

FiTGuard Concussion Monitoring System – Major Expansion of Territories under License

Highlights:

- IHL expands its exclusive licensing agreement with Force Impact Technologies to incorporate more countries so that FiTGuard by Gameday will encompass approximately 50% of the World's population
- The expansion of territories is consistent with Impression's strategy to expand globally to both monitor player safety and to treat players with synthetic cannabidiol (CBD) post indication of concussion
- The FitGuard is the most sophisticated smart mouthguard on the market today and measures cranial acceleration; providing a platform for player treatment for concussion potentially with synthetic CBD
- IHL, in conjunction with the Medical Cannabis Research Collaboration between Cannvalate Pty Ltd and Swinburne University, continues to arrange its clinical trial of up to 40 people to investigate the use of synthetic CBD for the improvement of radiological signs of traumatic brain injury and neurocognitive function.

Impression Healthcare Limited ('Impression', 'IHL' or the 'Company'), developer of four unique medicinal cannabis products and oral devices manufacturer, is pleased to announce that it has expanded its exclusive licensing agreement with Force Impact Technologies Incorporated ('Force') to encompass more territories so that FiTGuard by Gameday will encompass approximately 50% of the World's population.

The new countries in the expanded agreement include China, India, Indonesia, the Philippines, Thailand, Malaysia, Singapore and South Korea, among others. These new territories are in addition to the existing licensed territories of Australia, New Zealand and Hong Kong.

The expansion of territories is consistent with one of Impression's overarching strategies to expand globally to both monitor player safety and potentially treat players with synthetic cannabidiol ('CBD') post indications of concussion during a match. The expanded partnership also allows IHL to advance existing discussions around concussion monitoring and treatment with major sporting leagues; particularly in Asia.

Impression Healthcare CEO, Mr Joel Latham said; "The FitGuard is the most sophisticated smart mouthguard on the market today; providing accurate data measurements on cranial acceleration in a package barely larger than a regular mouthguard. Treatment of concussion should come after accurate monitoring of concussion and the FiTGuard works to provide a platform for player treatment with synthetic CBD.

With increasing public concern related to chronic traumatic encephalopathy ('CTE') resulting from contact sports, we're confident of generating strong market interest in the FiTGuard now that player mental health is receiving the attention it deserves".

IHL, in conjunction with the Medical Cannabis Research Collaboration between Cannvalate Pty Ltd and Swinburne University, continues to arrange its clinical trial to investigate the use of synthetic CBD for the

improvement of radiological signs of traumatic brain injury and neurocognitive function incurred by participants of contact sports. The World Anti-Doping Authority (WADA) and the Australian Sports Anti-Doping Authority (ASADA) have recently confirmed that THC-Free (synthetic) CBD is legal for consumption by sportspeople.

The expansion of the FiTGuard territories also follows an accelerated focus on global expansion and the establishment of additional manufacturing capacity in Shenzhen China, as detailed in the announcement released on the 03rd of July 2019. Impression undertook a rigorous quality testing program for all products at the Shenzhen facility and has been delighted with product quality and ease of shipping. This shift was made to increase profitability margins and to open new markets for all oral devices; now including the FiTGuard by Gameday in the expanded list of exclusive-sale territories.

The FiT product suite includes the FiTGuard, FiTApp and FiTCloud. The system allows athletes, coaches, parents and/or medical staff to monitor the impacts that athletes receive during training or play. It facilitates rapid decision-making in any sporting code where head impact, concussion and second-impact syndrome is a continual risk. Players are taken off the field when a “knock”, as measured by cranial acceleration, is sufficiently impactful to indicate at least a 50% chance of a player experiencing a concussion.

ENDS

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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Website: www.impression.healthcare


Appendix – FitGuard Presentation Slides





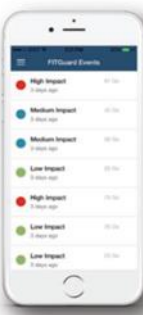
The Platform






FIT Guard

- Custom mouthguard
- Measures cranial acceleration
- LED displays impact severity



FIT App

- Track impact history
- Cognitive performance exams
- Monthly recurring revenue



FIT Cloud

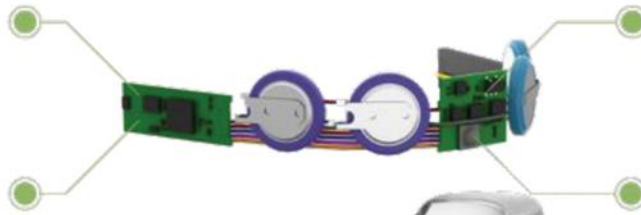
- QMS compliant backend
- Medical research interest
- Yearly recurring revenue



Measures Linear Acceleration



Measures Angular Velocity



Bluetooth Wireless Transmission



High Luminosity LED

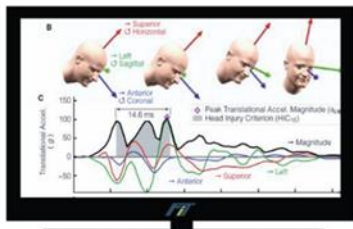


No Indication

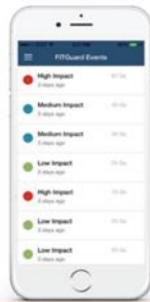
Moderate Impact

Remove from Play





Desktop



Smart phones



Tablets

