



IMPACT ANALYTICS DESCRIBES CHANGE OF BUSINESS AND ANNOUNCES EXPIRATION OF INTERIM CEASE TRADE ORDER

Calgary, Alberta / March 18, 2024 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), at the behest of the Canadian Securities Exchange (the “CSE”), issues this news release to describe its current business (“Current Business”), which represents a change from its prior business (“Prior Business”). The Prior Business was focused primarily on the formation of subsidiaries and the sale of minority interests in such subsidiaries to companies looking to raise funds from investors wishing to use their registered funds, such as RRSPs and TFSAs. Under its Current Business, the Company aims to provide risk assessment, data intelligence and financial services platforms powered by AI. To this end, the Company is engaged in building a proprietary product stack to optimize and streamline financial decision making for enterprises and individuals. Specifically, the Company is currently developing three commercial projects: two market entry applications: Credissential, Lana Cash and the PACT Platform. These projects are described in recent Company news releases, as well as in the AIF described below.

The Company notes that it voluntarily published, under its profile on SEDAR+, an Annual Information Form (“AIF”) which includes disclosure regarding the Current Business and its products under development. Investors are encouraged to read the AIF. The Company also notes that it is in the process of completing and filing a New CSE Form 2A Listing Statement relating to its Current Business. The Company will announce when the new listing statement has been filed.

The Company is also pleased to announce that an Alberta Securities Commission (“ASC”) panel (“ASC Panel”) has sided with the Company, dismissing an application by ASC Staff for the extension of the Interim Cease Trade Order (the “ICTO”) that had been issued against the Company on February 29, 2024 (please see ASC news release dated March 15, 2024, available [online](#)). As a result, the Company expects its common shares to resume trading on the CSE on March 19, 2024. The Company wishes to thank shareholders for their continued support.

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 ICTO, the Current Business and the Prior Business, 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.