



IMPACT ANALYTICS ANNOUNCES PRIVATE PLACEMENT OFFERING OF UP TO \$2,000,000

Calgary, Alberta / April 24, 2024 – The Newswire – Impact Analytics Inc. (“Impact Analytics” or the “Company”) (CSE: PACT), a risk assessment, data intelligence and financial services platform powered by AI, is pleased to announce a non-brokered private placement (“Offering”) for a minimum of \$800,000 and up to a maximum of 2,000,000 units of the Company (“Units”) at a price of C\$1.00 per Unit for aggregate gross proceeds of up to C\$2,000,000. Each Unit consists of one common share of the Company (each, a “Common Share”) and one Common Share purchase warrant (each, a “Warrant”). Each Warrant entitles its holder to purchase one additional Common Share at an exercise price of C\$2.00 for a period of 24 months from the date of issue.

Closing of the Offering is anticipated to occur on or about June 6, 2024. Closing is subject to certain conditions, including, but not limited to, receiving subscriptions for the minimum amount of \$800,000 under the Offering and the receipt of all necessary regulatory and other approvals. The net proceeds of the Offering are intended to be used for development of the Company’s product stack by Research Laundry LLC, including LANA Cash, Credissential and the PACT Platform and for general working capital purposes. Finders’ fees may be paid to eligible arm’s length persons with respect to certain subscriptions accepted by the Company.

Subject to compliance with applicable regulatory requirements and in accordance with National Instrument 45-106 – Prospectus Exemptions (“NI 45-106”), the Units issuable under the Offering will be offered for sale to purchasers resident in Canada and other qualifying jurisdictions pursuant to the listed issuer financing exemption under Part 5A.2 of NI 45-106 (the “LIFE Exemption”). Because the Offering is to be completed pursuant to the LIFE Exemption, the securities issued in connection with the Offering will not be subject to resale restrictions in accordance with applicable Canadian securities laws.

There is an offering document dated April 24, 2024, related to the Offering that can be accessed under the Company’s profile at www.sedarplus.ca and on the Company’s website at <https://www.impactrisk.ai/>. Prospective investors should read this offering document before making an investment decision.

None of the securities have been registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), or any state securities laws. Accordingly, the Units may not be offered or sold within the United States, its territories or possessions, any state of the United States or the District of Columbia (collectively, the “United States”) or to, or for the account or benefit of, U.S. persons (as such term is defined in Regulation S under the U.S. Securities Act) unless registered under the U.S. Securities Act and all applicable state securities laws or an exemption from such registration requirements is available. This press release does not constitute an offer to sell or a solicitation of an offer to buy any Units within the United States or to, or for the account or benefit of, U.S. persons.

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

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, statements relating to the use of proceeds from the Offering, expected closing and date thereof, obtaining regulatory approvals 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.