



## NEWS RELEASE

### IMPACT ANALYTICS ANNOUNCES NAME CHANGE TO CREDISSENTIAL INC.

**Calgary, Alberta / September 12, 2024 – Impact Analytics Inc. (“Impact” or the “Company”)** (**CSE: PACT**), is pleased to announce a name change to “Credissential Inc.” (the “**Name Change**”) effective on or about September 18, 2024. After careful consideration of the Company’s strategic direction, management has decided to implement a name change to better align with its evolving business priorities. This change highlights the Company’s commitment to the development and commercialization of its flagship product, Credissential, marking a significant step in its commercial roadmap. The Name Change underscores the Company’s new focus and dedication to building a strong foundation for future success through innovation and effective commercial execution.

*"With our approaching move to a US exchange and our consumer product maturing, the time is right to execute on our name change. Rebranding to Credissential allows us to build a brand for our unique consumer offering while eliminating confusion around businesses with similar names. As we grow the enterprise side of the business, which uses Credissential tech to help independent automotive dealerships battle competing digital dealerships, having a unique name lets us build a brand that resonates with businesses and consumers",* says Impact’s CEO, Colin Frost.

The Name Change will take effect on or about September 18, 2024. In connection with the Name Change, the common shares of the Company will trade on the Canadian Securities Exchange (the “**CSE**”) under the new symbol “WHIP”. The proposed Name Change and stock symbol changes are subject to approval from the CSE and the Company’s receipt of new CUSIP and ISIN numbers. Assuming the satisfaction of these requirements, the Company intends to issue a subsequent news release announcing the completion of the Name Change and the effective date of trading under the new name and symbol.

The Name Change will not affect the rights of the Company's shareholders. There will be no consolidation of capital associated with the name change. Shareholders will not be required to take any action in connection with the Name Change. Issued certificates representing common shares in the capital of the Company will not be affected by the Name Change and will not need to be exchanged.

The Company is also pleased to announce that it has entered into a consulting agreement (the “**Agreement**”) with AllAccess Capital Markets Inc. (“**AACM**”) dated effective September 11, 2024. Pursuant to the Agreement, AACM has agreed to provide certain consulting and advisory services, which include, among other things, assisting the Company with strategic planning around corporate development, strategy, business development and corporate communications. Additionally, working to elevate the Company’s visibility among industry participants, and identifying opportunities in the capital markets sphere (collectively, the “**Services**”). In consideration for the Services, the Company has agreed to pay a monthly fee of C\$5,000 + HST as well as 192,307 restricted share units issued upon the signing date of the Agreement (the “**RSUs**”). The Agreement has a term of twelve (12) months. AACM can be reached at: 130 King Street West, Suite 1900, Toronto, Ontario, M5X 1E3, Canada, Tel: 657-480-1560, Email: [cstevens@allaccesscapitalmarkets.com](mailto:cstevens@allaccesscapitalmarkets.com). The RSUs will be subject to the standard four (4) months and one (1) day hold period.

## 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](http://www.impactrisk.ai) and [www.credissential.com](http://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 Name Change 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 Company's Management Discussion and Analysis, which can be found on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca).

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