

ASX Announcement:

28 May 2018

Pureprofile appoints Mrs Melinda Sheppard as CFO

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce the appointment of Mrs Melinda Sheppard as Chief Financial Officer of Pureprofile, effective 25 June 2018.

Currently, Melinda is Senior Commercial Finance Manager at News Corp Australia, partnering with the CEO of The Australian newspaper and its senior management team to identify, model and develop execution initiatives that align with News Corp's strategic direction. Prior to this, Melinda was Group CFO and Company Secretary for privately owned Anne Street Partners and QNV Constructions where she was responsible for the overall financial management of the group. Melinda has also worked for Ninemsn as Finance Director and Company Secretary, holding directorships on the board of its daily deals businesses, Cudo Australia and Cudo New Zealand.

Melinda holds a Bachelor of Economics from Macquarie University and a Master of Accounting from Central Queensland University. She is a certified accountant and is a member of CPA Australia.

Pureprofile CEO, Nic Jones, said, "We are very pleased to announce Melinda's appointment as CFO. This is a key role in helping to shape the future of our business. Melinda has the commercial astuteness and experience to add value and corporate maturity to Pureprofile's operations. The field of candidates for the role was particularly strong and I am confident we have appointed the best person to the position. On behalf of the Board and Senior Management, I welcome Melinda to the Company and look forward to working with her."

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For further information, please contact:

Nic Jones

Chief Executive Officer

Pureprofile Limited

nic@pureprofile.com

+61 2 9333 9700

Andrew Edwards

Executive Chairman

Pureprofile Limited

aedwards@pureprofile.com

+61 2 9333 9700

About Pureprofile

Pureprofile Limited (ASX: PPL) connects brands with empowered customers across the world by finding, understanding and engaging them through direct-to-consumer technology platforms. The Pureprofile group is a global leader in data and insights, programmatic media and performance media. Pureprofile delivers next-generation marketing solutions for more than 700 brands, publishers and research groups worldwide.