

ASX Announcement:

27 June 2018

Pureprofile partnering with News Corp's NewsIQ Initiative to develop media solutions driven by audience insights

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce it has been appointed by News Corp to help collect self-declared data from consumers for the NewsIQ offering in the United States, with the potential to expand to other markets.

NewsIQ is News Corp's new advertising solution in the United States, integrating its collective first-party data, premium media properties and data science tools into one offering, creating an advertising experience that provides a more personalised and meaningful connection with consumers.

News Corp brands and properties currently participating in the NewsIQ initiative include The Wall Street Journal, Barron's, realtor.com®, MarketWatch, New York Post, and HarperCollins Publishers amongst others. The readership comprises an audience that includes business leaders, entrepreneurs, in-market home buyers, high-net worth individuals, luxury shoppers and millennials.

Under the agreement, Pureprofile will implement its proprietary platform solution to help News Corp generate data directly from its audience by asking them questions at scale as they browse content. This panel and NewsCorp's first-party data will be a key component in expanding the NewsIQ product suite.

Pureprofile CEO, Nic Jones, said, "This is a significant milestone in our partnership with News Corp. We have been working closely together in Australia for a few years and to see this work further validated by expanding the relationship to the US is very exciting. We look forward to the opportunity to work with the rest of News Corp's digital assets both within the US and globally."

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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 NewsIQ

NewsIQ is a precision audience targeting platform powered by News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV). NewsIQ gives advertisers access to an audience across a suite of News Corp businesses, including Dow Jones, NY Post,



Move, Inc., HarperCollins Publishers, Storyful, and News America Marketing. NewsIQ leverages News Corp's proprietary data, custom content studios, social listening technologies and premium brand-safe media inventory to help its partners achieve their marketing goals. For more information, please email: advertising@newsiq.net.