

## Call Centre Sale Team Established and First Phone Sales

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to announce that it has now recruited three full-time sales professionals at the sales call centre, based in Adelaide. The sales team has been recruited and activated ahead of the 4-6-week guidance, provided by the Company on the 31<sup>st</sup> of January, and is led by CEO, Mr Matt Weston.

It is a dedicated, performance-based inbound and outbound call centre sales team that supports promotional and marketing activities for the Knight Guard, the Sleep Guardian, Gameday Mouthguards and ITW (Instant Teeth Whitening). Impression expects that the sales team will provide a way in which sales representatives liaise directly with the customer, ultimately increasing the overall sales conversion rate. Phone engagement with the customer augments well with the digital and other sales channels, assists to allay the barriers to sale and helps to drive sales of higher-value products, such as the Sleep Guardian.

The call centre provides Impression with important cross-selling opportunities. There have been over 7000 sales of the Gameday Mouthguard and over 1800 sales of the Knight Guard completed since inception. These sales represent a significant existing customer base for the Company to further sales and facilitate cross-selling. Furthermore, lead agents will be engaged in Australia to provide leads, external to those generated by the Company, for outbound sales. International lead agents will be engaged as the Company progressively rolls out product sales websites in other international jurisdictions.

Impression's product websites have now been updated to encourage page visitors to call the sales team, should they wish to speak to a representative prior to purchase.

Impression's CEO, Matt Weston, said:

*"I am excited to lead the sales call centre out of the Impression office in Adelaide. I have previously led call centres with over 400 people with other major brands and I am keen to leverage this aspect of the business to accelerate sales. With the call centre up and running with high-energy staff, we now have the opportunity to sell products and develop our brands more assertively than ever before".*

**ENDS**

**For more information please contact:**

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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 31st of January 2018 and achieved average revenue 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.