ASX Announcement

2 September 2026

Pureprofile extends CBA loan facility to November 2029

Pureprofile Limited (ASX: PPL or the Company) is pleased to advise that it has executed an amendment with Commonwealth Bank of Australia (CBA) to extend its existing secured loan facility to 30 November 2029. The amended facility refinances the Company's existing CBA loan facility, which was due to mature on 30 November 2026.

The extension provides Pureprofile with longer-term funding certainty on more favourable commercial terms. The facility limit will be $2.5 million and the line fee will reduce from 4.20% to 2.85% per annum on BBSY.

Material terms of the amended loan facility:

Facility limit: $2.5 million

Termination date: 30 November 2029

Facility pricing: 2.85% per annum line fee calculated on the facility limit, plus BBSY interest

Principal repayments: $50,000 on the last day of each calendar quarter

Security: existing guarantees and security provided by Pureprofile and its guarantors continue

Commenting on the amended facility, Pureprofile CEO Martin Filz said: *"The extension of the facility on improved terms reflects the strong financial progress and the increasing maturity of the business since the facility was established. It positions us well to continue pursuing sustainable growth opportunities."*

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

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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 997 clients.