



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

6 August 2018

ASX Release

Impelus Significantly Strengthens UK Lead Generation Operations

- **Data generation channels enhanced to strengthen UK operations Digital Customer Acquisition capabilities and capacity for clients**
- **Further positions IMS as one of the UK's leading Digital Lead Generation providers – enhances ability to secure more and larger direct client relationships– sales pipeline strengthening**
- **UK operations well-placed for growth with strengthening technology capabilities**

Digital Customer Acquisition Company Impelus Limited (**ASX: IMS**) (**IMS, Impelus** or **Company**) has significantly strengthened its operations in the United Kingdom through enhancement of its lead generation capabilities.

IMS has essentially brought together, and is building, a managed network of quality, consented first party data generation channels and blending them with IMS's existing proprietary digital publishing and data assets to create a more scalable Lead Generation/Customer Acquisition platform.

The addition to the platform, *Network IMS UK*, increases IMS's UK operations Digital Lead Generation capacity. This enhances the ability for the business to secure more and larger direct clients that have high recurrent Digital Lead Generation demand.

Impelus sees significant growth opportunity in the UK where the business is already positioned as one of the leading Digital Lead Generation providers through its proprietary Digital Asset Network (**DAN**). With a large percentage of Impelus' 200+ monthly campaigns running in the UK each month, there are many client industry segments identified that can benefit from the combination of DAN and *Network IMS UK*.

IMS's UK operations are now much better equipped to capitalise on demand in the digital advertising and marketing sector by leading brands, large corporations and government bodies for greater efficiency in their digital marketing spend which a managed "one stop" Digital Customer Acquisition/Lead Generation businesses like IMS can provide. The UK sales pipeline is growing and enhancement of its data generation channels and lead generation capabilities will further strengthen this.



Impelus CEO and Managing Director Neil Wiles said: *"Our UK operations are performing well, and we are significantly enhancing our Digital Lead Generation/Customer Acquisition capabilities for clients with Network IMS UK."*

It is anticipated that as more businesses bring marketing technology (Martech) inhouse the demand for partners like IMS, who can directly integrate and seamlessly provide Digital Lead Generation to customer conversion in real time and at scale, will increase. This exciting global opportunity has substantial scope for growth. It is important that we are ahead of the curve with the best commercially robust infrastructure so that we can deliver to this."

Impelus looks forward to reporting its FY2018 full year results this month and updating shareholders on key developments of its organic growth initiatives including *Network IMS UK* as they progress.

Examples of IMS UK Digital Lead Generation for major Brands

FOR FURTHER INFORMATION, PLEASE CONTACT:

Rachael Mooney
Marketing Manager, Impelus Limited
+61 2 9360 3385
investor.relations@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 cost efficiently find customers through digital channels, at scale, globally. To learn more please visit www.impelusc corp.com or follow us on Twitter @ImpelusLimited

DISCLAIMER

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.