

ASX Announcement:

27 June 2018

Pureprofile partners with blockchain company Brontech Pty Ltd

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce it has partnered with award-winning data company, Brontech Pty Ltd (**Brontech**).

Brontech rewards consumers who share their transactional data through its consumer app. This data is used for studying the consumer market and developing market insights. To date, over \$40 million worth of transactions have been tracked through the Brontech platform. The transactional data is complemented with granular demographics and behavioural data that is used to further develop accurate market insights.

The partnership will begin in Q1FY19. Pureprofile members will be able to connect their Brontech transactional data to their profile. This will allow research to be targeted to members based on their purchase history and also allow this data to be appended to existing research. Pureprofile's survey feed will also be embedded in Brontech's consumer app, enabling Brontech users to answer research questionnaires.

Pureprofile Chief Executive Officer, Nic Jones, said: "Brands are increasingly realising the importance of data to better acquire, engage and retain customers. At the same time consumers are also realising that their data is valuable. Pureprofile sits at the nexus of these trends connecting brands and consumers through data and insights.

"We're excited to announce the partnership as we can reward more consumers through their personal data. Consumers are beginning to realise the full potential of owning their data and the benefit of having their data work for them."

Brontech's Founder and Managing Director, Emma Poposka said: "We are excited to partner with Pureprofile and give our members the ability to earn even more value from their data. We are also excited for our clients to gain deeper insights due to Pureprofile's proven track record in the research space."

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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.

About Brontech

Brontech is a Sydney based company that is pioneering a blockchain backed platform for personal data exchange and identity management. The company is developing complementary proprietary applications to extract data from various sources and pack them into anonymised data products that are sold to corporations and SMEs as insights and research tools.