



# ASX Announcement

2 October 2026

## Cleansing Notice under section 708A(5)(e) of the Corporations Act

Pureprofile Limited (ASX:PPL) (**Pureprofile** or the **Company**) advises that, as set out in the Appendix 2A released today, the Company has issued 2,437,085 fully paid ordinary shares (**Shares**) upon the exercise of vested options. The options exercised were originally issued in FY22 and were due to expire on 6 October 2026.

In accordance with section 708A(5)(e) of the Corporations Act 2001 (Cth) (**Corporations Act**) Pureprofile advises that:

1. the Shares were issued without disclosure to investors under Part 6D.2 of the Corporations Act;
2. as at the date of this notice, the Company has complied with:
  - a. the provisions of Chapter 2M of the Corporations Act as they apply to the Company;
  - b. sections 674 and 674A of the Corporations Act; and
3. as at the date of this notice there is no excluded information for the purposes of sections 708A(7) and 708A(8) of the Corporations Act.

This release was approved by the Pureprofile Board of Directors.

- 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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