NEWS RELEASE

IMPACT ANALYTICS JOINS NVIDIA DEVELOPER PROGRAM TO ENHANCE AI ABILITIES

Calgary, Alberta / July 23, 2024 – Impact Analytics Inc. ("**Impact Analytics**" or the "**Company**") (CSE: PACT), a leader in risk assessment, data intelligence, and financial services platforms powered by AI, is proud to announce its participation in the NVIDIA Developer Program. Joining the NVIDIA Developer Program allows the Company to leverage NVIDIA's technology to potentially enhance its AI capabilities.

Key Takeaways:

-   Development of new ai-enhanced features: With access to NVIDIA's industry-leading libraries and tools, the Company anticipates accelerating AI-integrations into its credit and finance tools.
-   Personalization and performance: Consumers and enterprise clients are expected to be able to unlock new product capabilities faster.
-   Leveraging edge: The Company expects that the NVIDIA Developer Program will allow the Company to improve the uptime and performance of the Credissential app for consumers and enterprise.

Empowering Credissential with Advanced AI Tools

By joining the NVIDIA Developer Program, Impact Analytics gains access to a deep library of developer tools, libraries, and resources that may be utilized by the Company to accelerate the development of its flagship application, Credissential. Designed to modernize and speed up the traditional credit flow process, Credissential expects to benefit from access to NVIDIA's expertise in AI hardware and software.

Deploying Credissential on the Edge to Ensure Uninterrupted Service

In an era where reliance on cloud services is ubiquitous, the vulnerability to global cloud outages poses a significant risk. Recent events, such as the [CrowdStrike outage](#) during the week of July 19, 2024, have highlighted the critical need for independent computing solutions for enterprise.

Impact Analytics is developing Credissential to be deployable on NVIDIA's Edge, ensuring continuous operation for enterprise clients even during cloud service disruptions. We expect this approach to not only enhance reliability but also reduce latency, providing clients with seamless and secure access to their credentials at all times.

Leveraging Edge Capabilities for Superior Performance

The integration of the NVIDIA Edge capabilities will enable Credissential to incorporate sophisticated algorithms for enhanced security and efficiency. From advanced natural language processing to real-time fraud detection, the Company expects that NVIDIA's technology will empower Credissential to deliver top-tier performance and reliability. Impact Analytics aims to pass this benefit along to users

with intuitive features designed to streamline workflows, generate actionable insights, and facilitate secure communication.

Fostering Innovation and Collaboration in the Credissential and AI Ecosystem

By joining NVIDIA Developer Program, Impact Analytics underscores its commitment to contributing to a collective pool of knowledge and resources aimed at driving technological progress.

"*We are thrilled to join the NVIDIA Developer Program*," said Colin Frost, CEO of Impact Analytics. "*We have been working on building our 'Dealerflow' Enterprise deployment of Credissental for the auto industry with redundancies that allow the program to benefit from the many features using the cloud provides, but with an independence to ensure business can perform as usual in the face of a global cloud outage. We believe that our entry into the NVIDIA Developer Program will empower us to deliver cutting-edge AI tools through Credissential, ensuring our users have access to reliable, secure, and efficient credentialing solutions.* "

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
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.

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 expectation of improved service delivery to the perceived and expected benefits from the NVIDIA Partner Program, future development of the Company's applications, including Credissential, 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.

.