



## NEWS RELEASE

# IMPACT ANALYTICS SECURES SOFTWARE RESELLER AGREEMENT WITH VIRTUOZZO

**Calgary, Alberta / May 28, 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 its wholly owned subsidiary PACT Cloud Ltd. has entered into a reseller agreement (the “**Agreement**”) dated May 27, 2024 with Virtuozzo Inc. (“**Virtuozzo**”).

### Key Takeaways

- Impact Analytics has been selected as an authorized Western Canada reseller of the Virtuozzo Software;
- The cloud-based industry is facing increasing challenges due to price hikes and strategic shifts following M&A activity in the sector, and this relationship aims to seize the market opportunity arising from these tailwinds.
- Virtuozzo Software (hereafter defined) which will be resold by the Company will be hosted on Impact Analytics provided or owned hardware.
- Additional revenue stream for the Company.

Virtuozzo is a global software company that provides customers with solutions that enable widely-consumed cloud-based virtualization services (the “**Virtuozzo Software**”). Pursuant to the Agreement, the Company will resell the Virtuozzo Software as a reseller in Western Canada. The relationship with Virtuozzo also aims to enhance the Company’s Secure Data Vault offering (the “**SDV**”) by leveraging the Company’s hardware cloud compute infrastructure hosted at Hurricane Electric LLC.

*"Through our Agreement with Impact Analytics, Virtuozzo is set to offer a compelling and competitively-priced alternative to current cloud and virtualization solutions," said Rony Moyal, VP of Sales, Americas for Virtuozzo. "As all businesses that depend on cloud evaluate their options, owing to rising costs and changing service levels, Impact and Virtuozzo are committed to deliver cost efficiency and technological excellence. We see an opportunity to meet the needs of companies seeking stability and performance in their virtualization platforms. We are excited to engage and expand within the Western Canadian market and beyond, showing that our solutions are not just alternatives, but the future of cloud technology."*

Pursuant to the Agreement, the Company will resell a number of Virtuozzo products, complementary to the SDV, including:

- Virtuozzo Hybrid Infrastructure – an OpenStack-based cloud solution highly tuned for performance, resilience, ease of use and affordability, for traditional workloads, and cloud-native/ML and AI workloads of the future, in private or public clouds



- Virtuozzo Hybrid Cloud – a hosted/managed cloud for Managed Service Providers, that offers on-demand access to a rich range of cloud services for MSP customer projects
- Virtuozzo Application Platform – a cloud solution focused on simplifying the application lifecycle for enterprises, by automating application deployment, scaling, clustering, security and updates on private clouds and multiple public clouds
- Certificates for technical support (SUS)

The Company believes that there is a vacuum in the cloud computing and virtualization landscape due to recent M&A activity and [overpriced](#) offerings by competitors. Impact Analytics aims to seize the market opportunity by reselling the Virtuozzo Software complimentary to the SDV. This strategic alignment is expected to enhance the Company's position in the cloud computing space and attract new customers eager for a change in traditional cloud compute offerings.

In connection with the Agreement, Impact Analytics will also represent Virtuozzo at trade shows, through online channels, and across Western Canada, focusing on demonstrating the advantages of the Virtuozzo Software.

### **About Virtuozzo**

Virtuozzo ([virtuozzo.com](http://virtuozzo.com)), a leading hyperconverged cloud platform for service providers, ISVs, and enterprises, enables production-ready OpenStack Infrastructure-as-a-Service, multi-cloud Platform-as-a-Service, Kubernetes hosting, S3-compatible storage, cloud database management, and other cloud services. Virtuozzo liberates businesses from the complexities of IT infrastructure configuration and management, allowing them to refocus on their own growth. The cloud platform is designed for both cloud-native and traditional applications, ensuring optimized performance, rapid time-to-market, cost efficiency, and personalized support. Virtuozzo is available as public, private, hybrid, and multi-cloud software across more than 680 Cloud Service Providers, Managed Service Providers, and Hosting Providers in 80 countries.

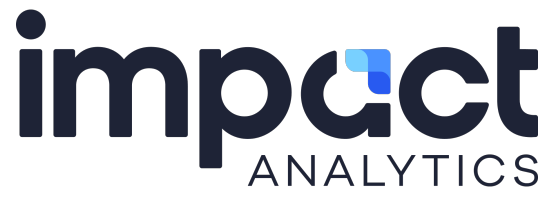
### **About Impact Analytics**

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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## **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 Agreement, , including potential benefits of the Agreement and being a reseller of Virtuozzo Software, expectations relating to the Agreement and Virtuozzo 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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