Form 605

Corporations Act 2001

Section 671B

Notice of ceasing to be a substantial shareholder

To Company Name/Scheme: Pureprofile Limited
ABN/ARSN 167 522 901

1. Details of substantial shareholder

Name DMX Asset Management Limited
ACN/ARSN (if applicable) 169 381 908

The holder ceased to be a substantial holder on 13/11/2026
The previous notice was given to the company on 30/05/2025
The previous notice was dated 28/05/2025

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of Change	Person whose relevant interest	Nature of change	Consideration given in relation to change	Class and number of securities affected	Person's votes affected
30/01/2026 to 3/02/2026	DMX Asset Management Ltd	On Market Sales	$202,162.50	4,743,365 Ordinary Shares	4,743,365
13/11/2026	DMX Asset Management Ltd	Ceased Association between Vanward Investments & DMX Asset Management	N/A	16,066,395 Ordinary Shares	16,066,395

3. Changes in association

The persons who have become associates of, ceased to be associates of, or have changed the nature of their association with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and CAN/ARSN (if applicable)	Nature of association
DMX Asset Management & Vanward Investments	Ceased association between the parties

4. Addresses

The addresses of persons named in this form are as follows:

Name	Address
DMX Asset Management Ltd	Level 13, 111 Elizabeth Street, Sydney, NSW 2000
DMX Capital Partners Ltd	Level 13, 111 Elizabeth Street, Sydney, NSW 2000
Vanward Investments Ltd	PO Box 59140, Mangere Bridge, Auckland 2022, New Zealand
HSBC Custody Nominees	Tower 1, Level 36, 100 Barangaroo Avenue, Sydney, NSW 2000

Signature

Print name Steven McCarthy **Capacity** Director

Sign here  **Date** 16/11/2026