



Impression Healthcare Limited

Disruptive innovations are simpler, more convenient and less expensive products that appeal to existing and new consumers whilst displacing established competitors.

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Company Overview



Provides a new method for consumers to access custom-fitted dental health products for teeth protection, bruxism, snoring (mild sleep apnoea) and whitening.

01 Products purchased from online stores (B to C), dental practitioners (B to B), retail stores and via collaborations with sporting bodies and other groups. More channels being considered.

02 Efficiency without sacrificing quality. A choice of superior products at low prices, using advanced materials, manufactured at a laboratory-grade facility in Melbourne, Australia.

03 Five brands developed and commercialised in Australia. New Zealand roll out and sales commenced in January with further international destinations to be opened in Asia in 2018.

Company Overview

Existing capital structure


ASX-listed Australian Public Company

ASX Code: IHL

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


All customer teeth impressions are taken with the Company's impression kit and a qualified dental technician produces the custom-fitted device without a costly and time-consuming visit to the dentist.

Total shares on issue



245,834,798

Market capitalisation (2.6c)



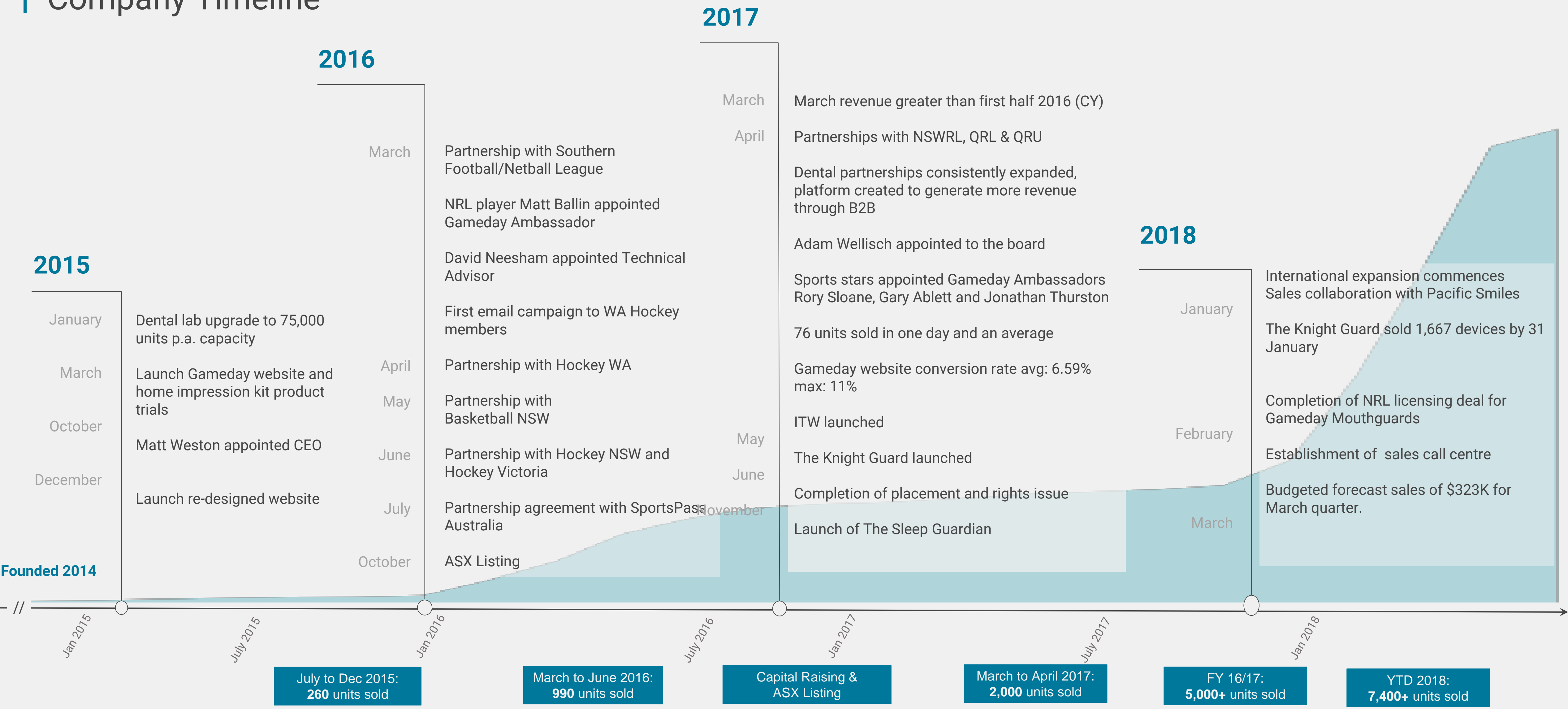
\$6.39M

Top 50 (31/01/2018)



