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ASX Release

Board Renewal

Impelus Limited (ASX: IMS) (Impelus, or Company) is pleased to announce the appointment of Robert Skinner as a Non-Executive Director of the Company, with effect from 7 August 2020.

Robert is an experienced digital marketing industry professional, director, and ex-Trade Commissioner with over 19 years' global experience in digital, trade and enterprise. He worked for New Zealand Trade and Enterprise as Regional Investment Sector Manager (Asia) and Trade Commissioner (Singapore) leading New Zealand's government economic development agency based in Singapore with key areas of focus being ICT and creative / media industries.

Robert has held a number of senior management and board positions in digital businesses, including Managing Director APAC, based in Singapore, with international performance-marketing company eGentic. He led the APAC team with primary responsibility for sales in India, Australia, New Zealand, South Africa and Thailand.

Robert's education includes a BSc (Honours), Management and various certificate qualifications in Blockchain and Finance.

Maureen Smith, who was appointed to fill a vacancy on the Board, has tendered her resignation as a director, with effect from 7 August 2020.

Commenting on the changes, Impelus Chairman, Brendan Birthistle, said: "We are delighted to welcome Robert onto the Board. He is a highly respected digital performance marketing expert with broad industry expertise, and with extensive networks which will complement and strengthen our marketing and strategic efforts. We look forward to his contribution to our growth and market expansion plans. In addition to his normal Board duties, Robert will provide additional sales and marketing consultancy services to the Company, on an ad hoc basis as agreed.

We would also like to thank Maureen for her contribution to the Board and look forward to continuing to work with her as she continues in her managerial role within the Company."

This announcement has been authorised for release by the Company's Chairman.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Impelus Limited (ASX: IMS) is a Digital Customer Generation company that enables businesses to cost efficiently acquire customers through digital channels, at scale, globally. To learn more please visit www.impelus.com.

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