

NEWS RELEASE

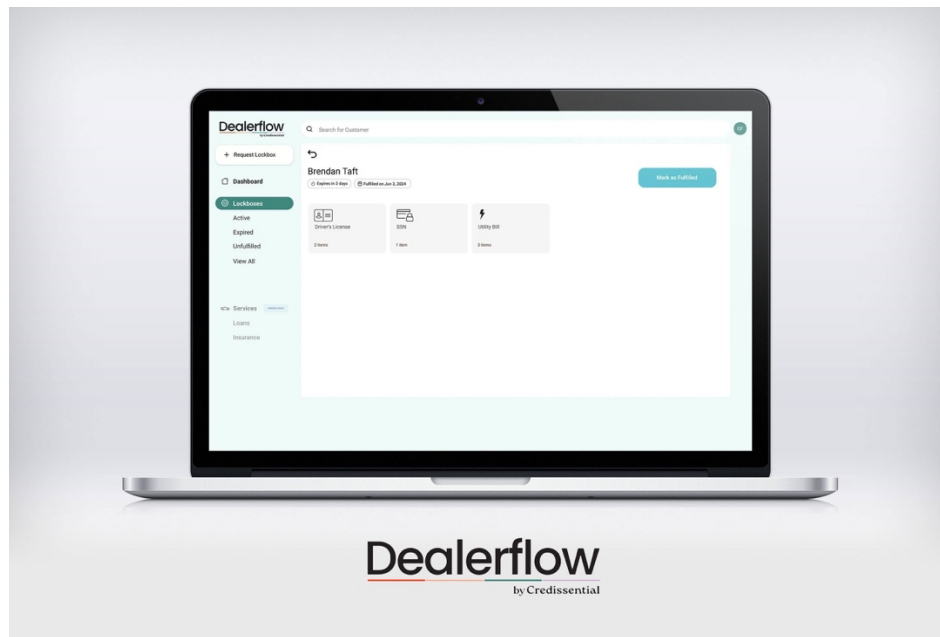
Impact Analytics Announces Closed Beta for Dealerflow by Credissential

Calgary, Alberta / September 3, 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 launch of the closed beta for DealerFlow by Credissential, a novel platform designed to empower independent auto dealers to compete with competition from auto sale platforms like Carvana and Truecar. The beta is now available on iPad through TestFlight, and the app has been submitted to the Apple App Store. Auto dealerships interested in joining the limited closed beta can sign up at www.credissential.com/dealerflow.



Planned DealerFlow Features

DealerFlow is being developed to level the playing field for independent auto dealers, providing them with the tools and technology needed to compete effectively against industry giants like Carvana and TrueCar. The closed-beta currently incorporates Credissential, the Company's ultrasafe lockbox, which aims to allow dealers to process credit faster and safer than traditional identity and credit verification.



Future key features include:

- **Real-Time Customer Bidding:** Dealers will be able to engage with customers in real-time, increasing their chances of closing deals quickly and efficiently.
- **Financing Approvals Without Hard Credit Pulls:** DealerFlow aims to simplify the financing process, allowing for soft credit checks and other non-invasive financial profile review.
- **Car Sourcing from Independent Dealer Network:** The platform is being developed to enable dealers to source vehicles from a vast network of independent dealerships, expanding their potential inventory and sales opportunities.
- **Proprietary AI-Powered Technology:** Built on Credissential's AI platform, DealerFlow will offer UI/UX enhancements that improve user experience and streamlines operations.

Market Potential

The total addressable market for independent auto dealers in the U.S. includes over 40,000 dealerships, representing a significant portion of the \$185 billion annual sales in the automotive marketⁱ. DealerFlow aims to help these dealers stop losing market share to online giants by equipping them with advanced technology that enhances customer engagement and sales.

Colin Frost, CEO of Credissential, stated, *"We are thrilled to see our first beta partner already working with DealerFlow and achieving promising results. We plan to share these success stories in the near future and are eager to onboard more dealerships to this exciting platform. We see DealerFlow as a game-changer for independent dealers, and we're committed to supporting them as they reclaim market share and grow their businesses."*

For more information and to join the DealerFlow closed beta, visit www.credissential.com/dealerflow.

The Company is also pleased to announce that it has retained SmallCap Communications Inc. of Vancouver, B.C. ("**SmallCap**") to provide social media management services for a six-month period commencing August 26, 2024, which includes a monthly fee of CAD\$5,000.00 plus GST per month and 50,000 consultant options issued at a price of \$0.66 per option. Contact information at SmallCap is Annie Zurstrom, annie@smallcapcommunications.com, 1-(604)-417-4440.

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. 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 the appointment of Mr. Becerra, the development roadmap for Credissential and Dealerflow by Credissential, 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.

ⁱ <https://www.nada.org/nada/research-and-data/auto-retailing>