



MEDIA RELEASE

Pureprofile bolsters senior leadership with Martin Tomlinson as Country Manager New Zealand and Anna Meiler as Managing Director, APAC Data & Insights

Sydney, 8 November 2022: Global data and insights company, [Pureprofile](#) Limited (ASX: PPL) today announced two new senior appointments. The appointments come as a result of Pureprofile's sustained growth across APAC, with the region posting a 24% rise in revenue YOY, for the September quarter.

Anna Meiler, who has been Pureprofile's Head of Sales & Marketing since 2019, steps into the newly created position of Managing Director, APAC Data & Insights. She will take on additional responsibility for operations management and sales - spearheading the company's market-leading Data and Insights business across the Asia Pacific region.

ResTech veteran Martin Tomlinson joins Pureprofile as Country Manager New Zealand. Tomlinson has over 20 years of industry experience and boasts an impressive resume in market research across the APAC region having previously worked at Dynata, On Device Research and was most recently holding the position of Vice President of the Market Research Society Singapore. Specialising in online and mobile research, Tomlinson also founded his own marketing consultancy Mobicom in 2017, which focussed on digital marketing underpinned by research and aimed at emerging markets.

Anna Meiler, Managing Director, APAC Data & Insights, Pureprofile, commented: "I am honoured to be stepping into this role and progressing my journey with Pureprofile. The business has had incredible momentum over the last few years and as we look to 2023, we're excited to expand our APAC footprint.

"We are also delighted to have Martin join the team. As Country Manager New Zealand, he is uniquely positioned to capitalise on the expansive growth of the New Zealand research industry. As more New Zealand businesses expand into Australia and Asia, his role will focus on helping connect these local businesses to Pureprofile's industry-leading panels and technology. He will also work with clients to further expand research technology solutions to solve common industry problems."

Pureprofile Country Manager NZ, Martin Tomlinson said he's looking forward to being a part of Pureprofile while the company is experiencing such rapid growth.

"It's great to be joining Pureprofile and becoming a part of their ongoing success story. I'm looking forward to working with a dynamic, experienced and talented team. Market research has undergone a huge transformation over the past decade, and I hope to bring the years of lessons learnt in Asia to springboard the market here in ANZ," he added.

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers.

Our research division delivers rich insights into real human behaviour and provides the "Why" behind the "What" through ResTech and SaaS solutions. Our digital advertising division taps into these rich insights on behalf of advertisers and publishers and executes impactful targeted digital marketing strategies.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.

<https://www.pureprofile.com/>

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