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ASX Release

Impelus Launches Next Generation 'Childcare' Quality Lead Generation

- **Impelus (IMS) launches Next Generation 'Childcare' technology including *'Solvers'* that makes searching for Childcare centres seamless and simple for parents and carers.**

- **Technology strengthens IMS Childcare Quality Lead Generation (QLG) that has resulted in increased Childcare centre tour bookings and enrolments and high client satisfaction**

- **In addition to strengthening Impelus' market position in the Education sector, this technology enables targeted Digital Customer Acquisition for a broader addressable market of Childcare providers**

Digital Customer Acquisition Company Impelus Limited (**ASX: IMS)** (**IMS, Impelus** or **Company**) is pleased to announce the launch of its next generation Quality Lead Generation (**QLG**) technology (including *Solvers)* in the Childcare / Early Learning sector.

The expanded features and functionality significantly increase Impelus' market proposition and addressable market of Childcare providers by providing them with the ability to target and satisfy the enrolment requirements of specific Childcare centres and to generate more parent and carer interest in underperforming regions or centres

Parents and carers can easily find those centres and provider locations that Impelus works with by means of a pop-up indicator showing the number of centres in the suburb or postcode area selected. The technology is fully customised for mobile phone users, who have the benefit of interacting with the native app experience, as well as inbuilt maps that adjust themselves to whatever location the parent or carer is in at that moment - in real time. The technology provides a personalised experience that makes searching for Childcare centres seamless, and simple.

Impelus' next generation Childcare QLG technology has strengthened its market position in the Early Learning sector which was already delivering strong lead to conversion performance, with up to a 52% contact rate and high client satisfaction.

Growth in Australia's under twelve population will support strong Childcare industry growth and Childcare demand. Revenue in this sector, which in 2017 was $12.4 billion, is forecast to grow 32.4% to $16.4 billion by 2022 *(Source: IBIS 2017).*

Digital Customer Acquisition for the Childcare industry is one of a number of key focuses for Impelus, with the Company continuing to drive market leadership through the development of its QLG technology.

The board looks forward to providing shareholders with further updates in due course.

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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.impeluscorp.com.

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