

Pureprofile Ltd. (ACN 167 522 901) (Company) Corporate Governance Statement

This Corporate Governance Statement sets out the Company's current compliance with the ASX Corporate Governance Council's 4th edition Corporate Governance Principles and Recommendations (Recommendations) as at 28 August 2025 and has been approved by the Company's Board of Directors.

Recommendations	Compliance	Comment
1. Lay solid foundations for management and oversight		
1.1 A listed entity should have and disclose a board charter setting out: (a) the respective roles and responsibilities of its Board and management; and (b) those matters expressly reserved to the Board and those delegated to management.	Yes	<p>The role and responsibilities of the Board and management is defined in the Board Charter.</p> <p>The matters expressly reserved to the Board and those delegated to management are also defined in the Board Charter.</p> <p>A copy of the Company's Board Charter is available on the Company website at: https://business.pureprofile.com/corporate-governance/</p>
1.2 A listed entity should: (a) undertake appropriate checks before appointing a director or senior executive, or putting someone forward for election, as a director; and (b) provide security holders with all material information in its possession relevant to a decision on whether or not to elect or re-elect a director.	Yes	<p>In respect of all Director appointments, appropriate checks, including a police check and insolvency check are undertaken prior to the individuals appointment to the Board. Any materially adverse information revealed by these checks is released to security holders prior to the general meeting at which they can be elected.</p> <p>All material information relevant to a decision on whether or not to elect or re-elect a Director, such as their relevant professional history and qualifications, is provided in the notice of meeting to the AGM.</p>

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<p>1.3 A listed entity should have a written agreement with each director and senior executive setting out the terms of their appointment.</p>	<p>Yes</p>	<p>Under the Company's Board Charter, Directors must be appointed in accordance with the ASX Listing Rules.</p> <p>To comply with the ASX Listing Rules, each Non-Executive Director has been provided with a letter of appointment. In the case of Executive Directors, all terms of their appointment are included in their written employment contracts.</p> <p>In the case of senior executives, the Nomination and Remuneration Committee is required by its charter, to ensure that the Company provides each senior executive with a written agreement setting out the terms of their employment. As the Company does not currently operate with a Nomination and Remuneration Committee this responsibility lies with the Board.</p>
<p>1.4 The company secretary of a listed entity should be accountable directly to the Board, through the chair, on all matters to do with the proper functioning of the Board.</p>	<p>Yes</p>	<p>The responsibilities of the Company Secretary are outlined in the Board Charter. Under the Board Charter, the Company Secretary is accountable directly to the Board, through the Chair on all matters to do with the proper functioning of the Board.</p> <p>A copy of the Board Charter is available on the Company's website at: https://business.pureprofile.com/corporate-governance/</p>

Recommendations	Compliance	Comment
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<p>1.5 A listed entity should:</p> <ul style="list-style-type: none"> (a) have and disclose a diversity policy; (b) through its board or a committee of the board, set measurable objectives for achieving gender diversity in the composition of its board, senior executives and workforce generally; and (c) disclose in relation to each reporting period: <ul style="list-style-type: none"> (i) the measurable objectives set for that period to achieve gender diversity; (ii) the entity's progress towards achieving those objectives; and (iii) either: <ul style="list-style-type: none"> (A) the respective proportions of men and women on the board, in senior executive positions and across the whole workforce (including how the entity has defined "senior executive" for these purposes); or (B) if the entity is a "relevant employer" under the Workplace Gender Equality Act, the entity's most recent "Gender Equality Indicators", as defined in and published under that Act. <p>If the entity was in the S and P / ASX 300 Index at the commencement of the reporting period, the measurable objective for achieving gender diversity in the composition of its board should be to have not less than 30% of its directors of each gender within a specified period.</p>	<p>No</p>	<p>The Company has adopted a Diversity Policy in accordance with recommendation 1.5. This Policy is available on the Company's website at https://business.pureprofile.com/corporate-governance/.</p> <p>The Board considered setting measurable objectives during the reporting period, however, it decided that as the Company already has a culture that supports workplace diversity and given the company's stage and development, it would not establish measurable objectives in the reporting period. The Board will consider establishing measurable objectives on an annual basis.</p> <p>As at 30 June 2025, the Board consisted of one female members (20%) and 65% of the senior executive team comprises women. 'Senior executive' is defined as individuals directly reporting to the Board of Directors or CEO. 50% of the Company's workforce comprises of women.</p>
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Recommendations	Compliance	Comment
<p>1.6 A listed entity should:</p> <p>(a) have and disclose a process for periodically evaluating the performance of the Board, its committees and individual directors; and</p> <p>(b) disclose, for each reporting period, whether a performance evaluation has been undertaken in accordance with that process during or in respect of that period.</p>	<p>Yes</p>	<p>Developing and implementing a process for periodically evaluating the skills, performance, and effectiveness of the Board, its committees and its individual members is a responsibility of the Nomination and Remuneration Committee.</p> <p>In the absence of a formal Nomination and Remuneration Committee during the reporting period (see Recommendation 2.1), this responsibility was, instead, undertaken by the Board.</p> <p>A performance evaluation of the Board was undertaken during the reporting period.</p>
<p>1.7 A listed entity should:</p> <p>(a) have and disclose a process for periodically evaluating the performance of its senior executives at least once every reporting period; and</p> <p>(b) disclose, in relation to each reporting period, whether a performance evaluation has been undertaken in accordance with that process during or in respect of that period.</p>	<p>Yes</p>	<p>The Nomination and Remuneration Committee is responsible for developing and implementing a process for periodically evaluating the skills, performance and effectiveness of the CEO and other senior executives.</p> <p>In the absence of a formal Nomination and Remuneration Committee during the reporting period (Recommendation 2.1), this responsibility was, instead, undertaken by the Global Head of People & Culture.</p> <p>Annually the Company conducts two performance reviews, which is conducted by the relevant senior executive's line manager. This review includes seeking peer feedback, as well as self and management assessment. The review also includes a review against of the agreed performance indicators.</p> <p>A performance evaluation of the Company's senior executives in accordance with the above agreed process was undertaken during FY25 in August and February.</p>

