

Gameday Mouthguards Becomes Official Licensee of the NRL

Highlights:

- Gameday Mouthguards becomes an official licensee of the NRL by entering a formal merchandising agreement with the Australian Rugby League Commission
- Gameday Mouthguards procures the rights to manufacture team-branded mouthguards with club logos for all 16 clubs of the NRL across Australia and New Zealand
- Gameday contributes to NRL driven joint marketing fund and will develop an extensive PR and go to market strategy
- Impression will now accelerate discussions with retailers and other distribution channels throughout Australia and New Zealand to range Gameday Mouthguard products with NRL branding
- Agreement finalised immediately prior to the commencement of rugby season and the peak sales period for mouthguards.

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is delighted to announce that its wholly-owned brand and subsidiary, Gameday International Pty Ltd ('Gameday') has executed a merchandising agreement with the Australian Rugby League Commission ('ARLC'). The formal agreement advances the Deal Memo with the NRL (announced on the 23rd of November) and represents a major brand development and marketing opportunity for Gameday to collaborate with a leading Australian sporting league.

The agreement facilitates the supply and distribution of Gameday Mouthguards, incorporated with NRL names, logos, designs, symbols and trademarks associated with all 16 clubs of the NRL within Australia and New Zealand. Gameday has the right to distribute NRL licensed Gameday products through retail sporting stores, sporting clubs, pharmacies, certain independent stores, as well as online, until October 2020.

Additionally, NRL licensed Gameday products will be available for sale throughout the Company's preferred practitioner (dental) centres, including participating Pacific Smiles centres. Sales through the preferred practitioner network allows those customers with private health insurance to access the Gameday mouthguard with associated rebates and is another revenue stream in conjunction with the direct to consumer sales channel.

Gameday will also contribute to a joint marketing fund, which the NRL will use to support retail activations and general licensee marketing activities.

The combination of team-branded mouthguards with Impression's high-profile brand and other social media ambassadors, including Johnathan Thurston, will assist the Company to grow brand recognition and sales within the broader rugby league sporting code. The Company considers that any elite sports star wearing the Gameday mouthguard is an excellent marketing opportunity for the brand and for the promotion of custom-fitted mouthguards that provide additional dental protection versus over-the-counter alternatives.

Gameday's custom-fitted mouthguards, whereby the consumer created their own impression outside of the dental surgery without the involvement of a dentist, are made by qualified dental technicians in Melbourne, Australia and protect the wearer from dental trauma and other serious injuries. Mouthguards that are fitted properly with a custom impression spread the impact of a collision and are considered by dental associations to be a safer alternative to over-the-counter products that are loosely fitted and impede breathing and speaking.

The NRL is Australia's top-level domestic rugby league club competition comprised of 16 professional teams, with one team located in New Zealand. The NRL enjoys an extensive media and television network and has over 2.3M followers across the major social media apps. With over 170,000 registered participants playing in some form of rugby Australia wide in 2017, the size of the market represents a significant opportunity for Impression to further expand its reach into another physically-demanding sport in which mouthguards are an essential piece of equipment.

The Gameday Mouthguard products are included on the register of the Therapeutic Goods Administration.

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Logos of the NRL



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



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



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 31st of January 2018 and achieved average revenue of approximately \$154.93 per order. Website: 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



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



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.