67.8%

Company Timeline



Board & Management Team



Matt Weston
Chief Executive Officer

20 years' experience in business and sport in Australia and internationally.

- ♦ National Basketball Association (NBA) with the San Antonio Spurs
- ♦ Technical Director for the Beijing 2008 Olympics
- ♦ Associate Director & Executive Committee of Infront Sports & Media which is owned by China's richest man, Wang Jianlin



Alistair Blake
Chief Operating Officer

Holds an Advanced Diploma Of Dental Prosthetics with 16 years' experience in large scale commercial dental laboratories throughout WA and VIC.

- ♦ Established Denture Innovations clinic and laboratory in 2009, offering services to dentists and specialists nationwide
- ♦ Founder of Gameday Mouthguards
- ♦ Member of Australian Institute of Company Directors
- ♦ Proven track record in Product development



Troy Valentine
Non-Executive Chairman

Finance professional with over 23 years' experience in stockbroking and corporate finance.

- ♦ Executive director of boutique advisory firm; Alignment Capital Pty Ltd
- ♦ Broad range of experience and skills related to the management of ASX-listed emerging companies.



Adam Wellisch
Non-Executive Director

Company Director and Entrepreneur with over 20 years experience in executive and non-executive positions for businesses ranging from start-ups to large multinationals. Current Chairman of MSM Corp. International Ltd (ASX:MSM)

Recent appointments:

- ♦ Asia-Pacific CIO of FTSE 100 Compass Group plc
- ♦ CIO of Bupa's fast-growing Health Services division



David Neesham OAM
Technical Advisor

Dental Board of Western Australia for 22 years.

- ♦ Director Dental Services, Dental Services WA for 18 yrs.
- ♦ Member of Dental Faculty and Faculty of Medicine and Dentistry for over 20 years
- ♦ Dental Prosthetist Advisory Committee for 18 years
- ♦ Healthway Board and Chairman of the Sport Committee of Healthway



Glenn Fowles
Company Secretary

30 years' experience in accounting, tax, compliance and management for entities primarily within the financial services industry.

- ♦ 17 years' experience at Contango Asset Management Ltd in roles including executive director, COO and Company Secretary.
- ♦ Former COO and Executive Director of HSBC Asset Management.
- ♦ Former CFO and Company Secretary of Global Health Ltd



Investment Highlights



01 Dental quality products

- Custom fitted and personalised
- Custom made
- Convenient with fast postal turnaround
- Affordable versus dentist offerings
- Multiple products from one impression.



02 Significant market opportunity

- Australia - pop. 24.5M - (Phase I)
- New Zealand - pop. 4.7M - (Phase II)
- Asia - (Phase III)
- Europe/ US (Phase IV)



03 Highly Scalable

- Capacity to produce up to 75,000 units per annum at current facility
- Capability to fulfil Australian and International product orders.



04 Market Strategy

- Compelling brands, proven products
- Direct to consumer (digital)
- Preferred Practitioner Network
- Sales call centre
- Ambassador program
- Sales collaborations

Markets & Opportunity

A smiling man with a shaved head is holding a yellow mouthguard in his right hand. The mouthguard has the word 'GAMEDAY' printed on it. He is wearing a dark t-shirt with 'GAMEDAY' printed on it in large, bold letters. The background is a solid blue color.

“Custom mouthguards provide the best protection due to their close fit, comfort, and cushioning (shock absorption) effect. ”

—Department of Health & Human Services

Australian Market Opportunity

IHL Product Offerings

01

Gameday | Mouthguards

Market size approx. 2.1M Australians¹

- 1.4M aged 4 to 14 years old and children required new mouthguards every year.
- 0.7M aged 15 and above.

