

Heads of Agreement for Expansion of Oral Devices into China and Asia

Highlights

- IHL has executed a Heads of Agreement with Pace Sports Limited for the marketing and distribution of oral devices in a number of Eastern Asian Territories, including: China, ASEAN, Hong Kong and Taiwan ('the Territories').
- Pace Sports Limited is a market leading distributor with significant on-the-ground representation in the Territories
- Pace Sports Limited will market, promote and sell IHL's Gameday Mouthguards, The Knight Guard, The Sleep Guardian and Instant Teeth Whitening products
- IHL will supply all products via its owned and contracted labs. It will retain all IP and control of all digital platforms
- Customer devices will be manufactured in Shenzhen, China
- This substantial international expansion opportunity further highlights IHL's strategy to continue its impressive growth in the oral devices sector by adding large international markets to its already market leading and rapidly growing position in Australia and New Zealand, while building a market-leading ready-made portfolio of cannabinoid medicines for distribution in multiple large western markets.

Impression Healthcare Limited ('IHL') is pleased to announce that it has executed a Heads of Agreement ('HoA') with Pace Sports Limited ('Pace'), a Hong Kong based marketing and distribution company. The HoA outlines the development of an exclusive sales and distribution agreement for all its oral devices into Greater China, South East Asia and Northern Asia ('the Territories').

Pace has significant existing on-the-ground operations spanning the Territories and is aligned with various sporting organisations and teams and also has a significant footprint in the pharmacy retail sector. Pace CEO, Gavin Parry, originally from Australia, residing in Hong Kong since 2000 has diverse business experience and is also an advisor to the AFL Asia League Board.

Under the proposed agreement, Pace will:

- market, promote and sell Gameday Mouthguards, The Knight Guard, The Sleep Guardian and Instant Teeth Whitening products in the Territories

while IHL will:

- Retain ownership of all intellectual property including brands and manufacturing processes
- Retain control of all digital marketing platforms for the products and brands
- Manufacture the dental devices through dental laboratories in Shenzhen, China.

This represents a major international expansion opportunity for IHL.

- The markets covered by the HoA have a population of over 1.7 billion, more than 300 million of which are considered middle class and in IHL's target market
- Contact sports are played extensively and are growing in the Territories
- The market for teeth whitening in the Territories is substantial and growing
- Sleep apnoea and bruxism, which are addressed by IHL's The Sleep Guardian and The Knight Guard, are well recognised and extensive problems in the Territories.

Pace is a market leading distributor of sporting goods and has an extensive pharmaceutical distribution network across numerous East Asian countries.

By using a well-established distributor IHL is able to avoid many of the risks associated with expansion into Asian countries, while taking advantage of an experienced ready-made sales and marketing force.

Impression Healthcare CEO, Mr Joel Latham said; *“My recent travels to Hong Kong and China resulted in very favourable meetings with Pace and its partners. The HoA is the culmination of an extensive search for the most appropriate partner for us to distribute our Australian-branded products into key Asian markets.*

The completion of this deal could be transformational to the Company as the markets are huge and even minimal penetration will result in significant, and profitable, sales for IHL. We’re delighted to kick off this exciting relationship now, prior to the peak sales season, being the March and June quarters.

This HoA is the second move in as many weeks, expanding IHL’s reach into major international markets and follows our licensing of proprietary technology for the creation of cannabinoid medicine, Dronabinol, in the key Territories of the USA, Canada, Australia and New Zealand to create a global multi-faceted business”.

ENDS

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 collaboration and licensing agreements 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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