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6 June 2018

Company Announcements Office
Australian Securities Exchange

Impelus Announces \$2m Placement and Launch of SPP

- **Commitments received for a placement of \$2m (Million) at \$0.02 per share;**
- **SPP to raise up to a further \$1m with oversubscriptions for an additional \$0.5m on same terms as Placement;**
- **New funds to accelerate roll-out of Digital Customer Acquisition / Lead Generation Assets and scale up UK operations; and**
- **IMS well-funded and positioned to benefit from solid demand for higher value Digital Performance Marketing.**

Digital Customer Acquisition company Impelus Limited (ASX: **IMS**) (**IMS**, **Impelus** or **Company**) is pleased to announce that it has received commitments from existing and new sophisticated and professional investors for the Placement of 100,000,000 new fully paid ordinary shares at \$0.02 per share to raise a total of \$2m before costs (**Placement**).

Impelus also confirms that subject to receiving shareholder approval at the Company's next General Meeting of Shareholders, Non-Executive Chairman, Ian Elliot, and CEO & Managing Director, Neil Wiles, have agreed to participate in the placement.

Impelus is also undertaking a Share Purchase Plan (**SPP**) to raise a maximum of \$1m on the same terms as the Placement (with the ability to accept oversubscriptions for an additional \$0.5m) to allow existing shareholders the opportunity to participate.

The Placement and SPP price represents a 14.5% discount to the 15 trading day VWAP and an 18.5% discount to the 5 trading day VWAP prior to the Company's trading halt on 1 June. Funds from the Placement and the SPP will predominantly be used to accelerate the roll-out of the recently launched *Solvers Premium Digital Assets*, to scale up the UK Digital Performance Marketing operations, grow the existing cash balance and for general working capital.

Impelus' CEO & Managing Director, Neil Wiles said:

"We are grateful for the support of new investors and some of our existing shareholders for their commitment to this Placement and we welcome new shareholders to the register. The Placement significantly strengthens our existing cash position, and it gives us the financial flexibility to accelerate our digital-led Performance Marketing Customer Acquisition business operations in Australia, New Zealand and the UK."

"We are also pleased to confirm that the March launch of the Solvers Premium Digital Assets in the Financial Services and Investment sectors are starting to generate higher revenue per lead and better qualified leads for



clients, and the new prospect pipeline is developing well. It validates the investment in this technology and we will now focus on the roll-out of new Solvers into more sectors."

Details of Placement

Shareholder approval will not be sought as the Placement comes within the Company's existing capacity pursuant to ASX listing rules 7.1 and 7.1A. All shares issued under the Placement will rank equally with existing shares on issue. A breakdown of the share issue is as set out below:

Listing Rule	Available Capacity	Capacity Used	Capacity remaining
7.1	66,439,182	55,707,212	10,731,970
7.1A	44,292,788	44,292,788	0

Settlement of the Placement is expected to occur early in the week commencing 11 June 2018.

Share Purchase Plan

Given the strong take up in the Placement, the Company has resolved to undertake a SPP to allow eligible shareholders to participate in the raising.

Existing eligible shareholders on the register as at the record date of 7.00 pm (Sydney time) on Tuesday 5 June 2018 (**Record Date**) will be eligible to participate in the SPP to subscribe for up to \$15,000 of shares per shareholder at the same price as the Placement.

Further information in relation to the SPP, including SPP terms and conditions, are outlined in the SPP offer booklet which will be dispatched to eligible shareholders on or around 8 June 2018. Impelus Limited reserves the right to vary the SPP offer details without notice.

An indicative timetable for the SPP follows:

Event	Date
Record Date	7.00 pm Tuesday 5 June 2018
Offer opens	Friday 8 June 2018
Offer closes	5.00 pm Friday 29 June 2018
Allotment date	Friday 6 July 2018
Despatch of holding statements	Friday 6 July 2018
Quotation of New Shares on the ASX	Monday 9 July 2018

Pursuant to Listing Rule 3.10.5A the Company provides the following information:

(a) Details of the dilution to the existing holders of ordinary securities caused by the Placement;

Shares on Issue	Number of Shares	Expanded Capital	Dilution Effect
Prior to Placement	442,927,882	442,927,882	100.0%
Issued pursuant to Listing Rule 7.1	55,707,212	498,635,094	12.5%
Issued pursuant to Listing Rule 7.1A	44,292,788	542,927,882	10.0%



**The above table does not take into account the effect of options.*

- (b) The Company resolved to undertake a Placement of shares pursuant to Listing Rules 7.1 and 7.1A in conjunction with a share purchase plan given the progress made by the Company in recent months and the need to ensure the quickest manner in which funds could be delivered to the Company while minimising dilution and broadening the Company's professional and sophisticated shareholder support base;
- (c) Not applicable. There was no underwriter to the issue;
- (d) A fee of 6% will be paid on the Placement only; and
- (e) 2,000,000 options exercisable at a 50% premium to the 5 trading day VWAP prior to the Company undertaking the capital raising and expiring two (2) years from the date of issue will be issued for marketing services provided in relation to the Placement.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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ABOUT IMPELUS LIMITED

Impelus Limited (ASX: IMS) is a customer generation engine that enables businesses to acquire 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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Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Impelus Limited and its subsidiaries.