

• ASX Announcement

19 October 2023

Appendix 3Y – Martin Filz

Sydney, Australia, 19 October 2023, Pureprofile Limited (ASX: PPL or the Company) advises of the late lodgement of the attached Appendix 3Y for the disposal of 2,605,574 Executive Performance Rights formerly held by Mr Filz which lapsed on 5 October 2023.

In relation to the late lodgement of the attached Appendix 3Y, the Company advises as follows:

- a) The change that occurred related to the lapsing of 2,605,574 Executive Performance Rights, on 5 October 2023;
- b) The Appendix 3Y was lodged late due to an administrative oversight. As soon as the oversight was identified, the attached Appendix 3Y was prepared and lodged with the ASX. The Company considers the late lodgment of this Appendix 3Y to be an isolated incident;
- c) The Company and the Directors are aware of their obligation under Listing Rules 3.19A and 3.19B to provide the necessary information to the Company to meet its disclosure requirements; and
- d) The Company is committed to maintaining a high standard of corporate governance practices and ensuring its compliance with the ASX Listing Rules. The Company is confident that the processes it has in place will ensure compliance with Listing Rules 3.19A and 3.19B.

This announcement has been authorised for release to the ASX by the Managing Director.

- ENDS -



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ABN 37 167 522 901

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 750 clients.



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Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX becomes ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Pureprofile Limited
ABN	37 167 522 901

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of director	Martin Filz
Date of last notice	11 April 2023

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	(1) Indirect (2) Direct
Nature of indirect interest (including registered holder)	(1) Director (2) N/A
Date of change	5 October 2023
No. of securities held prior to change	(1.1) 15,036,616 - ORDINARY FULLY PAID SHARES (1.2) 10,896,977 - RESTRICTED FULLY PAID ORDINARY SHARES (1.3) 18,531,818 - EXECUTIVE PERFORMANCE RIGHTS (1.4) 5,633,333 - Performance Rights EXP 07/12/2026 (1.5) 10,955,903 - UNLISTED OPTIONS @ \$0.02 EXP 01/04/2026 (2) 555,000 - ORDINARY FULLY PAID SHARES

⁺ See [chapter 19](#) for defined terms.

Class	(1.1) ORDINARY FULLY PAID SHARES (1.2) RESTRICTED FULLY PAID ORDINARY SHARES (1.3) EXECUTIVE PERFORMANCE RIGHTS (1.4) Performance Rights EXP 07/12/2026 (1.5) UNLISTED/DISTED OPTIONS @ \$0.02 EXP 01/04/2026 (2) ORDINARY FULLY PAID SHARES
Number acquired	Nil
Number disposed	(1.3) 2,605,574 - EXECUTIVE PERFORMANCE RIGHTS
Value/Consideration	(1.3) Nil
No. of securities held after change	(1.1) 15,036,616 - ORDINARY FULLY PAID SHARES (1.2) 10,896,977 - RESTRICTED FULLY PAID ORDINARY SHARES (1.3) 15,926,244 - EXECUTIVE PERFORMANCE RIGHTS (1.4) 5,633,333 - Performance Rights EXP 07/12/2026 (1.5) 10,955,903 - UNLISTED/DISTED OPTIONS @ \$0.02 EXP 01/04/2026 (2) 555,000 - ORDINARY FULLY PAID SHARES
Nature of change	(1.3) Lapsing of unvested Performance Rights in accordance with the Plan rules.

Part 2 - Change of director's relevant interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration	N/A
Interest after change	N/A

Part 3 - ⁺Closed period

⁺ See [chapter 19](#) for defined terms.

Were the interests in the securities or contracts detailed above traded during a closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A