

Impression becomes Boxing Australia's Official Traumatic Brain Injury Research Partner and Official Supplier of Mouthguards

Highlights:

- Impression and Gameday Mouthguards has become an official partner of Boxing Australia; the national federation for boxing in Australia that administers Australia's Olympic representatives
- IHL will supply Boxing Australia with the FitGuard head impact monitoring mouthguard and platform to key elite Australian boxing athletes in return for a range of promotional and brand-building activities
- The first delivery of FitGuard units will be supplied to the team of Olympic qualifiers for the 2020 Olympic Games
- The exclusive partnership extends until June 2023 to also include the Commonwealth Games in 2022
- The research partnership is a natural extension to Impression's upcoming clinical trial for the use of pure CBD oil to remediate concussion and traumatic brain injury in sportspeople; scheduled to commence in Q3 of CY2019
- The World Anti-Doping Authority (WADA) removed CBD from the Prohibited List in 2018; a move also followed by the Australian Anti-Doping Authority (ASADA)
- CBD is already known to be a neuroprotective agent and prevents secondary neurological damage through a variety of anti-inflammatory mechanisms.

Impression Healthcare Limited ('Impression', 'IHL' or the 'Company') is delighted to announce that it is both official Traumatic Brain Injury research partner and mouthguard partner of Boxing Australia ('BA'), following the execution of an exclusive research and supply agreement.

Impression will supply BA with the FitGuard 'by Gameday' head impact monitoring platform, which will be used during training and competition by key elite Australian boxing athletes. The agreement extends until June 2023 and the first delivery of FitGuard units for year one of the agreement will be provided to the team of Olympic qualifiers for the 2020 Tokyo Olympic Games. The FitGuard system will allow the sport's administrators to use a new set of data to further monitor the safety and performance of elite Australian boxers.

The agreement represents a significant brand-building and marketing opportunity for Impression, which has a growing oral devices business and a planned clinical trial for the use of pure Cannabidiol (CBD) oil to investigate the remediation of concussion and traumatic brain injury in sportspeople; scheduled to commence in Q3 of CY2019.

The World Anti-Doping Authority (WADA) removed CBD from the Prohibited List in 2018; a move also followed by the Australian Anti-Doping Authority (ASADA). This progressive shift in policy provides an opportunity for Impression to facilitate its clinical trial on concussion in sports in Australia. CBD is already known to be a neuroprotective agent and prevents secondary neurological damage through a variety of anti-inflammatory mechanisms.

There is growing concern in Australia and internationally about the incidence of sport-related concussion and potential health ramifications for athletes. If managed appropriately, most symptoms and signs of concussion resolve spontaneously. However, complications can occur, including prolonged symptoms and increased susceptibility to further injury; including second impact syndrome. Boxing Australia has strict guidelines regarding injury and concussion and agrees with the Concussion in Sport Australia Position Statement, which can be downloaded at the Concussion in Sport website.

Specifically included in the agreement, BA will:

- promote Gameday Mouthguards through their social media accounts,
- include Gameday promotional advertisements in all BA Newsletters,
- facilitate promotional activities for Gameday at all BA events,
- further assist impression in the procurement of customers for Gameday; and,
- collaborate with Impression on research remedies for concussion therapies.

Impression Healthcare CEO, Mr Joel Latham said; *“Our relationship with Boxing Australia is a great opportunity for Impression to generate truly global exposure for the Gameday brand, in line with our international expansion plan. Custom-fitted mouthguards are the first port of call to prevent significant dental trauma and there is also evidence to suggest that they provide a level of protection against concussion via force absorption. With our CBD concussion clinical trial imminent, we’re also delighted to have Boxing Australia on-board for our concussion research program”*

About Boxing Australia

Boxing Australia is the national federation for amateur boxing in Australia that administers Australia’s Olympic representative boxers and develops the sport throughout the nation. Boxing Australia is recognised as the National Sporting Organisation for Boxing by the Australian Sports Commission (ASC), Australian Olympic Committee (AOC), Commonwealth Games Australia (CGA), and the International Boxing Association (AIBA).

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About Impression Healthcare Limited (ASX: IHL)

Impression Healthcare Limited is an innovative healthcare company that sells customised oral devices both direct-to-the-consumer and via the Company's growing B2B preferred practitioner network of dentists. With its own laboratory in Victoria, Australia, Impression offers best-in-class teeth-protection and helps its customers to combat bruxism, snoring, mild-to-moderate sleep apnoea and teeth discolouration with custom-fitted oral devices.

Impression has broadened its commitment to disruption in the healthcare sector by progressing multiple opportunities in the field of medicinal cannabis. IHL has its licenses in place to import, export and distribute cannabis products. In March of 2019, Impression executed a binding collaboration with Cannvalate and Swinburne University of Technology to undertake four medicinal cannabis clinical trials. Cannvalate is Australia's largest distributor of medicinal cannabis products.

IHL also has a collaboration agreement with leading US Cannabinoid therapeutics Company, AXIM Biotechnologies Incorporated; a license agreement with Resolution Chemicals for the production and distribution of Dronabinol in the USA, Canada, Australia and New Zealand; and also intends to distribute medicinal cannabis oils through the Cannvalate network of cannabis medicine prescribers throughout Australia.

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