



NEWS RELEASE

IMPACT ANALYTICS SECURES LONG-TERM CO-LOCATION/HOSTING SERVICES TO POWER AI RISK ASSESSMENT SOFTWARE

Calgary, Alberta / December 5, 2023 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), an intelligent AI risk assessment, data intelligence and financial services platform, continues to accelerate the development of its telemetric risk management product stack. The Company is pleased to announce that it has secured long-term, privacy-centric data center co-location and hosting solutions at Hurricane Electric LLC’s (**“Hurricane Electric”**) data centre in Fremont, California, USA (the **“Data Centre”**).

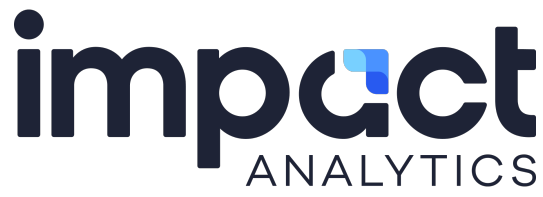
Impact Analytics is committed to building and training its own proprietary machine learning model to be housed at the Data Centre, as opposed to mirroring existing publicly available models. The Company believes that Hurricane Electric’s commitment to high end and privacy focused data centre products, evidenced by its client list, will serve as a stable foundation to scale and train its AI driven risk assessment tools. Current clients of Hurricane Electric include multiple United States federal agencies and Fortune 500 companies.

Eric Entz, CEO of Impact Analytics stated: *“Our goal of enhancing risk management by leveraging AI and large data sets is now buoyed by our own co-location and hosting hardware. Hurricane Electric has been a market leader in the data centre space for quite some time and their commitment to privacy, security and scalability is very much aligned with our product development roadmap.”*

The Company also announced that it has engaged the services of Global One Media Ltd. (**“Global One Media”**) to manage its social media channels, including the distribution of interviews, company news and other similar services. These services are expected to be provided by Mr. Bastien Boulay, Managing Partner at Global One Media. Global One Media's office address is located at Suite 1500, 1155 Metcalfe Street, Montreal, QC H3B 2V6 and Mr. Boulay can be reached at +1 (514) 695-0351. In consideration of the services, the Company has agreed to pay to Global One Media USD\$3,000 on a month-to-month basis commencing December 4, 2023. Global One Media does not have any interest, directly or indirectly, in the Company or its securities, or any right or intent to acquire such an interest. Global One Media may provide additional services in the future as agreed upon between the parties.

About Hurricane Electric

Hurricane Electric is a global internet service provider offering internet transit tools, network and applications, as well as data center colocation and hosting services. As of May 2023, Hurricane Electric was one of the largest global IP networks as measured by network adjacencies in both IPv4 and IPv6. More information regarding Hurricane Electric can be found on their corporate website: <https://he.net/>.



About Impact Analytics

Impact Analytics is a financial services company focused on building a AI-powered risk assessment engine to govern and optimize organizational decision making. Our flagship risk assessment model is being designed to disrupt traditional finance in a meaningful way. Learn more at <https://www.impactrisk.ai/>.

ON BEHALF OF THE BOARD OF DIRECTORS

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The CSE and Information Service Provider have not reviewed and does not accept responsibility for the accuracy or adequacy of this release.

Forward-Looking Information

Certain information in this news release may constitute "forward-looking" information that involves known and unknown risks, uncertainties, future expectations and other factors which may cause the actual results, performance or achievements of the Company or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward looking information. When used in this news release, this information may include words such as "anticipate", "estimate", "may", "will", "expect", "believe", "plan" and other terminology. This information reflects current expectations regarding future events and operating performance and speaks only as of the date of this news release.

Forward-looking statements in this news release may include, but are not limited to, the future plans of the Company, Hurricane Electric and its business and product offerings, Global One Media and the services that it will provide now or in the future to the Company, the development of the Company's technology, business plans, objectives and strategy.

Except as required by law, we assume no obligation to update or revise forward-looking information to reflect new events or circumstances. Additional information is available in the Corporation's Management Discussion and Analysis, which can be found on SEDAR+ at www.sedarplus.ca.
