

MoU for the Exclusive Sales and Distribution of the FiTGuard

Highlights:

- Impression Healthcare Ltd executes Memorandum of Understanding with Force Impact Technologies Inc for the development of an exclusive marketing and distribution agreement covering Australia, New Zealand and Hong Kong
- Force has developed a head injury awareness mouthguard that will assist athletes, coaches and medical staff in assessing an athlete's suitability to continue play, when they can return to play and help in post play medical assessment
- The FiTGuard technology suite includes the FiTGuard, the FiTApp and the FiTCloud
- Impression intends to promote the FiTGuard using its existing sales network of sports ambassadors, B2B preferred practitioner network of dental practices and its digital infrastructure to distribute the product.

Impression Healthcare Limited ('Impression', 'IHL' or the 'Company') is pleased to announce that it has executed a Memorandum of Understanding ('MoU') with Force Impact Technologies Inc. ('Force'), a life science company based in Arizona, USA. The MoU foresees an exclusive sales and distribution agreement for a clinically-validated smart mouthguard that detects athlete head impacts in sport.

Force has developed an integrated solution to increase early concussion detection among athletes with the FiTGuard product. This innovative and unique product, developed by Force, monitors the severity of head impacts to athletes during play and training.

Wearing the FiTGuard works to eliminate the risk that athletes remain on the field post a heavy impact event, thus reducing the risk of Second Impact Syndrome (a serious concern of sporting clubs). Coaches, medical staff and officials will have an instant indication of the force of impact an athlete has absorbed by the transmission of a signal from the FiTGuard device embedded in the athlete's mouthguard.

The FiTGuard proprietary technology suite includes the following:

- FiTGuard – a custom-fitted mouthguard that measures cranial acceleration. LEDs display impact severity and the oral device has Bluetooth connectivity to FiTApp
- FiTApp – tracks impact history and provides the athlete with cognitive performance exams
- FiTCloud – back end data storage and athlete performance modelling

The FiTApp allows athletes, coaches and medical staff to monitor the impacts athletes have received over time. This will help in the ongoing management of holistic player wellness for sports clubs in any code where head impact is a serious and ongoing risk. The FiTGuard is suitable for the professional athlete market and will also be accessible to amateur athletes and clubs.

Impression intends to promote the FiTGuard using its existing sales network of sports ambassadors, B2B preferred practitioner network of dental practices and its digital infrastructure to distribute the product. Furthermore, sales exclusivity in Hong Kong is consistent with Impression's Asian expansion initiatives, as described in its announcement of 11/12/2018: (<https://www.asx.com.au/asxpdf/20181211/pdf/4413zgt346sw10.pdf>).

Under the proposed agreement; Force has committed to provide the following:

- All FiT modules
- all necessary marketing collateral and support materials including international ambassadorial content
- the opportunity for Impression to secure licenses over other Asian nations on a case-by-case basis.

Impression Healthcare CEO, Mr Joel Latham said;

“Contact sports are very popular in the Australian, New Zealand and Hong Kong markets and an agreement with Force is an excellent opportunity to distribute a premium product that enables athletes and their teams to take control of concussion management.

Concussion and its long term relationship with a multitude of mental disorders is increasingly gaining public attention following numerous incidences affecting major sporting celebrities.

The FiTGuard will be marketed by our great sports ambassadors and I look forward to having further discussions with the AFL and NRL regarding the FiTGuard’s use within those codes”.

More information on the FiTGuard can be found at the FiT website www.fitguard.me.

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 has also broadened its commitment to disruption in the healthcare sector by pursuing multiple opportunities in the field of medicinal cannabis distribution and development including; a collaboration agreement with leading US Cannabinoid therapeutics Company, AXIM Biotechnologies Inc; a license agreement for the production and distribution of Dronabinol in the USA, Canada, Australia and New Zealand with Resolution Chemicals Ltd; and an agreement for the distribution of medicinal cannabis oils with a major Canadian manufacturer. Impression will leverage its existing marketing activities to explore opportunities to distribute a range of cannabinoid therapeutic products throughout multiple jurisdictions.

Investors: investors@impression.healthcare

Website: www.impression.healthcare