

\$1.2M Placement Completed and Appointment of Director

Highlights:

- Firm commitments received for placement of \$1.2M at \$0.025 per share
- Placement funds will primarily be allocated to marketing and promotional activities to accelerate sales growth as the Company works towards achieving break-even and profitability
- Appointment of highly-experienced Director and FMCG expert, Mr Peter Widdows, to strengthen the Board of Directors as the Company advances sales channels and sales.

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to confirm that it has received firm commitments to place 48,453,450 fully paid ordinary shares at \$0.025 to raise \$1,211,336 before costs. The placement has been allocated to professional and sophisticated investors and arranged by Alignment Capital Pty Ltd, who acted as Lead Manager to the issue.

The additional capital will primarily be used for marketing activities and initiatives designed to accelerate sales growth for Gameday Mouthguards, the Knight Guard, the Sleep Guardian and ITW (Instant Teeth Whitening). Shares totalling \$1,061,336 will be issued utilising Impression's existing capacity under ASX Listing Rules 7.1 and 7.1A with a further \$150,000 (6m shares) subscribed for by incoming Director, Mr Peter Widdows and other senior management personnel of Impression that are subject to shareholder approval before issue.

Appointment of Mr Peter Widdows – FMCG Expert

Impression is delighted to announce the appointment of Mr Peter Widdows as a non-executive director to the Board of Directors, effective on the 01st of March 2018. Mr Widdows is a highly-experienced Fast-Moving Consumer Goods (FMCG) expert with over 17 years of experience in senior global executive positions at H.J. Heinz Corporation.

Mr Widdows was the CEO and Managing Director of H.J. Heinz Company Australia between February 2003 and October 2008. During his tenure, Heinz Australia sales trebled, and the net profit grew by 5.5x. Following this, he moved into a regional CEO role covering Australasia and a large part of Asia with responsibility for 18,500 employees and revenues of US\$1.8B.

Mr Widdows, based in Melbourne, has a strong commercial acumen and deep experience in all business functions, from supply and manufacturing to marketing and sales. He has a strong strategic and analytical background and experience fulfilling international expansion objectives. Since leaving Heinz, Mr Widdows has advised a successful start-up company, authored two books, and managed his own businesses. Mr Widdows is also a Chartered Accountant and a member of the Australian Institute of Company Directors.

Impression's CEO, Matt Weston, said:

"We are thrilled to welcome Peter to the Board of Directors. Peter is a proven FMCG director with an excellent record of accomplishment. He brings a wealth of experience and ideas to the team, which will become increasingly important as the Company works hard to accelerate sales. The additional capital raised will allow the Company to aggressively promote our developed suite of products here in Australia and abroad".



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ASX Announcement (ASX: IHL)

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



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.