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ASX Release

Update on Direct Carrier Billing Dispute

Impelus Limited (ASX: **IMS**) (**Impelus** or **Company**) refers to its announcement of 9 February 2018 in relation to the decision by a telecommunications carrier to cease providing Direct Carrier Billing Services (**DCB** or **Services**) to its DCB partners including Impelus as of March 2, 2018.

The Board decided on advice not to seek an injunction or other expedited action to prevent the services from being provided believing that the most appropriate claim is a claim for damages founded on misrepresentation by the service provider.

The Board of Impelus will continue to pursue its claim in a considered approach consistent with ensuring minimum disruption to the core areas of the Company's business being its focus on the development and growth of its Digital Performance Marketing business which is progressing well. Such approach is likely to include, at first instance, statutory dispute resolution.

Impelus continues to believe it has a strong claim and will provide further updates in due course.

NEIL WILES

CEO & Managing Director