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ASX Release

Update on Direct Carrier Billing

Impelus Limited (ASX: **IMS**) (**Impelus** or **Company**) provides this update in relation to the Company's progressive exit from its Direct Carrier Billing (**DCB**) operations.

With the continuing scale up of the Company's Digital Performance Marketing (**DPM**) operations with a focus on premium lead generation, the identification of organic growth opportunities in the UK followed by the anticipated springboard into the European market and the recent launch of a number of DPM Growth Platforms in Australia and impending launches in the UK, the Board has resolved not to pursue the claim against a telecommunications carrier as initially announced to the ASX on 1 February 2018 at this time.

The Board has taken a considered approach in making this decision and believes the most efficient allocation of shareholders' funds together with the efforts and focus of the Board and management is to direct them into the future of the Company being those areas identified above and not at this time into a dispute arising out of a non-core area of the business which is in the advanced stages of run-off.

Impelus' position remains that it has a strong claim against the carrier and will review its decision whether to pursue the claim later this year.

In the interim, the progressive exit from DCB will continue with the Company's remaining Australian telco agreement to end on 23 August 2018 and thereafter the remaining Australian DCB operations and associated costs will be wound down.

The remaining historical international DCB databases that are in run-off will continue to be supported whilst they are cashflow positive with some residual revenue and earnings.

Impelus continues its core focus on scaling up the growth platform of its DPM operations and will continue updating shareholders on progress and developments.

NEIL WILES

CEO & Managing Director

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FOR FURTHER INFORMATION, PLEASE CONTACT:

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ABOUT IMPELUS LIMITED

Impelus Limited (ASX: IMS) is a Customer Acquisition Engine that enables businesses to cost efficiently find customers through digital channels, at scale, globally. To learn more please visit www.impeluscop.com or follow us on Twitter @ImpelusLimited.

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