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<p>2.3 A listed entity should disclose:</p> <p>(a) the names of the directors considered by the Board to be independent directors;</p> <p>(b) if a director has an interest, position, affiliation or relationship of the type described in Box 2.3 but the Board is of the opinion that it does not compromise the independence of the director, the nature of the interest, position or relationship in question and an explanation of why the Board is of that opinion; and</p> <p>(c) the length of service of each director.</p>	<p>Yes</p>	<p>The Board has reviewed the position and associations of each of the Directors in office during the reporting period and has determined that the following current Directors of the Company are considered independent:</p> <ul style="list-style-type: none">• Elizabeth Smith• Mark Heeley• Michael Anderson• Adrian Gonzalez <p>The Board has determined the independence of each of the Company's directors in line with the guidance set out by the ASX Corporate Governance Council and has not formed an opinion contrary to those guidelines.</p> <p>Additional information regarding each Director is available on the Company's website at https://business.pureprofile.com/our-team/ and within the Company's Annual Report. The length of service of each Director is also available in the Annual Report.</p>
<p>2.4 A majority of the Board of a listed entity should be independent directors.</p>	<p>Yes</p>	<p>During the reporting period the Board consisted of a majority of independent Directors.</p>
<p>2.5 The chair of the Board of a listed entity should be an independent director and, in particular, should not be the same person as the CEO of the entity.</p>	<p>Yes</p>	<p>The Company's Chair is an independent Director and is not the same person as the CEO and Managing Director.</p>
<p>2.6 A listed entity should have a program for inducting new directors and for periodically reviewing whether there is a need for existing directors to undertake professional development to maintain the skills and knowledge needed to perform their role as directors effectively</p>	<p>Yes</p>	<p>Newly appointed Directors are provided the following information about the Company:</p> <ul style="list-style-type: none">• the Company's operations and the industry sectors in which it operates;• the Company's financial, strategic, operational and risk management position;• governance matters, policies and procedures; and• the Directors or Committee member's rights, duties and responsibilities. <p>The Company maintains an open-door training policy for all staff. Any professional development opportunities that a Director requests and considers to be appropriate and relevant will be provided to them, subject to the approval of the Chair.</p>

Recommendations	Compliance	Comment
3. Instill a Culture of Acting Lawfully, Ethically and Responsibly		
<p>3.1 A listed entity should articulate and disclose its values</p>	Yes	<p>The Company's values are:</p> <ul style="list-style-type: none"> • Discovery; • Ownership; • Trust; and • Team <p>The Company's values and description to each value is available on the Company's website at https://business.pureprofile.com/people-and-culture/</p>
<p>3.2 A listed entity should:</p> <p>(a) have and disclose a code of conduct for its directors, senior executives and employees; and</p> <p>(b) ensure that the board or a committee of the board is informed of any material breaches of that code.</p>	Yes	<p>The Company has a Code of Conduct. The Code is available at the Company's website: https://business.pureprofile.com/corporate-governance/</p> <p>In accordance with section 3.1 of the Code of Conduct, any circumstance believed to be unethical or a breach of the law or the Code is to be brought to the attention of the Board.</p>
<p>3.3 A listed entity should:</p> <p>(a) have and disclose a whistleblower policy; and</p> <p>(b) ensure that the board or a committee of the board is informed of any material incidents reported under that policy.</p>	Yes	<p>The Company has adopted a Whistleblower Policy which is available on the Company's website: https://business.pureprofile.com/corporate-governance/</p> <p>The Whistleblower Policy provides that the Board, through the Audit & Risk Committee, governs and is responsible for the ultimate decision-making power regarding reports and investigations under the Policy. The duties of the Audit & Risk Committee are currently fulfilled by the Board.</p> <p>It is the responsibility of the Whistleblower Investigations Officer to report material incidents to the Board.</p>
<p>3.4 A listed entity should:</p> <p>(a) have and disclose an anti-bribery and corruption policy; and</p> <p>(b) ensure that the board or committee of the board is informed of any material breaches of that policy.</p>	Yes	<p>The Company has adopted an Anti-Bribery and Corruption Policy which is available on the Company's website: https://business.pureprofile.com/corporate-governance/</p> <p>The Anti-bribery and Corruption Policy provides that the Board is informed of any material breaches of the Policy.</p>

