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ASX Release

Impelus Secures Funds to Accelerate Performance

Impelus Limited (ASX: **IMS**) (**Impelus** or **Company**) advises that it has secured \$620,000 under a Loan Agreement with Connaught Consultants (Finance) Pty Limited (a company which is controlled by 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.

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. The directors will advise shareholders in the event that any such request is made.

Yours faithfully,

Neil Wiles

Managing Director & CEO