



MARKET RELEASE

20 September 2016

Pureprofile Limited

TRADING HALT

The securities of Pureprofile Limited (the "Company") will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Thursday, 22 September 2016 or when the announcement is released to the market.

Security Code: PPL

Stephanie So

Senior Adviser, Listings Compliance (SYDNEY)

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20 September 2016

Ms Stephanie So
Senior Adviser, Listings Compliance (Sydney)
ASX Compliance Pty Ltd
20 Bridge St, Sydney NSW 2000

Dear Ms So

Pureprofile Limited (ASX: PPL) – Request for Trading Halt

Pursuant to Listing Rule 17.1, Pureprofile Limited (ASX:PPL) (**Pureprofile or Company**) requests that an immediate trading halt be put on its securities pending an announcement to the ASX regarding a material transaction and associated fundraising (**Anticipated Announcement**).

The Company requests that the trading halt remain in place until the earliest to occur: the Anticipated Announcement being made; or the Company making a request to the ASX in writing that the trading halt be removed and for the commencement of trading on Thursday 22 September 2016. The Company currently expects to make the Anticipated Announcement before commencement of trading on Thursday 22 September 2016.

Pureprofile is not aware of any reason why the trading halt should not be granted, or any additional information it may be required to disclose in relation to this request.

Please do not hesitate to contact me if you require any further information.

Yours sincerely,

Nicola Betteridge
Company Secretary

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