02

ITW | Teeth Whitening

\$70+ million Australian B2B Market

- 1.75M+ units pa in Australia (2012)²
- \$11B pa global market⁵

03

The Knight Guard | Anti Grinding

Affects approx. 12M Australians³

- People who grind or clench their teeth are more likely to have other sleeping disorders
- 50% of the community grinds their teeth
- 5% seriously grind their teeth

04

The Sleep Guardian | Anti Snoring Device

~ 4.9m Australians⁴

- Middle-aged people are most at risk to snore.
- Approx. 20% of the population snores at a mild to severe snoring rate.
- Snoring is related to sleep apnoea and the Sleep Guardian is effective in preventing mild sleep apnoea.

| MOUTHGUARDS | |
|---------------|---------------------|
| Gameday | \$69 / \$89 / \$129 |
| Boil and Bite | \$10 - \$90 |
| Dentist | \$150 - \$600 |

| TEETH WHITENING | |
|---|--------------|
| ITW | \$199 |
| Online offering from China, not custom made, plastic plates | \$79 - \$200 |

| ANTI GRINDING | |
|------------------|-----------------|
| The Knight Guard | \$129 - \$229 |
| Boil and Bite | \$50 |
| Dentist | \$400 - \$1,200 |

| ANTI SNORING DEVICES | |
|----------------------|-------------------|
| The Sleep Guardian | \$499 |
| Boil and Bite | \$65 |
| Dentist/Clinic | \$1,500 - \$4,500 |

IHL product benefits

- ◆ Custom-fitted from dental impressions
- ◆ DIY home impression process
- ◆ Choice of products with personalisation options
- ◆ No clinic visits required
- ◆ Manufactured by qualified dental technicians
- ◆ Affordable

Peer Valuations

| Peer | Details | ASX Code | Market Cap (\$M) at 12/02/2018 | Gross Revenue (DEC QTR 2017) |
|----------------------------------|---|----------|-----------------------------------|------------------------------|
| SomnoMed Ltd | Development & manufacture of dental and medical products, focused on sleep disordered breathing | SOM | \$176.24 | \$16.02M |
| Catapult Group International Ltd | Sports science analytics and wearable technology | CAT | \$300.76 | \$17.57M |
| Oventus Medical Ltd | Sleep Appliance manufacturer | OVN | \$52.97 | \$35K |
| Impression Healthcare Ltd | Development & manufacture of dental health products, focused on consumer access to high quality customised products | IHL | \$6.64 | \$151K |

One Strategy – Multiple Markets

01

One Market Strategy

- **High-profile media personalities** to drive awareness and build brand trust
- **Above-the-line and below-the-line marketing** depending on target demographic
- **Channel partnerships**, established networks of dentists and retail distribution (spas, beauticians, schools, sleep specialists and sporting assoc. etc).
- **Agent and Reseller Network** providing incentives for market participants to profit share.

02

One Customer Value Proposition

- Affordable
- Convenient
- Free delivery
- Professional dental quality
- Personalised product choices
- Customised manufacturing
- Made in Australia by dental technicians

03

One Scalable Process

- Marketing drives traffic to online stores
- Call centre will work to increase sales conversion rates from warm leads generated by the Company and bought.
- One impression per customer
- Minimal work-flow variation to market and deliver multiple custom-fitted products.

