



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

20 July 2015

Pureprofile Ltd (ASX: PPL) wishes to announce that the ASX Bookbuild Facility used by Pureprofile in conjunction with its General Offer closed on Friday, 17th July 2015. The component of the General Offer offered via the ASX Bookbuild Facility was oversubscribed.

The fixed price for shares allocated under the ASX Bookbuild Facility was \$0.50. After applying the minimum allocation amount of \$2,000, and scaling-back bids to the total size via the ASX Bookbuild facility, 1,996,130 Shares, with a value of \$998,065, will be allocated as part of the General Offer.

Pureprofile expects settlement for shares allocated to successful applicants via the ASX Bookbuild Facility to occur on the expected allotment date of 23 July 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.