



ASX BOOKBUILD FACILITY FOR PUREPROFILE IPO (ASX ticker code for the Bookbuild: PPLXBB)

On 19 June 2015, Pureprofile Ltd. lodged a replacement prospectus (**Prospectus**) with ASIC in relation to an offer of 24,238,850 shares at \$0.50 per share (**General Offer**) and an offer of up to 100,000 shares for no consideration to eligible employees.

Pureprofile Ltd (ASX:PPL) has today opened the ASX BookBuild facility so that investors have the opportunity to acquire shares in its fully underwritten General Offer.

The General Offer is fully underwritten by Blue Ocean Equities (**Lead Manager**), who have also been appointed as the lead manager to the General Offer.

Investors can bid for shares by instructing their broker to bid into the ASX Code: PPLXBB. Investors should read the Prospectus prior to investing. The minimum investment for each investor is \$2,000 and the shares are priced at \$0.50 per Share. The minimum allocation to the market via the ASX BookBuild facility will be \$1 million of Pureprofile shares. The Prospectus can be located on the Pureprofile website along with the Application Form:

<http://businesses.pureprofile.com/investors>

Pureprofile is a leading global profile marketing and insights technology company, which enables consumers to create and manage their online consumer profiles which are then enriched and monetised using proprietary big data technology.

Founded in 2000, Pureprofile has seen significant growth and today has registered over one million Account Holders across 40 countries and has a global, blue-chip client base.

The Company has developed a highly scalable cloud platform, which can be scaled at low cost and provides the ability to rapidly expand its consumer proposition and technology through publisher alliances with innovative profiling techniques driven by consumer participation and permissions.

Through the acquisition of Sparc Media which is occurring in conjunction with the offer, Pureprofile has an opportunity to realise potential synergies from the acquisition and develop its programmatic trading services. Global programmatic media spend exceeded US\$20 billion in 2014 and is predicted by Pureprofile to grow to more than US\$50 billion by 2018.¹

Pursuant to the General Offer, Pureprofile Ltd invites applications for up to 24,238,850 Shares at an offer price of \$0.50 per Share to raise up to \$12,119,425.00.

¹ This is not intended to be a forecast or guarantee of sales. It is merely an indication of expectation of growth in the market. Pureprofile does not make any representation regarding what portion of this market it will be able to obtain. There can be no guarantee that Pureprofile will increase its portion of the market or revenues.

OVERVIEW	
ASX BookBuild Ticker Code	PPLXBB
Fixed Offer Price	\$0.50
Minimum Investment	\$2,000
First Priority Offer Percentage	0%
Second Priority Offer Percentage	0%
Total Amount to be raised on ASX BookBuild	\$1,000,000
Investment Cap	\$100,000
Minimum Allocation Amount	\$2,000
ASX BookBuild Opens	10.30am, 10 July 2015
Close Date	17 July 2015 The Company reserves the right to close the ASX BookBuild facility earlier.
Anticipated Date of trading of Shares listed for quotation on ASX	29 July 2015
Stamping Fee	2%
Lead Manager and Underwriter	Fully underwritten by Blue Ocean Equities

Eligible Investors

The General Offer is available to all eligible retail and wholesale investors having a registered address in Australia and not located in the United States.

In addition, prior to bids being submitted, investors must have entered into once off client agreement with their broker to participate in the ASX BookBuild facility and satisfy the terms and conditions of the General Offer.

Participation in the General Offer

People can participate in the General Offer either by lodging an application form in accordance with the instructions contained in the Prospectus or through the ASX BookBuild Facility.

Applications for shares through the ASX Bookbuild Facility must be made by brokers on behalf of their clients by submitting a bid on behalf of an eligible applicant via the ASX BookBuild Facility using the ASX code **PPLXBB** prior to the close of the BookBuild.

An allocation of shares resulting from a bid made through the ASX BookBuild Facility will be binding on the applicant.

Broker Fee

The Lead Manager will pay a fee of 2% (Ex GST) of the dollar value of each allocation to the participant broker identified by the Participant Identification (PID) associated with

each successful allocation of shares via the ASX BookBuild Facility.

Payment will be subject to the receipt of a tax invoice from the relevant participant broker.

Settlement

Settlement for shares allocated to successful applicants via the ASX BookBuild Facility will occur on the expected allotment date of 23 July 2015. Settlement will be via the Chess Primary Market Facility (on Delivery versus Payment basis) at the offer price of A\$0.50 per share.

Important Notice

This Announcement is subject to the Prospectus of Pureprofile Ltd dated 19 June 2015 which has been lodged with Australian Securities and Investment Commission (ASIC) and is available electronically on the Pureprofile website:

<http://businesses.pureprofile.com/investors>

Unless otherwise stated, capitalised terms in this Announcement have the same meaning as in the Prospectus.

A Person who wishes to invest should consider the Prospectus in its entirety before deciding whether to acquire the shares. To apply for shares an application form must be completed in accordance with the instructions set out in the Prospectus.

By applying for shares in the Pureprofile General Offer via ASX BookBuild, each applicant will be deemed to represent, warrant and agree for the benefit of Pureprofile Ltd, Blue Ocean Equities, their respective related bodies corporate, and the directors, officers, employees, or agents of any of them (affiliates) that they are in compliance with the investor obligations detailed in the Prospectus dated 19 June 2015.

About Pureprofile

Pureprofile is a leading global profile marketing and insights technology company, which enables consumers to create and manage their online consumer profiles which are then enriched and monetised using proprietary big data technology. Founded in 2000, Pureprofile has registered over one million Account Holders across 40 countries and a global, blue-chip client base.