



Impelus Ltd www.impelus.com
ABN 24 089 805 416
t +612 9360 3385
info@impelus.com
Level 23 100 William St
East Sydney NSW 2011
Australia
impelus.com

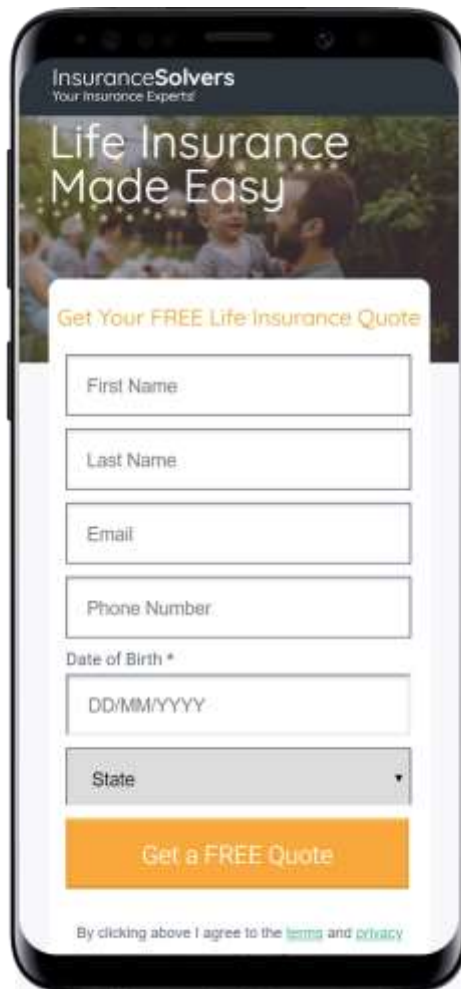
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ASX Release

Impelus Strengthens Digital Customer Acquisition Capabilities with the Launch of *Solvers* Premium Digital Assets

- **IMS launches *Solvers*, a brand of premium digital and online assets connecting consumers with highly relevant offers;**
- ***Solvers* utilises proprietary technology that strengthens Impelus' Digital Customer Generation capabilities for clients;**
- ***Solvers* assets are generating higher ROI for clients and higher average revenue for IMS per premium quality lead generated;**
- ***Solvers'* Suite of Education, Finance and Investment assets launched; and**
- **Technology launched to Australian clients with UK roll-out pending**

Digital Customer Acquisition company Impelus Limited (**ASX: IMS**) (**IMS, Impelus** or **Company**) has strengthened its core Digital Performance Marketing (**DPM**) operations with the launch of a new suite of Lead Generation/Customer Acquisition assets, *Solvers*. The *Solvers'* assets assist consumers and secure better quality leads for clients from their marketing spend and generate a higher per lead revenue for Impelus.

Solvers are digital and online assets that are powered by Impelus' data and technology infrastructure enabling a seamless consumer engagement and direct to client experience in real-time. *Solvers* are premium sector specific digital assets that connect consumers with highly relevant and targeted offers. Through consumer use, the assets generate more targeted and qualified leads for the clients. The *Solvers* digital assets have now been launched following successful test and learn in two sectors – Financial Services and Investment. Education has also been launched in test and learn with a substantial government-backed client, and health sector focused assets are also pending launch.



Sector specific lead forms are a component of the *Solvers* digital assets

It is pleasing to note that the *Solvers* assets, as an outcome of the assistance they offer consumers, and the quality and ROI they deliver for clients, are starting to produce stronger average revenue per lead generated when compared to lower converting DPM products.

The launch of these assets is in line with the Company's strategy of rapidly scaling up its technology-led DPM operations in Australia, New Zealand and the United Kingdom/Europe.

In a rapidly changing advertising and marketing landscape, government departments, major corporations and leading brands are demanding more measurable outcomes for their customer acquisition spend which includes greater efficiencies in their internal cost of sales. Impelus' technology-based platforms, such as *Solvers*, are delivering these outcomes.

Impelus is now well-advanced with its evolution into a pure play digital-led Customer Acquisition business underpinned by 'best of breed' technology platforms.

The Board and management team is very confident of the Company's prospects and opportunities for growth and updates on progress will continue to be reported.

- ENDS -

FOR FURTHER INFORMATION, PLEASE CONTACT:

Rachael Mooney
Marketing Manager, Impelus Limited



+61 2 9360 3385
info@impelus.com

Ben Jarvis
Six Degrees Investor Relations
+61 413 150 448

ABOUT IMPELUS LIMITED

Impelus Limited (ASX: IMS) is a Customer Acquisition Engine that enables businesses to generate customers at scale via digital channels and devices. To learn more please visit www.impelus.com or follow us on Twitter @ImpelusLimited.

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