



NEWS RELEASE

IMPACT ANALYTICS ENGAGES TRI NGUYEN AS SCALABLE AI CONSULTANT

Calgary, Alberta / July 8, 2024 – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), a vertically integrated AI software development company built on its proprietary cloud offering, is pleased to announce the engagement of Tri Nguyen as Scalable AI Consultant effective July 8, 2024. Tri Nguyen will provide project management, guidance, and advice on scalable Artificial Intelligence (“AI”) infrastructure and applications to enhance Impact Analytics’ product offerings.

Colin Frost, CEO of Impact Analytics, stated: *“Engaging Tri Nguyen is a step forward for our Company as we continue to expand our AI capabilities. We anticipate that his expertise will be beneficial in developing our AI infrastructure and forming strategic partnerships. This collaboration is expected to enhance our product offerings and create additional value for our shareholders.”*

Tri Nguyen previously served as the Chief Technology Officer at Growth Engine Inc. (dba, Standup), an advanced generative AI platform. At Standup, he was active in reshaping the way companies match with government contracts through AI driven technology solutions. His experience in formulating and executing strategic technological roadmaps aligns with Impact Analytics’ vision for its current product stack. Additionally, Tri has a variety of accomplishments, including being a TensorFlow research Cloud Alumni and guest lecturer at the Hong Kong Polytechnic University.

Nguyen’s role at Impact Analytics will involve strategic partnership development with AI companies, focusing on both hardware and software. The Company expects that his guidance will help drive the scalability and innovation of Impact Analytics’ product offerings.

Tri Nguyen, commented: *“I am excited to collaborate with Impact Analytics and contribute to their mission of advancing AI technologies. Together, we aim to develop scalable and innovative AI solutions that will drive operational excellence and business growth.”*

Pursuant to the agreement with Mr. Nguyen, the Company has agreed to issue Mr. Nguyen 10,000 stock options and grant an aggregate of 20,000 restricted share units, subject to certain milestones being met.

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 are inherently risky and the information and plans disclosed therein may not come to fruition as contemplated or at all.

Forward-looking statements in this news release include, but are not limited to, the expected results from Tri Nguyen's engagement with the Company 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.
