



NEWS RELEASE

# Credissential Expands Enterprise Solution DealerFlow with Access to Automotive Data Platform

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(via TheNewswire)

Calgary, Alberta /TheNewswire /September 26, 2024 – Credissential Inc. (“Credissential” or the “Company”) (CSE: WHIP) (FRANKFURT: 9YZ0) (OTCPINK: IPTNF), a vertically integrated AI software development company built on its proprietary cloud offering, is pleased to announce its latest strategic move by integrating with AutoDealerData.com’s comprehensive automotive data platform (the “Data Platform”). The Company expects that this partnership will power Credissential’s enterprise platform, DealerFlow, enhancing its capabilities in real-time market analysis, inventory optimization, and sales strategy.

DealerFlow leverages the core technology behind Credissential, with the expectation that its application will enable businesses to streamline operations, increase efficiency, and enhance customer engagement. DealerFlow represents the Company’s enterprise side of the business model. By using the data from **AutoDealerData.com**, dealers using DealerFlow are expected to have a better understanding of market trends and pricing. The Company expects that this will help these dealers sell smarter, manage inventory better, and tailor marketing efforts to specific customer groups. New features in DealerFlow currently being developed by the Company, like real-time customer bidding and financing approvals, will also benefit from this integration.

Credissential's enterprise solution aims to elevate independent dealers' market presence, enabling them to compete on par with larger, more established platforms. The expanded access will also allow Credissential to explore new opportunities, such as predictive analytics for inventory sourcing, enhanced digital marketing targeting, and advanced sales forecasting, empowering dealers to make smarter, faster decisions.

### Expanded Opportunities for Credissential Enterprise Solution Within Independent Auto Dealers Segment

- **Tapping into a \$185 Billion Market:** The U.S. auto dealer market is vast, with over 40,000 independent dealerships accounting for nearly 40% of the used car market, generating approximately \$185 billion annually<sup>1</sup>. DealerFlow's enhanced capabilities will help these dealers capitalize on this market by optimizing sales and customer engagement.
- **Data-Driven Decision Making:** With enriched access to **AutoDealerData.com**, DealerFlow is being developed to now provide independent dealers with insights that allow them to dynamically adjust pricing strategies, inventory mixes, and marketing tactics in real-time, ultimately leading to potentially increased sales volumes and higher profitability.
- **Improved Marketing and Customer Targeting:** By leveraging data analytics, independent dealers can better understand their local market demand and adjust their strategies accordingly. The new and improved targeting capabilities will enable dealers to focus their marketing spend more effectively, reaching the right customers at the right time, similar to how larger platforms operate.
- **Enhanced Competitive Positioning:** With access to similar market intelligence as larger competitors, DealerFlow is expected to allow smaller, local dealers to operate on the same playing field, dramatically enhancing their competitive edge.
- **New Revenue Streams:** With predictive analytics and enhanced sales forecasting, dealers can better manage their inventory turnover, reducing holding costs and opening new revenue opportunities. The Company expects that this will help dealers maximize the value of every vehicle on their lot by making data-backed decisions on purchasing, pricing, and promotions.

*"Access to AutoDealerData.com's platform marks a significant milestone in the evolution of DealerFlow," said Colin Frost, CEO of Credissential. "The data capabilities is expected to enhance our product offerings and allow us to deliver even greater value to independent dealers. We are excited to see the immediate impact this integration will have on our customers' success."*

The Company also announces the issuance of 1,025,000 Restricted Share Units ("RSUs") of the Company to various consultants pursuant to its Omnibus Equity Incentive Plan adopted by the shareholders on February 23, 2024. The RSUs will vest immediately and are subject to a four month and one day hold period.

#### **About Credissential**

Credissential is an AI powered financial services software developer, currently focused on the development and commercialization of its flagship product, Credissential and Dealerflow.

For more information about Credissential and other products from Credissential, visit [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 expected results from the integration of the Data Platform, the development roadmap for Dealerflow, the expected features of Dealerflow, 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](http://www.sedarplus.ca).

<sup>1</sup> <https://niada.com/dashboard/2023-independent-dealer-used-car-outlook/>

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