incentive Plans.

Following the sale, Martin Filz retains 26,704,544 shares in PPL, representing 2.22% of outstanding issued shares in the Company. Martin also holds 22,471,037 performance rights, which were issued under the Company's Employee Incentive Plan in FY21, FY23 and FY26 following shareholder approvals at the respective Annual General Meetings.

The sale of shares was undertaken in accordance with the Company's Share Trading Policy.

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

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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.



Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Pureprofile Limited
ABN	37 167 522 901

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Martin Filz
Date of last notice	4 March 2026

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	GEMH Pty Ltd (Martin is a Director of GEMH Pty Ltd)
Date of change	3 June 2026
No. of securities held prior to change	28,304,544 Ordinary Fully Paid Shares 22,471,037 Performance Rights
Class	Ordinary Fully Paid Shares
Number acquired	Nil
Number disposed	1,600,000
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$0.034 per share
No. of securities held after change	26,704,544 Ordinary Fully Paid Shares 22,471,037 Performance Rights

+ See chapter 19 for defined terms.

Appendix 3Y

Change of Director's Interest Notice

Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Off market sale
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Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.