



NEWS RELEASE

IMPACT ANALYTICS COMPLETES MINIMUM VIABLE PRODUCT DEVELOPMENT OF LANA CASH

Calgary, Alberta / April 17, 2024 – 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 that, further to the Company’s press release of January 30, 2024, its contracted research and development partner, Research Laundry LLC (“Research Laundry”), has completed, on the Company’s behalf, the minimum viable product (“MVP”) development of Lana Cash (“Lana Cash”). The Company intends to initially deploy the MVP of Lana Cash to prospective partners and existing Pulse Pilot Partners in order to facilitate testing and with the aim of soliciting user feedback.

The Company invites interested parties to request access to this MVP by emailing products@impactrisk.ai.

The Lana Cash MVP is a technology demonstrator that is built in a modular structure allowing users to select and prioritize components such as “Know Your Client” compliance, income verification, marketing technology, remarketing and application programming interfaces. Lana Cash is also being developed to be redesigned for white labeling and resale. These functionalities aim to benefit potential enterprise users by removing the need for them to develop their own technology. The MVP version of Lana Cash provides a hub in which enterprises can provide historical loan outcomes that will then be analyzed by the application using Machine Learning AI techniques.

The MVP version of Lana Cash is hosted on the Company’s Secure Data Vault at Hurricane Electric LLC’s facilities and features a unique ‘chat to apply’ function that aims to help users complete credit applications via a more natural conversation as compared to traditional credit applications. The back end of Lana Cash features a simple client relations management dashboard that can be customized for partner requirements.

Lana Cash is currently a “minimum viable product”, which means that it is an application that is usable with limited features. Please refer to “Forward-Looking Information” for discussion of the assumptions and risk factors associated with the statements in this press release.

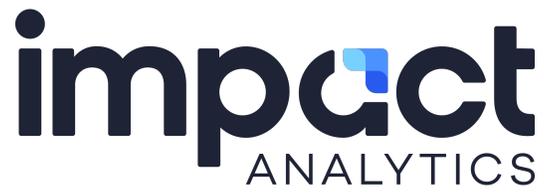
About Impact Analytics

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/>.

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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 in this news release include, but are not limited to, Lana Cash and expected results of the launch of the MVP application, further improvement and development of the Lana Cash product, the potential to attract and retain users of Lana Cash, commercialization plans for Lana Cash, 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.
