



NEWS RELEASE

IMPACT ANALYTICS COMMENCES TRADING ON UPSTREAM

Calgary, Alberta / February 22, 2024 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT) (OTC: IPTNF) (FWB: 9YZ0) (MERJ: PACT), a risk assessment, data intelligence and financial services platform powered by AI, will become available February 22, 2024 at 10:00am EST under the ticker symbol “PACT” on Upstream, a MERJ Exchange market and global securities trading app. The dual listing on Upstream works to provide digital-first investors around the world with streamlined access to the Company’s shares using just an app.

Investors outside the U.S. can now deposit or trade Impact Analytics’ securities by downloading Upstream from their preferred app store at <https://upstream.exchange/>, creating an account by tapping sign up, and completing a simple KYC identity verification. Then investors may either deposit their Impact Analytics shares, or fund their account with credit, debit, PayPal, USD, or USDC to buy Impact Analytics shares. Note, U.S. persons may not deposit, buy, or sell securities on Upstream. Trading will commence when an existing shareholder places an offer for sale on Upstream establishing the first trade.

The Upstream market is open 5 days a week, 20 hours a day, Monday to Friday: 10:00am to 06:00am UTC+4 (1:00am to 9:00pm EST). Traders on Upstream’s smart-contract powered market will experience real-time trading and settlement, and a transparent orderbook which aims to prevent common market manipulations.

Existing global (non-U.S.) shareholders may transfer their shares by opening Upstream, tapping Investor, Manage Securities, Deposit Securities, then entering the ticker symbol and the number of shares to deposit, and tapping Submit. Next, shareholders enter the brokerage firm name and brokerage account number and tap Submit. Finally, they tap Add E-Signature, sign their name on the screen using their finger, tap Done, and then tap Sign. Shareholders will receive via email an executed deposit form to submit to their current brokerage firm to initiate a withdrawal to the transfer agent. Shareholders will receive a push notification once the shares are deposited and available for trading on Upstream.

“We are thrilled to dual list on Upstream’s next generation marketplace,” says Eric Entz, Impact Analytics CEO. “We are adding new value to our shareholders while expanding our company and mission to a modern, global investor-base.”

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/>.

About Upstream

Upstream, a MERJ Exchange market (<https://merj.exchange/>), is a global securities trading app. Powered by a proprietary, transparency-first matching engine, Upstream allows investors outside of the U.S. to trade securities using just an app. For more information, please visit

<https://upstream.exchange/>. Upstream is currently accepting applications to dual list at <https://upstream.exchange/getlisted>.

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.

Disclaimers

U.S. persons may not deposit, buy, or sell securities on Upstream.

This communication shall not constitute an offer to sell securities or the solicitation of an offer to buy securities in any jurisdiction where such offer or solicitation is not permitted. All orders for sale are non-solicited by Upstream and a user's decision to trade securities must be based on their own investment judgment.

Upstream is a MERJ Exchange market. MERJ Exchange is a licensed Securities Exchange, an affiliate of the World Federation of Exchanges, a National Numbering Agency, and a member of ANNA. MERJ is regulated in the Seychelles by the Financial Services Authority, <https://fsaseychelles.sc/>, an associate member of the International Association of Securities Commissions (IOSCO). MERJ supports global issuers of traditional and digital securities through the entire asset life cycle from issuance to trading, clearing, settlement, and registry. It operates a fair and transparent marketplace in line with international best practices and principles of operations of financial markets. Upstream does not endorse or recommend any public or private securities bought or sold on its app. Upstream does not offer investment advice or recommendations of any kind. All services offered by Upstream are intended for self-directed clients who make their own investment decisions without aid or assistance from Upstream. All customers are subject to the rules and regulations of their jurisdiction. By accessing the site or app, you agree to be bound by its terms of use and privacy policy. Company and security listings on Upstream are only suitable for investors who are familiar with and willing to accept the high risk associated with speculative investments, often in early and development-stage companies. U.S. persons may not deposit, buy, or sell securities on Upstream. There can be no assurance the valuation of any particular company's securities is accurate or in agreement with the market or industry comparative valuations. Investors must be able to afford market volatility and afford the loss of their investment. Companies listed on Upstream are subject to significant ongoing corporate obligations including, but not limited to disclosure, filings, and notification requirements, as well as compliance with applicable quantitative and qualitative listing standards.

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 are based on certain assumptions and analyses made by the Company in light of the experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate and are subject to risks and uncertainties. In making the forward looking statements included in this news release, the Company has made various material assumptions, including but not limited to the regulatory framework governing artificial intelligence, data analytics, financial, and related services in Canada and any other jurisdictions in which the Company may conduct its business in the future; general business and economic conditions; the maintenance of the Company's current good relationships with its suppliers, service providers and other third parties; business strategy, including budgets, projected costs, projected capital expenditures, taxes, plans, objectives, potential synergies and industry trends; expectations concerning the size and growth of the governing artificial intelligence, data analytics, financial markets; and the expected demand for the Company's service. Although we believe that the assumptions underlying these statements

are reasonable, they may prove to be incorrect, and we cannot assure that actual results will be consistent with these forward-looking statements. Given these risks, uncertainties and assumptions, readers should not place undue reliance on these forward-looking statements.

Whether actual results, performance or achievements will conform to the Company's expectations and predictions is subject to a number of known and unknown risks, uncertainties, assumptions and other factors, including, among other things the Company's limited operating history; the Company currently has negative operating cash flow; the Company's financial statements have been prepared on a going concern basis; inability to innovate; failing to retain key employees or to recruit qualified technical and sales personnel; unable to adequately protect its proprietary rights; market competition; regulatory requirements; adverse economic and market; changes in technology; and natural disasters, public health crises, political crises, or other catastrophic or adverse events.

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.
