

ASX ANNOUNCEMENT**27 June 2018**

Pureprofile partners with blockchain company Brontech Pty Ltd

Ookami Limited (ASX: OOK) (**OOK** or the **Company**) is pleased to provide a copy of the announcement released on ASX today by Pureprofile Limited (ASX: PPL) in relation to Brontech Pty Ltd (**Brontech**). Ookami holds an 18.23% strategic equity position in Brontech.

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About Ookami Limited

Ookami has a portfolio of synergistic companies that disrupt data and advertising markets, investment platforms, software as a service (SaaS) and digital asset applications.

Ookami is developing an ecosystem of advanced technology solutions encompassing 'smart contracts' and blockchain technologies, secure identity management and verification ('Know Your Client') (KYC) and anti-money laundering (AML) applications, data markets, advertising analytics, digital asset wallets and exchange platforms, digital asset solutions and security and encryption applications.

About Akela

 Akela's proprietary financial services software and transaction management platform provides Australian Financial Services Licence (AFSL) holders a streamlined total management solution to capital raisings and distribution of public and private offerings. Akela is a unique 'Service Platform' with Peer-to-Peer (P2P) community, Business-to-Business (B2B), KYC) and compliance and data collection & analytics capabilities.

Individuals and entities can continue to register on the platform and gain access to current and future offerings at www.akela.vc

About Akela Mobile App

iOS and Android users have access to the Akela Platform mobile app via the App Store and Google Play. The app will be initially free for all users, but will require a membership with the Akela Platform to use. Once logged into the app, investors will be linked with their account. Your investment progress will be linked across any device that you log in from. The mobile app is another tool that the Akela Platform provides to give you the best investment experience on the web.



About Brontech



Brontech is Sydney based company that is pioneering a blockchain backed platform for data exchange and identity management. The company is also building complementary proprietary applications to extract data from various sources and pack them into anonymized data products that are sold to corporations and SMEs as insights and research tools. In its diverse data product offering is also included the MyBron API that enables individuals and companies to exchange verified information in a Peer-to-Peer manner where the data is verified through the company's proprietary identity verification protocol that pulls data from diverse set of sources.

Individuals and entities can find more information on Brontech's products at www.bron.tech

National Currency eXchange (NCX)



NCX NCX's vision is to be the worlds trusted digital asset exchange addressing many of the problems and risks evident in existing digital asset exchanges. NCX aims to promote a trusted, secure and robust digital asset exchange solution following "bank-like" checks and processes, adhering to strict Know Your Customer (KYC) and Anti-Money Laundering (AML) policies, including verification of customer ID prior to trading, whilst also providing exceptional customer service and user experience.

NCX's expertise lies in its ability to rapidly and securely utilise cutting edge technology development and infrastructure to greatly improve the current digital asset currency technology platform to add new features, rollout rapidly in multiple countries and maintain a secure and scalable operation.

NCX aims to operate a series of locally based crypto-currency exchange solutions in various jurisdictions commencing with Australia, Singapore and Hong Kong. Following the successful initial launch, NCX is poised to continue its global roll-out of locally based crypto-currency exchange solutions in Malaysia, Croatia and elsewhere.

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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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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.