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ASX Release

APPOINTMENT OF DIRECTOR – CRAIG POOLE

23 October 2019: Impelus Limited (**ASX: IMS**) (**Impelus** or **Company**) is pleased to announce the appointment of Craig Poole as an executive director of the Company, effective 28 October 2019.

Mr Poole has over 30 years' experience as an advertising and marketing professional, working with, amongst others, Westpac and DuPont Australia. He was the founder of marketing agency, Synchronesh, and led its growth and expansion into Asia, before selling it on. Mr Poole holds a Bachelor of Commerce from Macquarie University and Postgraduate Diploma (Communications) from the University of Technology, Sydney, and worked in Chartered and Commercial Accounting before transitioning into marketing and advertising. He is currently the principal of Accelerate Creative Strategies, a strategic marketing, creative and media consultancy.

In addition to his Board position, Mr Poole has been contracted for an initial period of 12 months to provide consulting services to the Company, specifically focused upon business positioning and growth, under the direction of the Board. His consulting contract provides for a monthly fee of \$10,000 exclusive of GST.

Impelus Chairman, Brendan Birthistle, commented: "We are delighted to welcome Craig to the Impelus Board, and are excited at the addition of his significant business development and strategic marketing skills to the team. We plan to expand our sales pipeline as efficiently and quickly as possible to boost the Company's performance."

For further information, please contact:

Neil Wiles

CEO & Managing Director