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29 June 2018

ASX Release

Resignation of Non-Executive Director

Impelus Limited (ASX: **IMS**) (**Impelus** or **Company**) advises that the Company's Non-Executive Director, Mr Drew Kelton, has advised the Board of his resignation as a Director of Impelus effective today in order to undertake a full time executive role.

Commenting on Drew's resignation, the Company's CEO & Managing Director, Neil Wiles, said:

*"Drew has made a valuable contribution to the Company as a director since 2010 including in his role as Chairman for the 3 years between November 2014 and December 2017. On behalf of the board, we are grateful for his efforts over the last 8 years."*

In relation to his time with the Company, Drew Kelton said:

*"Unfortunately, the time has come where I need to significantly reduce my commitments outside my full-time role and, with Impelus having established a new direction as a digital performance marketing business and in the process of recapitalising, the Company is well positioned in the market. I wish the Company well and am confident of a bright future for Impelus."*

An Appendix 3Z for Mr Kelton follows.

**NEIL WILES**

CEO & Managing Director

# Appendix 3Z

## Final Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	<b>Impelus Limited</b>
<b>ABN</b>	<b>24 089 805 416</b>

We (the entity) give ASX the following information under listing rule 3.19A.3 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of director</b>	Alexander Andrew (Drew) Kelton
<b>Date of last notice</b>	20 July 2017
<b>Date that director ceased to be director</b>	29 June 2018

### Part 1 – Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
300,000 Fully Paid Ordinary Shares

+ See chapter 19 for defined terms.

## Appendix 3Z

### Final Director's Interest Notice

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#### Part 2 – Director's relevant interests in securities of which the director is not the registered holder

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b> Note: Provide details of the circumstances giving rise to the relevant interest	<b>Number &amp; class of securities</b>
N/A	N/A

#### Part 3 – Director's interests in contracts

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>No. and class of securities to which interest relates</b>	

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+ See chapter 19 for defined terms.