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ASX Release

Divestment of Clipp

- **Non-core subsidiary business, Clipp, has been sold for \$300,000 cash;**
- **Part of consideration used to further pay down debt; and**
- **Divestment ensures Impelus can focus solely on scaling its Digital Customer Acquisition operations business**

Digital Customer Acquisition Company Impelus Limited (**ASX: IMS**) (**IMS, Impelus or Company**) is pleased to advise the sale of its non-core 97%-owned Clipp business to PNI Financial Services Pty Ltd (**PNI**) for \$300,000 cash.

The sale has been completed and funds received have been used in part to further reduce debt.

The Clipp business is a bar tab and hospitality application with a shareholding first acquired in 2015 by what was then, Mobile Embrace. With the Company now solely focused on scaling up its Digital Customer Acquisition business, Clipp was deemed to be non-core and a distraction for management.

Impelus continues to work hard at strengthening its balance sheet and is investing further in its technology platforms to enhance its Digital Customer Acquisition operations in Australia and the UK. Further updates will be provided.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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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

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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.