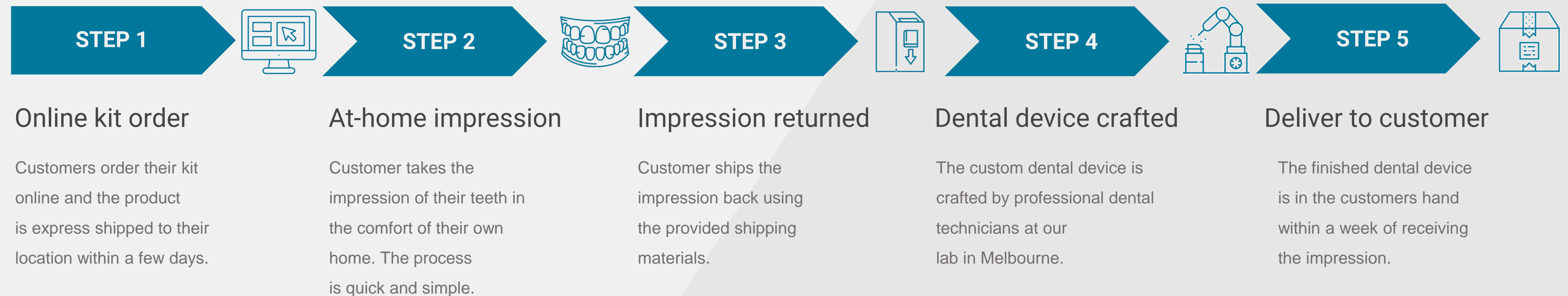
GAMEDAY
MOUTHGUARDS



One Scalable Workflow

One Impression. Multiple Products.

Minimal work flow variation in the marketing, sales and fulfillment of IHL's products means that the business model is highly scalable.







Business Model

“Bruxism is the involuntary clenching, grinding and gnashing of the teeth. About half the population does it from time to time.”

—Vic Health

Consumer Centric Online Retail

DIRECT TO CONSUMER



We create demand through advertising rather than relying on dentists to send the jobs.

CUSTOMER CARE PLANS



Our investment in 3D scanning technology allows us to keep customer impressions on file for easy remakes of devices. We do this through our 'Customer Care Plan' product.

AFTERPAY/ZIPPAY



This allows customers to *buy now and pay later*. IHL gets the money as per standard settlement time, the customer gets their order straight away, and pays it off through the platform.

Product & Brands



"95% of people will have an improvement in the level of their snoring when using an oral appliance"

—Australian Dental Association

Marketing Strategy by Brand

GAMEDAY
MOUTHGUARDS

\$69 - \$129

(Gameday Pro is the best seller)

MARKET SEGMENT: Parents buying for school-aged kids



01

Brand Ambassadors

- Cross-section of leading athlete ambassadors ensuring appeal across wide range of sports (Gary Ablett, Johnathan Thurston, Rory Sloane, Moana Hope, etc)

02

Channel Partnerships

- Increasing sales through dentists and prosthetists via Gameday Preferred Practitioner Network
- Point of registration via sporting bodies/clubs/leagues
- Marketing collaboration with partners, including NRL

03

Guerilla Marketing

- Interacting with the Gameday target audience, on the ground, in fun and interesting ways

04

Digital & Traditional Advertising

- Integrated digital marketing strategy incorporating social media and search to drive direct conversions and lead generation
- High frequency radio advertising through Austereo Southern Cross (Triple M)

05

Lead Generation/Outbound Sales

- An outbound contact centre is being established to call and convert warm leads generated through digital marketing.

Our Grassroots Partners



Gameday Mouthguards - Official Licensee of the NRL

Gameday Mouthguards incorporated with NRL logos and designs associated with all 16 clubs of the NRL within Australia and New Zealand can be distributed through retail sporting stores, sporting clubs, pharmacies, independent stores, online and through the preferred practitioner network.

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



Some of our Ambassadors - Social Media Reach of Over 2.5M and Growing



**RORY
SLOANE**

AFL
ADELAIDE CROWS



**GARY
ABLETT**

AFL
GOLD COAST SUNS



**KAITLYN
ASHMORE**

WAFL
BRISBANE LIONS



**MOANA
HOPE**

WAFL
COLLINGWOOD



**EBONY
MARINOFF**

WAFL
ADELAIDE CROWS



**MADI
RATCLIFFE**

HOCKEY
HOCKEYROOS



**STEVE
MENZIES**

NRL
LEGEND



**JONATHON
THURSTON**

NRL
NORTH QUEENSLAND
COWBOYS

Preferred Practitioner Network - Early Success



01

Gameday Preferred Practitioner Network

17 dentists and
prosthodontists in the
network and growing



02

Pacific Smiles Dental Collaboration

Over 75 dental centres
across Australia with
dedicated marketing
personnel developing the
collaboration