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4. Safeguard the integrity of corporate reports

4.1 The Board of a listed entity should:

(a) have an audit committee which:

- (1) has at least three members, all of whom are non-executive directors and a majority of whom are independent directors; and
- (2) is chaired by an independent director, who is not the chair of the Board,

and disclose:

- (3) the charter of the committee;
 - (4) the relevant qualifications and experience of the members of the committee; and
 - (5) in relation to each reporting period, the number of times the committee met throughout the period and the individual attendances of the members at those meetings; or
- (b) if it does not have an audit committee, disclose that fact and the processes it employs that independently verify and safeguard the integrity of its corporate reporting, including the processes for the appointment and removal of the external auditor and the rotation of the audit engagement partner.

No

Given its current size, the Pureprofile Board considers that, at this moment in time, benefits and efficiencies would not be gained in creating a separate Audit & Risk Committee. As such, the responsibilities ordinarily reserved for the Audit & Risk Committee, in accordance with the Audit & Risk Committee Charter, are currently being undertaken by the Board.

A copy of the Audit and Risk Committee Charter is available on the Company's website:

<https://business.pureprofile.com/corporate-governance/>

The Board will continue to review its membership and structure and will consider reintroducing an Audit & Risk Committee if it is practical and beneficial to do so.

Yes

Recommendations	Compliance	Comment
<p>4.2 The Board of a listed entity should, before it approves the entity's financial statements for a financial period, receive from its CEO and CFO a declaration that, in their opinion, the financial records of the entity have been properly maintained and that the financial statements comply with the appropriate accounting standards and give a true and fair view of the financial position and performance of the entity and that the opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.</p>	<p>Yes</p>	<p>The Company has received from its CEO and CFO a declaration that, in their opinion, the financial records of the entity have been properly maintained and that the financial statements comply with the appropriate accounting standards and give a true and fair view of the financial position and performance of the Company and that the opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.</p>
<p>4.3 A listed entity should disclose its process to verify the integrity of any periodic corporate report it releases to the market that is not audited or reviewed by an external auditor.</p>	<p>Yes</p>	<p>The Board will ensure that any periodic corporate reports that the Company releases to the market, that has not been subject to audit or review by an external auditor, have undertaken a process to verify the integrity of its content, with such reports being prepared by management, reviewed by the CEO or alternative applicable officeholder and authorised by the Chair (or an alternative authorizing individual) of the Board.</p>

Recommendations	Compliance	Comment
5. Make timely and balanced disclosure		
<p>5.1 A listed entity should have and disclose a written policy for complying with its continuous disclosure obligations under listing rule 3.1.</p>	<p>Yes</p>	<p>The Company has adopted a Continuous Disclosure and Communication Policy, which complies with the ASX Listing Rules.</p> <p>A copy of the Policy is available on the Company's website: https://business.pureprofile.com/corporate-governance/</p>
<p>5.2 A listed entity should ensure that its board receives copies of all material market announcements promptly after they have been made.</p>	<p>Yes</p>	<p>The Board currently review, and approve, all material market announcements prior to their release. In the case of any material market announcements that are released without the full Board's prior approval, the Company Secretary ensures that the Board receives a copy of the announcement promptly after its release.</p>
<p>5.3 A listed entity that gives a new and substantive investor or analyst presentation should release a copy of the presentation materials on the ASX Market Announcements Platform ahead of the presentation.</p>	<p>Yes</p>	<p>Pursuant to clause 5.4(a) of the Company's Continuous Disclosure Policy ahead of any new and substantive investor or analyst presentation, a copy of the presentation materials must be released to the ASX (even if the information in the presentation would not otherwise require market disclosure).</p>

