

## Gameday Mouthguards Expands Ambassador Program

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to announce that it has expanded its social media ambassador program for Gameday Mouthguards to include additional sporting personalities, prior to the peak sales period for mouthguards.

The Company has existing and recently-executed social media promotion agreements with 25 sports ambassadors, which corresponds to a combined social media marketing reach of over 1.61M followers. The list includes sporting personalities Rory Sloane, Gary Ablett Jnr, Jonathon Thurston, Allan Furguson, Tariq Sims, Moana Hope, Hugh Greenwood, Tyson Frizell, Korbin Sims and Gerard Beale.

The ambassadors will promote the Gameday Mouthguard on their Instagram, Facebook and Twitter social media feeds. They will also provide their followers with promotional codes used to purchase the Gameday Mouthguard at a modestly-discounted price and all promotional fees earned by the sporting identities are based on per unit sale performance.



*Examples of social media advertising images provided to sports fans*

The Company also has commitments from 18 additional sporting personalities from the AFL, AFLW, NRL, Mixed Martial Arts and Boxing. These sportspeople have 448,000 fans on social media combined. The Company awaits signed agreements to be returned from this cohort - some of which are awaiting third party agreements to be approved from their respective sporting teams or bodies.

**ENDS**

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### About Impression Healthcare Limited (ASX: IHL)

Impression Healthcare is Australia's largest home dental impression company and is disrupting the dental devices market by providing consumers with an in-home method to consume laboratory-grade and personalised dental healthcare products at significantly lower prices than those offered by a dentist.

Combining the latest materials with advanced manufacturing processes at the Company's highly-scalable Victorian dental laboratory, Impression is delighting its customers with a range of high-quality, Australian-made products for teeth protection, bruxism, snoring, mild sleep apnoea and teeth discolouration. All customer teeth impressions are taken at home with the Company's impression kit. Thereafter, a qualified dental technician produces the custom-fitted device without the customer having to undertake a costly and time-consuming visit to the dentist.

Impression Healthcare has developed and launched five uniquely-branded and wholly-owned products that represent a significant and growing market in which to increase market share versus the traditional dental industry. Promoted by high-profile ambassadors in health, sport, fashion and media, Impression aims to embody a commitment to customer experience that is unparalleled in the industry. To learn more, please visit: [www.impression.healthcare](http://www.impression.healthcare)



Gameday Mouthguards ('Gameday') makes custom-fitted mouthguards cost effective for everyday Australians by providing an efficient and convenient process in which consumers complete their own dental impressions at home. Millions of Australians play sports in which it is highly recommended to wear a mouthguard and Gameday aims to become the market leader in the fragmented mouthguard market. Custom-fitted mouthguards protect the wearer from dental trauma and other serious sporting injuries by absorbing and spreading the impact of an accidental collision. In contrast, and according to the Australian Dental Association, over-the-counter ('boil and bite') mouthguards do not adequately protect the teeth, are loosely fitted, impede breathing and speaking, and can even wedge in the back of the throat at impact, which could be life threatening. Website: [gamedaymouthguards.com.au](http://gamedaymouthguards.com.au)



The Knight Guard provides a convenient and affordable solution to those people who suffer bruxism versus devices procured from a dentist. According to the Sleep Health Foundation, approximately 50% of the population experience occasional bruxism (night time teeth grinding and/or clenching) and it is a regular problem for about 5% of the population. Bruxism can cause serious and expensive dental problems, including worn, cracked, and/or loose teeth and other health complaints such as headaches and jaw pain. The Knight Guard reached 1667 sales by the 31<sup>st</sup> of January 2018 and achieved an average sales value of approximately \$154.93 per order. Website: [theknightguard.com.au](http://theknightguard.com.au)



The Sleep Guardian is a mandibular advancement splint (MAS) worn to combat sleep disordered breathing; including snoring and mild sleep apnoea. The Sleep Guarding is Impression's brand name for the established Silensor-sl anti-snoring device that is custom-fitted to the customer using the Company's impression kit. It consists of an upper and lower jaw splint that are connected in such a way as to push the lower jaw forward relative to the upper jaw. This counteracts the narrowing of the respiratory tract, reducing the vibration of tissue at the back of the mouth that causes snoring. The cost per unit is \$499.95 and is exceedingly more affordable than similar MAS devices, which can cost up to \$4500 and when prescribed and fitted by a dentist. Website: [sleepguardian.com.au](http://sleepguardian.com.au)



ITW (Instant Teeth Whitening) is a custom-fitted teeth whitening product that provides customers with a cost-effective and at-home teeth whitening solution. ITW competes directly and is well priced versus off-the-shelf, one-size-fits-all teeth whitening trays and take-home kits provided by a dentist. ITW's whitening gel solution is a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. And, more recently, Impression has introduced a whitening pen to the brand. Website: [itwsmile.com.au](http://itwsmile.com.au)



Denti is a brand that encapsulates a range of premium teeth whitening and beauty products that appeal to a discerning customer. Presented as a kit, the Denti products are housed in a beauty bag for women and a wet pack for men. Each kit contains a teeth-whitening self-impression kit, three whitening gel syringes, an on-the-go whitening pen and other accessories.