

Gameday Mouthguards Becomes Official Licensee of the Australian Football League (AFL)

Highlights:

- Gameday Mouthguards becomes an official licensee of the AFL with the right to manufacture and sell team-branded mouthguards with club logos for all 18 Clubs of the AFL across Australia
- Impression to distribute all AFL licensed Gameday products via retail channels as well as through online channels, leveraging existing digital infrastructure and Gameday ambassadors, including Gary Ablett Jnr and Rory Sloane
- AFL licensing arrangement follows the NRL licensing arrangement entered in February of 2018 and positions Impression with branding opportunities for both major contact sporting codes in Australia
- Impression is in advanced discussions with a major national retailer to distribute both AFL and NRL branded mouthguards
- The AFL is the pre-eminent professional competition for Australian Rules Football, which enjoys the greatest player participation, fan attendance and TV viewership of any sport in Australia
- AFL licensed Gameday products will also be promoted and available for sale throughout the Company's B2B preferred practitioner network of 74 dental clinics.

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' or 'Gameday Mouthguards') has executed a binding licensing agreement with the Australian Football League ('AFL'). The formal agreement with the AFL is another major brand development and marketing opportunity for Gameday to collaborate with Australia's iconic sporting code.

Gameday has the right to brand all Gameday mouthguard products with the names, logos, emblems, and designs owned by the AFL, including the logos of the 18 AFL Clubs, the Official AFL logo and the AFL Mascot Manor assets. The Company has the right to distribute AFL licensed Gameday products through retail sporting stores, AFL Club Stores, AFL Stores, other mass retail channels, as well as through online channels, initially until October 2020.

Gameday brand ambassador, Gary Ablett Jnr, commented on the relationship by saying:

"I am pleased to see Gameday become an official partner of the AFL. I have always been passionate about improving player safety at all levels of footy and I am excited to work with Gameday and the AFL to provide easily accessible, quality mouthguards to players across the country. Gameday are industry leaders and I am looking forward to seeing the innovative range of team branded mouthguards".

The agreement with the AFL follows the agreement entered with the NRL, which was announced on the 14th of February 2018, such that Impression now has full rights to market both NRL and AFL branded mouthguard products – representing the two most significant sporting codes in Australia. The players of both Australian Rules and Rugby span the entire nation and their players represent the dominant buyers of mouthguards in Australia.

With these brand licensing opportunities now available to the Company, Impression is pleased to report that it is in advanced discussions with a major national retailer to distribute both AFL and NRL branded mouthguards. Furthermore, the combination of branded mouthguards with Impression's high-profile social media sports

ambassadors, including AFL stars Gary Ablett Jnr and Rory Sloane, will assist the Company to grow brand recognition, and ultimately sales.

The AFL is the pre-eminent professional competition for Australian Rules Football and enjoys the greatest player participation, fan attendance and TV viewership of any sport in Australia with teams throughout the major Australian cities and states. In 2017, the AFL recorded the following key metrics:

- 1.55M players participated in the Australian Rules Football domestic competition
- 6.7M fans attended matches during the Toyota AFL Premiership Season
- 16.9M gross cumulative viewing audience on the Seven Network and the Fox Footy Channel for the Toyota AFL Finals Series alone.

The AFL Clubs and many players also have considerable social media following across the major social media channels.

AFL licensed Gameday products will also be promoted and available for sale throughout the Company's B2B preferred practitioner network, which has grown to include 74 clinics following Impression's collaboration agreement with Pacific Smiles (PSQ.ASX). Sales through the preferred practitioner network allows those customers with private health insurance to access the Gameday mouthguard with associated rebates. The dental clinics also benefit from marketing and promotional activities undertaken by Gameday.

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

ENDS

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About Impression Healthcare Limited (ASX: IHL)

Impression Healthcare manufactures a range of custom-fitted dental devices both direct to the consumer and via a growing B2B Preferred Practitioner Network of Dental Clinics. Combining the latest materials with advanced manufacturing processes at the Company's highly-scalable Victorian dental laboratory, Impression offers its customers a range of high-quality, Australian-made products for teeth protection, bruxism, snoring, mild to moderate sleep apnea and teeth discolouration.

Impression Healthcare has developed and launched four uniquely-branded and wholly-owned products that represent significant and growing markets in which to increase market share versus traditional dental industry practices. 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') are custom-fitted mouthguards made cost-effective by facilitating an efficient and convenient process in which consumers complete their own dental impressions at home using the at-home impression kit. 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 offers a convenient, at-home solution for those who suffer bruxism, which is night time teeth grinding and/or clenching. According to the Sleep Health Foundation, approximately 50% of the population experience occasional bruxism and it is a regular problem for about 5% of the population. Bruxism can cause serious and expensive dental problems, including worn, cracked, and loose teeth, and other health complaints, such as headaches and jaw pain. Website: theknightguard.com.au



The Sleep Guardian products are mandibular advancement splints worn to combat sleep disordered breathing; including snoring and mild to moderate sleep apnea. The Sleep Guardian is Impression's brand name for the established products – the Silensor device and the Dorsal device. The Silensor is offered direct to the consumer utilising Impression's at-home impression kit. The Dorsal is offered to dental clinicians and sleep specialists on a B2B basis and are cheaper than comparable competitor offerings. Website: sleepguardian.com.au



ITW (Instant Teeth Whitening) includes a custom-fitted teeth whitening product that offers customers 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 offered by a dentist. ITW's whitening gel solution is a dental-grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. The brand also includes a whitening pen. Website: itwsmile.com.au