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ASX Release

Appointment of Independent Non-Executive Director

Impelus Limited (ASX: **IMS**) (**Impelus** or **Company**) is pleased to announce the forthcoming appointment of Mr Geoff Nesbitt as an independent Non-Executive Director.

Geoff Nesbitt has extensive global experience in finance, strategy, M&A and business growth with public companies. In particular, Geoff brings an in-depth understanding of the global marketing and media tech communications industry to the Impelus Board.

Until August 2017, he served as Chief Financial Officer (**CFO**) and Executive Director of Pureprofile Ltd (ASX: **PPL**) and is currently the CFO for Flamingo Ai Ltd (ASX: **FGO**). Geoff is also Principal of Macquarie National Group, a boutique corporate finance and asset management firm in Sydney and Non-Executive Director of the Layne Beachley Foundation.

Geoff holds a Bachelor of Business from Southern Cross University and is a member of CPA Australia.

Commenting on Mr Nesbitt's appointment, Chairman Ian Elliot said:

"Geoff brings with him an extensive network and experience in managing a range of business areas which will be highly beneficial to Impelus including financial management, investor relations, performance improvement and business planning. Geoff's skill set will be a great addition to the Board as we continue our focus on rebuilding the Company into a successful growing Digital Performance Marketing business."

Mr Nesbitt's appointment will take effect immediately upon recommencement of trading by the Company following the current capital raising which is currently scheduled for this Wednesday 31 October and will stand for election at the Company's Annual General Meeting to be held on 30 November 2018.

Mr Nesbitt will also fill the role of Chairman of the Audit & Risk Management Committee.

An Appendix 3X for Mr Nesbitt will be lodged following his commencement.

IAN ELLIOT

Non-Executive Chairman