



NEWS RELEASE

IMPACT ANALYTICS ANNOUNCES PULSE PILOT PROGRAM AND EUROPEAN ROADSHOW

Calgary, Alberta / February 7, 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, is pleased to announce the launch of its intelligent software pilot program, Pulse (“**Pulse Program**”), which is designed to allow users to build off of, and advance, select capabilities of Impact Analytics’ proprietary software currently under development by the Company.

The Pulse Program’s goal is to create sustainable partnerships with early-stage partners. Through the Pulse Program, partners will be able to gain early access to the Company’s current product suite, including Lana Cash and Credissential in order to pilot such products. In the context of the Pulse Program, a “pilot” means an initial partnership designed to evaluate use cases and establish a road map for product development. It is expected that following the pilot phase, the Company and potential partners will enter into a definitive commercial agreement governing the development or adaptation of the Company’s product stack.

The Pulse Program is also intended to allow the Company and partners to develop complementary products bespoke to the particular partner, building off of the Company’s proprietary algorithms and source code. The Company views the Pulse Program as an essential step in becoming a market disruptor in risk assessment and believes that unique perspectives provided by partners in the Pulse Program will help the Company develop unique use cases by building on or complimenting the current product stack. The Company is currently seeking potential partners for the Pulse Program across all sectors, with a focus on the financial and fintech sectors.

Eric Entz, the CEO of the Company stated “*We are excited to announce the Pulse Program. We believe that developing early-stage partnerships will enhance our products under development, as well as may lead to the creation of new products which compliment our current corporate objectives.*”

More information on the Pulse Program can be found on the Company’s website at www.impactrisk.ai/pulse.

European Roadshow

The Company further announces that it will begin a week-long tour of three important European financial centers, beginning on February 11, 2024. In addition to one-on-one meetings with local investors and investment managers, management will take part in investment industry events in select cities.

“*We view Europe as an important marketplace for Impact Analytics and I look forward to strengthening our relationships with European investment professionals,*” stated Eric Entz, the CEO of the Company.

It is expected that the Company will meet with multiple family offices, investment banks, private investment clubs and wealth funds. The roadshow is being organized by Scandinavian Alliance and will take place in Amsterdam, Brussels and Stockholm.

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

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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 include, but are not limited to, the Pulse Program and expected results, including, the types of uses cases and products developed pursuant to the Pulse Program, the European roadshow, and the future plans of the Company, business plans, objectives and strategy. Forward-looking statements are inherently risky and the information and plans disclosed therein may not come to fruition as contemplated or at all.

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.