Recommendations	Compliance	Comment
6. Respect the rights of security holders		
6.1 A listed entity should provide information about itself and its governance to investors via its website.	Yes	The Company's website contains information about its corporate governance policies: https://business.pureprofile.com/corporate-governance/
6.2 A listed entity should have an investor relations program that facilitates effective two-way communication with investors.	Yes	The Company has a Continuous Disclosure and Communication Policy. The Policy is available on the Company's website: https://business.pureprofile.com/corporate-governance/
6.3 A listed entity should disclose how it facilitates and encourages participation at meetings of security holders.	Yes	The Company and its Board encourage and welcome shareholders to actively participate at AGMs. The Company's Continuous Disclosure and Communication Policy is available on the Company's website: https://business.pureprofile.com/corporate-governance/
6.4 A listed entity should ensure that all substantive resolutions at a meeting of security holders are decided by a poll rather than by a show of hands.	Yes	All substantive resolutions at a meeting of shareholders are decided by a poll rather than a show of hands.
6.5 A listed entity should give security holders the option to receive communications from, and send communications to, the entity and its security registry electronically.	Yes	The Company encourages shareholders to register for receipt of communications electronically. Security holders have the option of receiving communications from the Company electronically by making such an election and providing their email address to the share registry. Security holders may also send electronic communications to the Company via its investor contact web page at: https://business.pureprofile.com/investor-centre/ Security holders have the option of receiving communications from the share registry electronically by making such an election and providing their email address to the share registry. They can also communicate to the share registry electronically via email, hello@automic.com.au . These contact details are provided on the Company's website at https://business.pureprofile.com/investor-centre/

Recommendations

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Comment

7. Recognise and manage risk

7.1	<p>The Board of a listed entity should:</p> <p>(a) have a committee or committees to oversee risk, each of which:</p> <p>(1) has at least three members, a majority of whom are independent directors; and</p> <p>(2) is chaired by an independent director, and disclose:</p> <p>(3) the charter of the committee;</p> <p>(4) the members of the committee; and</p> <p>(5) as at the end of each reporting period, the number of times the committee met throughout the period and the individual attendances of the members at those meetings; or</p>	No	<p>Given its current size, the Pureprofile Board considers that, at this moment in time, benefits and efficiencies would not be gained in creating a separate Audit & Risk Committee. As such, the responsibilities ordinarily reserved for the Audit & Risk Committee, in accordance with the Audit & Risk Committee Charter, are currently being undertaken by the Board.</p> <p>A copy of the Audit and Risk Committee Charter is available on the Company's website:</p> <p>https://business.pureprofile.com/corporate-governance/</p> <p>The Board will continue to review its membership and structure and will consider reintroducing an Audit & Risk Committee if it is practical and beneficial to do so.</p>
	<p>(b) if it does not have a risk committee or committees that satisfy (a) above, disclose that fact and the processes it employs for overseeing the entity's risk management framework.</p>	Yes	
7.2	<p>The Board or a committee of the Board should:</p> <p>(a) review the entity's risk management framework at least annually to satisfy itself that it continues to be sound and that the entity is operating with due regard to the risk appetite set by the board; and</p> <p>(b) disclose, in relation to each reporting period, whether such a review has taken place.</p>	Yes	<p>Under its Charter, the Audit & Risk Committee is responsible for reviewing the Company's risk management framework at least annually.</p> <p>In the absence of a formal Audit & Risk Committee during the reporting period the Board undertook this responsibility. The Risk Matrix and Risk Management Policy was reviewed in FY25.</p> <p>The Company's Risk Management Policy is available on the Company's website:</p> <p>https://business.pureprofile.com/corporate-governance/</p>

Recommendations	Compliance	Comment
<p>7.3 A listed entity should disclose:</p> <p>(a) if it has an internal audit function, how the function is structured and what role it performs; or</p> <p>(b) if it does not have an internal audit function, that fact and the processes it employs for evaluating and continually improving the effectiveness of its governance, risk management and internal control processes.</p>	<p>Yes</p>	<p>The Company does not have an internal audit function. The process for evaluating and continually improving the effectiveness of its governance, risk management and internal control processes is a responsibility ordinarily overseen by the Audit & Risk Committee in accordance with its Charter. However, in the absence of a formal committee, the responsibilities of the Audit & Risk Committee were undertaken by the Board.</p> <p>Under the terms of its Risk Management Policy, the Company has also adopted a risk management model. Under this model, members of the senior management team are responsible for implementing risk management measures and monitoring identified risks.</p> <p>The Company's Audit and Risk Committee Charter and risk management policy are available on the Company's website:</p> <p>https://business.pureprofile.com/corporate-governance/</p>
<p>7.4 A listed entity should disclose whether it has any material exposure to environmental or social risks and, if it does, how it manages or intends to manage those risks.</p>	<p>Yes</p>	<p>The relevant risks to the Company are outlined in the Company's Annual Report. Any risks will be managed, and where possible mitigated, by the Board in accordance with the Audit and Risk Committee Charter.</p> <p>All new material risks to economic, environmental and social sustainability risks will be announced to the market, in accordance with the requirements of the ASX Listing Rules and otherwise.</p>

