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ASX Release

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Brendan Birthistle to be Appointed Chairman

Impelus Limited (**ASX: IMS**) (**IMS** or **Company**) is pleased to announce the appointment of Brendan Birthistle as Non-Executive Chairman. The board intends appointing Mr Birthistle after the Annual General Meeting to be held 30 November.

Mr Birthistle has significant and substantial strategic and operational experience. Early in his career, he worked as a management consultant with WD Scott, and as a Corporate Planner for ICL Australia (International Computers) and Wormald International Limited. As a CEO of Raynors (a subsidiary of Adelaide Steamships), he and the enthusiastic management team successfully transformed what was a moribund company.

Brendan operated his boutique financial planning organisation, Connaught Consultants, for over 30 years (1984 to 2015). To achieve a better deal for retail investors, he joined the Australian Shareholders' Association serving as Chairman for 3 years in the early Nineties. In 2003 he was elected as a Director of CCI a small struggling listed coal testing company and was partly instrumental in the turn-around of the Company and its eventual sale. Investors were rewarded with a four-fold increase in their original investment.

For the past ten years, Brendan has concentrated on investing mainly in listed micro-cap companies. He presently owns shares in over 60 companies mainly technical and digital in nature. This experience has proved enjoyable, educational and highly profitable. He is also a director of 3 successful private companies and The Eolas Foundation a charitable trust.

Brendan's educational qualifications include an MBA (University of California, Los Angeles), B.Sc. (Hons) from University College, Dublin, a BA (UNSW), and a Diploma of Jurisprudence (University of Sydney).

CEO and Managing Director Neil Wiles said: "We are delighted to have such a highly experienced and successful director as Brendan Birthistle to Chair Impelus. His outstanding track record of corporate re-invigoration and the strategic and operational insights that Brendan brings to Impelus are of great importance as the Company focuses on rebuilding its value in the face of the many unforeseen external headwinds it has recently experienced. The Board and Management team look forward to working with Brendan to deliver value to our shareholders."

Brendan Birthistle added: "Despite recent tumults, I believe that IMS is an exciting company with a great future. It is focused, operates in a fast expanding market with high profit margins, and has valuable intellectual property. As the Company's new Chairman, I welcome the opportunity in helping deliver much improved returns for all shareholders and in realising the Company's considerable potential. Expect steady improvement rather than instantaneous success."



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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