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ASX Release

Impelus enters Performance Partnership with Stay at Home Mum

- **Stay at Home Mum (SAHM) is a trusted online market leader engaged in providing high quality information, advice, advertising, offers and social community to Australia-wide parents. SAHM has a select target audience of approximately 1,000,000 monthly users;**
- **Impelus (IMS) Digital Customer Acquisition products and technology will be integrated across SAHM activities;**
- **The performance partnership will assist SAHM to better target prospective product marketers and to more accurately satisfy customer needs by applying IMS proven Premium Lead Generation technology. This can greatly benefit all parties – IMS, SAHM, and its customers.**

Digital Customer Acquisition and Lead Generation Company Impelus Limited (**ASX: IMS) (Impelus)** is pleased to announce that it has entered a performance partnership with Stay at Home Mum (SAHM).

IMS Digital Customer Acquisition products and technology will be integrated with the SAHM website and social media channels. IMS and SAHM will provide brands and mobile apps with a range of Digital Customer Acquisition products to improve marketing effectiveness and reduce costs.

Stay at Home Mum is a trusted online market leader in providing engaging, high-quality content to parents Australia-wide with approximately 1,000,000 unique users per month. The performance partnership will enable SAHM to increase inventory yield and to offer sophisticated user engagement through IMS' Premium Lead Generation technology.

The SAHM performance partnership will allow IMS lead generation technology to demonstrate its value with a highly targeted audience:

- The average reader is female and is 25-44 years old
- She has two children, one of whom is still in nappies
- She is the main grocery buyer and decision maker of the household
- Her family typically earn over \$100,000 per year
- She likes both shopping online and instore



- She views the Stay at Home Website mainly on her Mobile Phone (70%)
- She is family-focused with interests in cooking, television, real estate, home & garden, gifts, finances and financial services, entertainment and more.

The SAHM performance partnership is one of a number of Impelus' initiatives to boost the sales of its Premium Lead Generation offering, including *Solvers*. We plan to mount additional campaign programs directed at the current three targeted sectors of Health, Education and Home. Other sectors will be added later. Further updates will be provided in due course.

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.