



## NEWS RELEASE

### IMPACT ANALYTICS ANNOUNCES SECURE DATA VAULT AND APPOINTMENT OF COLIN FROST AS CEO

Calgary, Alberta / April 10, 2024 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), a risk assessment, data intelligence and financial services platform powered by AI, is pleased to announce the launch of its Secure Data Vault (“SDV”) product offering, intended for enterprise users. The SDV, accessible at [www.impactrisk.ai/sdv](http://www.impactrisk.ai/sdv), represents an important step for Impact. The SDV allows the Company to offer secure computing and data storage to enterprise users seeking data storage solutions, while also allowing the Company to host its applications currently under development, such as Lana Cash, Credissential and the PACT Platform (formerly the Lana Platform).

The hardware used to store the data for the SDV is housed at Hurricane Electric LLC’s facilities (the “Hurricane Electric Facilities”) pursuant to the co-hosting services agreement that the Company is a party to. Currently, the Company has initially dedicated 250 terabytes of space for the SDV and as demand increases, the Company can increase the terabytes available by allocating more bandwidth from existing hardware stored at the Hurricane Electric Facilities or by acquiring additional hardware. Through the SDV, the Company aims to ensure security for all types of digital data, whether in transit or while such data is being stored. Available to users as dedicated server space or as a cloud solution, the SDV aims to be a secure data storage environment, eliminating potential shared data storage risks.

SDV is designed to compete with service providers who provide web service, data storage and cloud object storage. Pricing for the SDV can be found on the Company’s website at [www.impactrisk.ai/sdv](http://www.impactrisk.ai/sdv). The Company may also offer bespoke solutions on a case-by-case basis depending on enterprise needs.

#### CEO Appointment and Director

The Company is also pleased to announce that it has appointed Mr. Colin Frost as Chief Executive Officer and director of the Company.

Mr. Frost has extensive experience in creating digital and physical consumer products. Notable places of work include Heidrick and Struggles and Experian Consumer Services. Outside of the digital world, Mr. Frost has been involved with multiple creative ventures in the automotive space. Mr. Frost is a proud alumnus of California State University, Fullerton.

Colin Frost, CEO of Impact Analytics, stated: *"I am excited to join Impact Analytics and further expand on the Company’s development and commercialization efforts. With the launch of the SDV, Impact Analytics is poised to convert enterprises from tenants to landlords of their data storage."*



Furthermore, the Company announces that Mr. Eric Entz has resigned as Chief Executive Officer and a director of the Company. Mr. Entz is thanked for his service in these capacities and will continue on with the Company as Vice President of Business Development and Communications.

### **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	Colin Frost
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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 SDV and expected results, the amount of space available in the future under the SDV, potential users of the SDV, commercialization plans in Canada for the use of the SDV (including pricing in Canada), future plans of the SDV 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](http://www.sedarplus.ca).

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