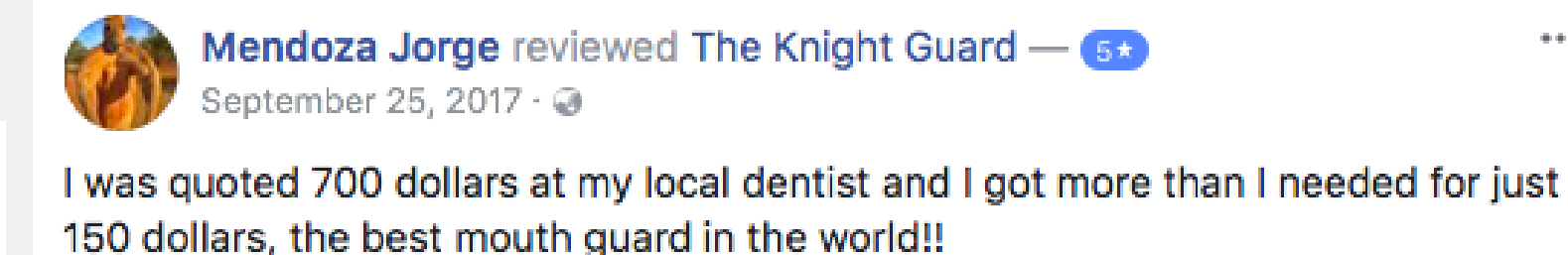


03

Expansion Beyond Sports Mouthguards

Opportunity to supply Preferred Practitioners with entire suite of dental appliances, including night guards, anti-snoring devices, and whitening trays.

Overwhelmingly Positive Customer Feedback For All Brands



Customers love the products, our customer service and affordability!

Marketing Strategy By Brand



\$129 - \$229

MARKET SEGMENT: Men and women aged 18-60 who have sleeping discomfort



01

Digital Marketing

- Integrated digital marketing strategy incorporating social media and search to drive direct conversions and lead generation

02

Lead Generation/Outbound Sales

- Sales call centre established to call and convert warm leads generated through digital and above-the-line marketing
- Approximately 400 warm leads have been generated in readiness for call centre launch

03

Radio Advertising

- High frequency radio advertising through Macquarie Media (3AW/2GB) integrated with digital channels

04

Channel Partnerships

- Investigating various sales and marketing collaborators, including sleep specialists, dentists, prosthetists, retailers, etc.

Marketing Strategy By Brand



\$499

MARKET SEGMENT: 20% of the population snore at night. A 4,928,000 (20% x 24.64M) market segment of adult male and females.



01

Digital Marketing

- Integrated digital marketing strategy incorporating social media and search to drive direct conversions and lead generation

02

Lead Generation/Outbound Sales

- Sales call centre established to call and convert warm leads generated through digital and above-the-line marketing
- Approximately 400 warm leads have been internally generated in readiness for call centre launch

03

Radio Advertising

- High frequency radio advertising through Macquarie Media (3AW/2GB) integrated with digital channels

04

Channel Partnerships

- Investigating various sales and marketing collaborators, including sleep specialists, dentists, prosthetists, retailers, etc.

Marketing Strategy by Brand



\$199 Kit | \$29.95 Instant Whitening Pens

MARKET SEGMENT: Adults - most success from 28 – 45 y/o men and women, conscious of their appearance.



01

Digital Marketing

- Integrated digital marketing strategy incorporating social media and search to drive direct conversions and lead generation

02

Influencers

- Micro influencers are used to speak directly to the target audience in an authentic and engaging manner.

Investment Highlights Recap

Value proposition



Compelling customer value proposition offering convenient access to dentist-quality dental devices at a fraction of the cost.

Market opportunity



Significant market opportunity ripe for disruption of largely fragmented along with significant organic growth.

Traction



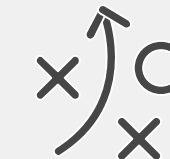
Strong traction to date with multiple products and brands now launched and experiencing growth.

Scalable



Immediately scalable to 75,000/units pa with capacity for future expansion with minimal CAPEX.

Growth strategy



Clear growth strategy via sales collaborations, with the call centre to increase customer acquisition and conversion rates and imminent international expansion.

Expert leadership



Expert leadership and sales team with proven track record of developing high-growth businesses.

FOR FURTHER INFORMATION CONTACT:

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