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ASX Release

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Impelus Strengthens Funds to Accelerate Performance

Impelus Limited (ASX: IMS) (Impelus or Company) advises that it has secured an additional \$500,000 under a Loan Agreement with IMS Chairman Mr Brendan Birthistle.

The loan will be used to accelerate the rebuild of the Australian business through strengthening of the sales and product team; introduction of the Company's Premium Lead Generation products & identified product development opportunities; and assisting the Company with its cashflow management needs, and for working capital purposes.

The UK business has continued its profitable performance. Additional EMEA Premium Lead Generation trials have been secured that will launch shortly. The AU business has recently received several new orders, which although small initially, show strong indications for growth in the intermediate term. The significant product and IT systems development work currently underway is progressing well and has already improved some margins and increased efficiencies with further improvement expected.

The loan is repayable on 15 December 2021 and attracts interest at the rate equal to the Corporate Overdraft Reference Rate (currently 8.71%) plus 5% per annum.

Under the Loan Agreement, the lender may request that IMS convene a meeting of shareholders to seek approval to swap the loan for convertible notes in the Company. Such convertible notes, if approved and issued, would be repayable at the same time as the loan, and attract the same rate of interest. The notes could also be converted to shares at a price equal to VWAP for the 5 trading days prior to a conversion notice being received. Directors will advise shareholders in the event that any such request is made.

Yours faithfully,

Neil Wiles

Managing Director & CEO



FOR FURTHER INFORMATION,

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PLEASE CONTACT:

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.impelus.com.

DISCLAIMER

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.