

Launch of the Sleep Guardian Dorsal to Treat Sleep Apnea

Highlights:

- Introduction of new product; the Sleep Guardian Dorsal
- The Sleep Guardian Dorsal incorporates an adjustable, lateral fin design used in the treatment of mild to moderate sleep apnea and snoring
- Numerous scientific studies validate the effectiveness of the Dorsal Appliance and it has been sold successfully to tens of thousands of users throughout the USA, Europe and Australia
- The Sleep Guardian Dorsal expands the B2B sales channel with sales to be made by dental clinicians and sleep specialists. Negotiations with potential sales partners are underway
- Impression to leverage its existing network by marketing the Sleep Guardian Dorsal to the 74 dental clinics in the Gameday Mouthguard preferred practitioner network and will launch a preferred practitioner network for the Sleep Guardian Dorsal as the B2B network grows
- Appointment of Mr. Joel Latham as Company CEO to succeed out-going CEO and Managing Director, Mr. Matthew Weston.

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to announce the introduction of the Sleep Guardian Dorsal ('Dorsal' or 'Dorsal Appliance'). The Dorsal Appliance is used for the treatment of mild to moderate sleep apnea and snoring and was the first of such appliances developed in which the upper and lower components of the device are independent of one another.

The design incorporates a lateral fin on the bottom splint to force the lower jaw forward relative to the upper jaw. The positioning of the jaw counteracts the narrowing of the respiratory tract, moderating sleep apnea and reducing the vibration of tissue at the back of the mouth that causes snoring. The lateral fin design is adjustable to maximise patient comfort and effectiveness whilst minimising side effects as the upper and lower components can move independently of each other during mandibular movements, including speech.



The Sleep Guardian Dorsal; as branded by Impression Healthcare.

Numerous scientific studies validate the effectiveness of lateral fin appliances and the new generation Dorsal has been sold successfully to tens of thousands of users throughout the USA, Europe and Australia and is less costly than similar appliances of key competitors.

The Dorsal Appliance is sold on a B2B basis, are most suitable for sale by dentists and sleep specialists and are manufactured at Impression's dental laboratory in Melbourne. Negotiations are underway with new potential channel partners in these fields.

Impression will also leverage its existing network by marketing the Sleep Guardian Dorsal to the Gameday Mouthguard preferred practitioner network. Thereafter, the Company will commence a preferred practitioner network for the Sleep Guardian Dorsal. Doing so is designed to divert customers with mild to moderate sleep apnea and snoring complaints to preferred dentists and specialists and works to co-market in a multitude of locations throughout Australia.

Technical Executive Director; Alistair Blake, said:

"With the release of the Sleep Guardian Dorsal, IHL now has a B2B and a B2C product for mild to moderate sleep apnea and snoring. Dentists and Sleep Specialists have been paying too much for a relatively simple, but effective device, such as the Dorsal. As disruptors in the dental laboratory space, IHL will aggressively target practitioners, with a proven device and at significantly cheaper price point than similar devices currently offered by major players in the field".

Appointment and Resignation of CEO

Impression also wishes to advise the appointment of Mr Joel Latham to the position of CEO and the resignation of Mr Matthew Weston as CEO and Managing Director of the Company, effective immediately. Mr Joel Latham has worked as the General Manager of Impression for period of three years and has been instrumental in marketing and the procurement of multiple revenue-generating opportunities and collaborations, including the sales collaboration with Pacific Smiles and the NRL licensing arrangement. The Board has full confidence that Joel will be successful in the role of Company CEO.

The Board sincerely thanks Mr. Weston for his dedicated contribution to the Company over the past three years. Matthew has improved the business from one product offering to multiple product lines and overseen a significant increase in revenue during his tenure. Matthew intends to move to Asia soon and will continue to assist Impression with opportunities in Asia, including potential product licenses in various territories and expanding IHL's shareholder base through a network of Asian investors.

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 apnea 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 apnea. The Sleep Guardian 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