# Form 605

**Corporations Act 2001**

**Section 671B**

## Notice of ceasing to be a substantial shareholder

To Company Name/Scheme: Pureprofile Limited
ABN/ARSN 167 522 901

**1. Details of substantial shareholder**

Name DMX Asset Management Limited
ACN/ARSN (if applicable) 169 381 908

The holder ceased to be a substantial holder on 13/11/2026
The previous notice was given to the company on 30/05/2025
The previous notice was dated 28/05/2025

**2. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

| Date of Change | Person whose relevant interest | Nature of change | Consideration given in relation to change | Class and number of securities affected | Person's votes affected |
|---|---|---|---|---|---|
| 30/01/2026 to 3/02/2026 | DMX Asset Management Ltd | On Market Sales | $202,162.50 | 4,743,365 Ordinary Shares | 4,743,365 |
| 13/11/2026 | DMX Asset Management Ltd | Ceased Association between Vanward Investments & DMX Asset Management | N/A | 16,066,395 Ordinary Shares | 16,066,395 |

**3. Changes in association**

The persons who have become associates of, ceased to be associates of, or have changed the nature of their association with, the substantial holder in relation to voting interests in the company or scheme are as follows:

| Name and CAN/ARSN (if applicable) | Nature of association |
|---|---|
| DMX Asset Management & Vanward Investments | Ceased association between the parties |
| | |

**4. Addresses**

The addresses of persons named in this form are as follows:

| Name | Address |
|---|---|
| DMX Asset Management Ltd | Level 13, 111 Elizabeth Street, Sydney, NSW 2000 |
| DMX Capital Partners Ltd | Level 13, 111 Elizabeth Street, Sydney, NSW 2000 |
| Vanward Investments Ltd | PO Box 59140, Mangere Bridge, Auckland 2022, New Zealand |
| HSBC Custody Nominees | Tower 1, Level 36, 100 Barangaroo Avenue, Sydney, NSW 2000 |

**Signature**

**Print name** Steven McCarthy **Capacity** Director

**Sign here** **Date** 16/11/2026

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