



NEWS RELEASE

IMPACT ANALYTICS UNVEILS AI-POWERED SOFTWARE LAYER FOR ENTERPRISE RISK ASSESSMENT

Calgary, Alberta / January 30, 2024 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT) (OTC: IPTNF) (FWB: 9YZ0), a risk assessment, data intelligence and financial services platform powered by AI, unveils another risk assessment tool to complement its existing product stack with the objective of providing enterprises with intelligent data solutions.

The Company is pleased to introduce its latest AI-driven risk assessment infrastructure product under development, the Lana platform (the “**Lana Platform**”) featuring its first application (“**Lana Cash**”). The Lana Platform is being developed as a widely compatible software layer, easily adaptable by enterprise and small medium businesses (“**SMB**”) to enhance traditional risk assessment overlays. Developed as a stand-alone technology demonstration, the Lana Cash application will test users risk profiles and provide a recommendation based on unique, AI powered analysis.

It is anticipated that the complete Lana Platform will provide enterprises and SMB’s to evolve into an adaptable software suite and will generate improved real-time risk assessment results by leveraging:

- Unique Risk Markers: Using telemetric and other proprietary data collection and analysis.
- Know Your Client (KYC): Validating user identities with precision, safeguarding against nefarious impersonations and fraud;
- Anti-Money Laundering (AML): Analyzing context, sentiment, as well as financial crime risk with near immediate AI-driven analysis;
- Banking Analytics: Accessing real time financial data for deeper user insights, enhancing transparency and more accurate financial health assessment scores;
- Corporate Compliance: Assessing available business records to reveal stakeholders and potential conflicts; and,
- eIDs: Authenticating user identities with recognized and secure electronic identification solutions, enhancing trust and security.

Eric Entz, CEO of Impact Analytics stated, “*With the introduction of the Lana Platform and Lana Cash, the Company continues to build novel solutions for the global risk assessment market, by blending telematics, unique input metrics and historical transactional data to provide a tailored risk assessment scores for users or businesses based on specific and measurable parameters*”.

Individual risk assessments are costly and time consuming. Enterprise and SMB are seeing an increased need for perpetual KYC whereby analyses and risk assessment occurs on an ongoing basis. Further, the International Monetary Fund has estimated that on a world annual basis, up to 2 – 5% of the global gross domestic product is laundered internationally ([IMF – 2018](#)). By leveraging readily available public data and data provided by users, it is expected that once launched on a beta basis, the Lana Platform will provide cost effective and streamlined insights, configured to express a specific risk appetite.

The Lana Platform (including Lana Cash) is currently under development by the Company. The Company expects that Lana Cash will be publicly available in the second quarter of 2024, with the full Lana Platform available in the second half of 2024. The Company will provide further update relating to the Lana Platform (including Lana Cash) as development progress continues to materialize.

About Impact Analytics

Impact Analytics is a risk assessment, data intelligence and financial services platform powered by AI. The Company is building a proprietary product stack to optimize and streamline financial decision making for enterprises and individuals. Learn more at <https://www.impactrisk.ai/>.

ON BEHALF OF THE BOARD OF DIRECTORS

Chief Executive Officer	Eric Entz
Head Office	2004 Sherwood Drive Sherwood Park, AB T8A 0Z1
Telephone	+1 (587) 208 4044
Email	info@impactrisk.ai

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 Lana Platform, Lana Cash, expected developments, features, timelines and use cases of the Lana Platform (including Lana Cash), 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 Company's Management Discussion and Analysis, which can be found on SEDAR+ at www.sedarplus.ca.
