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ASX Release

Impelus Ltd (ASX:IMS)
ABN 24 089 805 416
t +612 9360 3385
info@impelus.com
Level 23 100 William St
East Sydney NSW 2011
Australia
impelus.com

Launch of Premium Lead Generation in UK Diversifies Revenue Streams

- **Launch of Premium Lead Generation (PLG) operations in the UK, initially in the UK Insurance sector**
- **Builds on existing IMS UK infrastructure and client base**
- **Increases the UK addressable market significantly**
- **IMS' Australian PLG operations achieved a \$1.5m annualised revenue run rate in seven months – AU PLG annualised revenue run rate at approximately \$3 million March 2019. UK is a far larger market opportunity**

Digital Customer Acquisition company (ASX:IMS) will significantly expand its Digital Performance Marketing (DPM) operations in the UK with the launch of its Premium Lead Generation (PLG), initially in the insurance sector.

Clearly, since the UK population is about three times that of Australia, there is scope for plenty of growth. Already many UK clients have expressed a keen interest in using the latest IMS Premium Lead Generation technology to target their customer acquisition spend and, as a result, improve their financial returns.

Importantly, IMS' extensive UK client base and current Digital Lead Generation operations will enable us to drive the introduction and use of our Premium Lead Generation technology. We are confident that all parties will greatly benefit.

Our Australian experience gives us good heart. PLG operations, first launched in March 2018, are now running at an annual revenue run rate of around \$3 million a year later. Premium Lead Generation campaigns are presently being run in Health, Home and Education sectors with more sectors still in development.

IMS continues to further enhance its technology platforms to deliver the very best Digital Lead Generation and Customer Acquisition solutions for businesses across industries. The Company is making solid, steady progress. The Board looks forward to further informing shareholders of developments.

On behalf of the Board

Brendan Birthistle

Non-executive Chairman



- ENDS -

FOR FURTHER INFORMATION, PLEASE CONTACT:

Neil Wiles, CEO and Managing Director
Impelus Limited: +61 2 9360 3385

ABOUT IMPELUS LIMITED

Impelus Limited (ASX: IMS) is a Customer Acquisition Engine that enables businesses to generate customers at scale via digital channels and devices. To learn more please visit www.impelus.com.

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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.