ASX RELEASE

7 May 2018

Issue of Shares on Conversion of 2016 Deferred STI Service Rights – Cleansing Notice

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This notice is given by Pureprofile Ltd. (ASX: PPL) (**Pureprofile** or **Company**) under section 708A(5)(e) of the *Corporations Act 2001* (Cth) (**Act**).

Reference is made to the Appendix 3B lodged by the Company earlier today in relation to the issue of 435,128 fully-paid ordinary shares in the Company pursuant to the vesting and exercise of the 2016 Deferred STI Service Rights.

For the purposes of section 708A(6) of the Act, the Company gives notice that:

1. Pureprofile issued the shares without disclosure to investors under Part 6D.2 of the Act;

2. this notice is being given in accordance with section 708A(5)(e) of the Act;

3. as at the date of this notice, the Company has complied with:

   (a) the provisions of Chapter 2M of the Act as they apply to the Company; and

   (b) section 674 of the Act; and

4. as at the date of this notice, there is no information that is "excluded information" (as defined in sections 708A(7) and 708A(8) of the Act).

Kohei Katagiri
Company Secretary, Pureprofile