



NEWS RELEASE

Impact Analytics Joins AI Partnerships Corp Affiliate Network, Expanding AI/ML Innovation in Financial Services Category

Calgary, Alberta / August 27, 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 its membership in the AI Partnerships Corp Affiliate Network (the “Affiliate Network”). This strategic collaboration connects Impact Analytics with leading AI companies.

AI Partnerships Corp, founded in 2020, has quickly grown to include over 150 Artificial Intelligence and Machine Learning (“AI/ML”) focused companies, serving sectors such as healthcare, fintech, and manufacturing. The network facilitates collaboration and innovation across industries. By joining the Affiliate Network, the Company expects to network, share ideas and build strategic alliances with similar businesses in the AI/ML space.

Impact Analytics’ flagship products, Credissential and Credissential DealerFlow, are being developed with the aim to redefine the financial services and automotive industries. Credissential is being developed to offer a comprehensive AI-driven solution for financial decision-making, while DealerFlow is being developed to empower independent auto dealers with advanced sales and financing tools, positioning them to compete with larger platforms.

“We are thrilled to join the AI Partnerships Corp Affiliate Network, which aligns with our mission to redefine the financial and automotive industries by leveraging AI,” said Colin Frost, CEO of Impact Analytics. *“We expect this partnership to enable us to collaborate with top-tier AI companies and leverage synergies that drive impactful innovation.”*

Tom Corr, CEO of AI Partnerships Corp, added, *“We are excited to welcome Impact Analytics to our Affiliate network. Their solutions, particularly Credissential and DealerFlow, complement our portfolio of AI leaders in the Affiliate network.”*

Pursuant to the previously announced agreement with conversational AI consultant, Mr. David Marod, on August 13, 2024, the Company announces that it has issued Mr. Marod 10,000 stock options on August 26, 2024 (the “Options”). The Options are exercisable to acquire common shares of the Company at an exercise price of \$0.69 per common share until August 26, 2026. Additionally, Mr. Marod will also be eligible to receive up to 30,000 restricted share units, subject to certain milestones.

About Impact Analytics

Impact is an AI powered financial services software developer, currently focused on the development and commercialization of its flagship product, Credissential.

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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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 joining the Affiliate Network, the expected features of Credissential and Dealerflow by 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.
