



ASX Announcement

25 September 2026

Board Changes – Retirement and Proposed Appointment of Non-Executive Director

Pureprofile Limited (ASX: PPL) (**Pureprofile** or the **Company**) advises that Elizabeth (Liz) Smith retires by rotation at the Company's upcoming Annual General Meeting (**AGM**) and has elected not to seek re-election. Liz's retirement will be effective at the conclusion of the AGM which is being held on 28 October 2026.

Pureprofile is also pleased to announce that Michelle Kvello will stand for election as a Non-Executive Director at the AGM. Subject to shareholder approval, Michelle's appointment will take effect from the conclusion of the AGM.

An experienced Non-Executive Director, finance executive and business owner, Michelle brings expertise across finance, strategy, M&A, risk and international expansion, particularly within high-growth businesses.

Michelle began her career with PricewaterhouseCoopers before progressing into senior finance leadership roles at Reuters, Foxtel and Yahoo!7. In 2011, she founded Lantern Partners, a fractional CFO advisory firm supporting start-ups and scale-ups with strategic and commercial advice. She currently serves on the Board of 10x10 Philanthropy and was previously a Director of Performing Lines, where she chaired the Finance, Audit and Risk Committee.

She is a Fellow of the Institute of Chartered Accountants in England and Wales, holds a Master of Applied Finance and is a graduate of the Australian Institute of Company Directors.

Pureprofile Chair Michael Anderson said:

"On behalf of the Board, I would like to thank Liz for her commitment and contribution to Pureprofile during her time as a Director. We have valued the experience and perspective she has brought to the Board and wish her every success for the future.

"We are also very pleased to have someone of Michelle's calibre standing for election. Her strong financial and commercial background will complement the skills and experience of our existing Directors, while bringing valuable new insights and perspectives to support the Board."

Pureprofile

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Pureprofile CEO Martin Filz said:

"I'm delighted at the prospect of welcoming Michelle to the Board. Her understanding of high-growth businesses, together with her experience navigating the opportunities and challenges of scaling internationally, will be particularly relevant as we continue to execute our strategy and build on the momentum across the business."

- 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 850 clients.



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