



IMPACT ANALYTICS ENGAGES DAVID MAROD AS CONVERSATIONAL AI CONSULTANT

Calgary, Alberta / August 13, 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 thrilled to announce the addition of Mr. David Marod as a consultant specializing in conversational AI. Mr. Marod, a seasoned veteran in the automotive and AI sectors, will lend his expertise to the Company, with the aim of enhancing the capabilities of Credissential, Impact Analytics' flagship product.

Key Takeaways:

- **David Marod:** Mr. Marod, an expert in conversational AI, has joined Impact Analytics as a consultant, with the aim of enhancing Impact’s flagship product, Credissential.
- **Extensive Industry Experience:** Mr. Marod's background includes significant roles at Conversica, Better Car People, Vin Solutions, and eBay, bringing a depth of experience in AI-driven customer engagement and sales optimization.
- **Enhancing Credissential's Capabilities:** Mr. Marod has expertise on refining conversational AI, which the Company aims to utilize to improve Credissential user experience and engagement.

Mr. Marod has a depth of experience. His previous roles include as Senior Vice President and General Manager, Automotive, at Conversica, where he spearheaded innovative AI-driven initiatives focussed on improving client outcomes. Prior to Conversica, Mr. Marod held roles at Better Car People, Vin Solutions, and eBay, among others.

"David Marod's extensive background in conversational AI and his successful history of driving technological advancements in the automotive industry make him an invaluable asset," said Colin Frost, CEO of Impact Analytics. *"We are confident that his insights and strategic approach could potentially help propel Credissential to new heights, making our commercial launch of DealerFlow more a robust and fluid solution."*

Mr. Marod will focus on helping refine and expand the conversational AI features within Credissential and help develop the DealerFlow attributes. The Company aims to make the product more intuitive and effective for users, thereby enhancing overall customer experience and engagement.

"I am excited to join Impact Analytics and contribute to the evolution of Credissential," said Marod. *"The potential for conversational AI to transform business interactions is immense, and I look forward to working with the talented team at Impact Analytics to push the boundaries of what is possible."*

The Company would also like to correct its previously filed press release where it disclosed that it had issued 5,790,000 restricted share units to certain eligible participants under the Company's equity incentive plan adopted February 23, 2024. On August 6, 2024, there were a total of 6,030,000 RSUs issued. The terms of the RSUs otherwise remain unchanged.



About Impact Analytics

Impact is an AI powered financial services software developer, currently focused on the development and commercialization of its flagship product, Credissential. The submission of Credissential to the Apple App Store marks a significant step in the Company's journey to enhance financial decision-making through innovation.

For more information about Credissential and other products from Impact Analytics, visit www.impactrisk.ai and www.credissential.com.

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 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 the engagement of Mr. Marod, Credissential and it's expected product suite, 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.