



NEWS RELEASE

IMPACT ANALYTICS APPOINTS MITCH JOHNSTONE AS STRATEGIC ADVISOR TO ENHANCE RISK AI CAPABILITIES

Calgary, Alberta / December 12, 2023 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), an intelligent AI risk assessment, data intelligence and financial services platform, is pleased to announce the appointment of Mr. Mitch Johnstone as a Strategic Advisor to the Company.

Mitch Johnstone is a strategic AI leader and entrepreneur with over seven years of experience in transforming businesses through innovative AI/ML projects. Mr. Johnstone’s journey is marked by a unique blend of technical expertise and business acumen, a combination that has seen him excel in various roles from AI product management to entrepreneurial ventures. Passionate about applying AI across various sectors, Mitch has worked on transformative projects in medical, clean tech, digital marketing, and finance. He believes in harnessing the power of AI to make life-changing impacts on human beings.

Currently, Mitch is the driving force behind Abacus AI Solutions Inc. (“Abacus AI”). Abacus AI specializes in crafting and executing AI strategies for post-series-B start-ups and some of Canada’s largest companies. Under Mr. Johnstone’s leadership, Abacus AI not only educates C-suite executives about AI and its strategic implications but also provides services and teams to execute these strategies. Abacus AI’s emphasis on ongoing product management and strategy support further cements its role as a critical player in the AI industry.

"We are thrilled to welcome Mitch to Impact Analytics as a Strategic Advisor. His exceptional expertise aligns with our mission to provide valuable risk management AI solutions across our platform," said Eric Entz, the Company’s CEO. "As we continue to expand our offerings and address evolving industry challenges, Mr. Johnson’s insights will be invaluable in shaping our strategic direction."

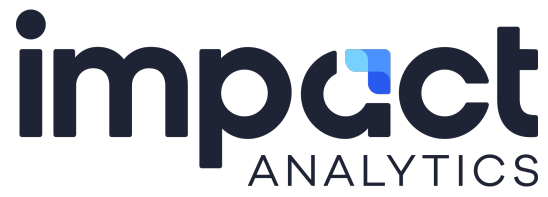
About Impact Analytics

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, the appointment of Mr. Mitch Johnstone as a strategic advisor 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.
