

Collaboration with AXIM Biotechnologies

Highlights:

- Impression secures letter of intent and exclusivity agreement with leading US-based cannabinoid biotechnology and pharmaceutical company, AXIM® Biotechnologies Incorporated
- The LOI considers the opportunity for Impression to license and distribute AXIM's current and future range of cannabinoid-based products for distribution by Impression in Australia and New Zealand, subject to regulatory approval
- The relationship represents Impression's commitment to innovation and disruption within the oral health sector, the healthcare sector more broadly, and affords Impression the opportunity to license innovative and exciting cannabinoid products.
- AXIM is focused on research, development and production of oral health, pharmaceutical, nutraceutical and cosmetic products incorporating cannabinoids and has established a full chain of production, including extraction, purification, conversion and microencapsulation
- Impression has engaged reputable Melbourne-based consulting firm, Pharmout Pty Ltd ('Pharmout'), specialising in cannabinoids to advise it on regulatory and other matters related to AXIM's products.

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or the 'Company') is pleased to announce that it has executed a letter of intent ('LOI') and exclusivity agreement with AXIM Biotechnologies Incorporated ('AXIM'). This initiative will give Impression the opportunity to license and distribute AXIM's current and future range of cannabinoid-based products in Australia and New Zealand, subject to regulatory approval. The collaboration also contemplates possible future development of new cannabinoid products for key indications that represent significant markets throughout the world.

About AXIM

Headquartered in New York, NY, AXIM is focused on research, development and production of pharmaceutical, nutraceutical, cosmetic and oral health products incorporating cannabinoids. AXIM has established a full chain of production, including extraction, purification, conversion and microencapsulation. It possesses its own proprietary formulations and has various applications, including an oral, trans-mucosal, controlled release delivery system in the form of chewing gum. AXIM'S CanChew™ Gum is the world's first, patented, functional, industrial Hemp derived CBD-rich chewing gum, which is legal in all 50-states in the USA and over 40 countries worldwide.

AXIM is listed on OTC Markets (OTCQB: AXIM) with a market capitalisation approximately US\$118M as of September 12, 2018 and boasts a wide range of products at various stages of development for a slew of indications. Appendix 1 on page 4 details AXIM's clinical development pipeline.

"As regulations standardize and public opinion of cannabinoid-based therapeutics becomes more widely supportive, it is essential for AXIM® to focus on capturing international markets at this stage of our company's growth," said George E. Anastassov, MD, DDS, MBA and Chief Executive Officer of AXIM® Biotech. Anastassov added, "Collaboration on development of new products and seeking of regulatory approval is the fastest and most cost-efficient way to expand into new markets, and we are happy to have found an experienced partner who will help us do just that. These markets represent many potential patients with a national healthcare system

that supports long-term and preventative health. These ideals align perfectly with AXIM®'s vision of bringing cannabinoid therapeutics to mainstream healthcare."

AXIM'S cannabinoid oral health division is a new category within the oral care consumer product market and is based on certain cannabinoids acting as anti-inflammatory, bactericidal, anti-proliferative, and regenerating agents. The products include toothpaste, dentifrice, oral rinse liquid, oral gel and dental floss based on cannabigerol (patent pending) labelled under the Oraximax™ brand. These products target the daily use market as well as provide remedies for oral care infections and gum disease.

LOI Overview

Under the terms of the LOI, Impression will work with Pharmout to produce regulatory strategies, submissions and marketing plans for AXIM's products to obtain all required regulatory approval plans, such that Impression may license AXIM products for distribution in Australia and New Zealand.

The relationship with AXIM represents Impression's continued commitment to innovation in the oral health sector and healthcare overall.

Collaborating with AXIM affords Impression the opportunity to license innovative cannabinoid products in the Australian and New Zealand markets at a time when attitude towards the use of cannabinoids as a therapeutic is changing. This initiative, and potential access to AXIM's Oraximax™ branded products will be complementary to Impression's oral health marketing activities as the Company furthers its channels to market with all of Impression's existing products.

This initiative may also offer Impression the opportunity to license innovative cannabinoid products for a wider range of indications, from AXIM's nutraceutical and cosmetic product lines, in the future.

Chairman of Impression, Mr. Troy Valentine, said; *"Impression is delighted to collaborate with AXIM on its extensive range of products and respects its foresight, depth of knowledge and years of development experience in the cannabinoid therapeutics sector. Impression is committed to both innovation and the provision of high-quality products to our customers and, as such, we are excited to work with AXIM to distribute its great products."*

ENDS



Date: 19 September 2018
ASX Announcement (ASX: IHL)

About Impression Healthcare Limited (ASX: IHL)

Impression Healthcare Limited 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 the traditional dental industry. Impression has significantly grown its distribution footprint and increased its revenues by 359% in the 2018 Financial Year. With its own dental laboratory in Victoria, Australia Impression offers best in class teeth protection and helps its customers combat bruxism, snoring, mild to moderate sleep apnoea and teeth discolouration with custom-fitted oral devices.

Impression is broadening its commitment to disruption in the healthcare sector by exploring opportunities in medicinal cannabis distribution and development, underpinned by a collaboration agreement with leading US Cannabinoid therapeutics Company, AXIM Biotechnologies Inc. AXIM is focused on research, development and production of oral health, pharmaceutical, nutraceutical and cosmetic products incorporating cannabinoids for a wide range of indications. Impression will leverage its oral health marketing activities to explore opportunities distribute a range of AXIM's over the counter and therapeutic products as public opinion of cannabinoid-based therapeutics steadily improves.

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Website: www.impression.healthcare

Appendix 1: AXIM Biotechnologies Inc. – Clinical Development Pipeline



Clinical Development Pipeline

DRUG	APPLICATION	INDICATION	PRE-CLINICAL	PHASE 1	PHASE 2	PHASE 3	FILING
CanChew+®	Chewing Gum	Irritable Bowel Syndrome					
AX-1602	Topical	Psoriasis/Atopic Dermatitis					
MedChew-1401	Chewing Gum	Multiple Sclerosis/Pain Spasticity					
MedChew-Dronabinol	Chewing Gum	Nausea/Vomiting/Loss of Appetite					
AX-1505	Floating Capsule	Crohn's Disease					
CanChew+®	Chewing Gum	Inflammatory Bowel Disease					
Suppocann™	Suppository	Inflammatory Bowel Disease					
CanQuit O	Chewing Gum	Opioid Addiction/Dependence					
MedChew-RL	Chewing Gum	Restless Leg's Syndrome					
CanChew+®	Chewing Gum	Drug-related psychosis					
AX-1603	Ophthalmic	Glaucoma					
AX-1606	Ophthalmic	Dry Eye					
MedChew GP	Chewing Gum	Post-herpetic Neuralgia					
MedChew-1502	Chewing Gum	Parkinson's Disease					
MedChew-1503	Chewing Gum	Dementia					
CanQuit T	Chewing Gum	Tobacco Smoking Cessation					