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ASX Release

IMPRESSION HEALTHCARE RECOMMENCES TRADING ON ASX

- **Impression Healthcare shares recommence trading on the ASX under the code 'IHL'**
- **Follows completion of oversubscribed \$3 million capital raise for acquisition of Gameday Mouthguards**
- **Proceeds will be used by Gameday to commence execution of its market disruption and growth strategy**
- **Ramp up in sales and marketing activity will drive sales in early 2017 with commencement of new sporting season**
- **New products under development and ready to launch in near future**

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare' or the 'Company') is pleased to announce its shares will recommence trading on the Australian Securities Exchange under the code 'IHL' following the successful acquisition of Gameday Mouthguards Pty Ltd ('Gameday') by Mount Magnet South Limited (which has now been renamed Impression Healthcare Limited).

Poised to drive product awareness, sales and revenue

Gameday is an Australian manufacturer and supplier of custom-fit mouthguards, which provides consumers with access to a dentist standard product at a price comparable to a more affordable retail product. Providing consumers with the convenience of an online ordering system and at-home self-impression kit, Gameday is well positioned to disrupt the traditional mouthguard market, having successfully sold 990 mouthguards in the last 4 months of FY16, out of season and with a minimal amount of consumer marketing spend.

Following the completion of its successful \$3 million capital raise, Gameday is well funded to increase its sales and marketing activity to drive product awareness, sales and revenue leading up to the start of the 2017 sporting season.

Established partnerships with Basketball NSW, Southern Football Netball League, Hockey NSW, Hockey Victoria, Hockey WA and Sports Pass provides Gameday with direct marketing access to promote its products to over 880,000 of an estimated 2.1 million¹ Australians who play contact sports and would benefit from the use of a mouthguard.

Strong growth potential with new product launches on the horizon

With current manufacturing capability of 50,000 mouthguard units annually and the potential to expand its capabilities further, the Company has also identified and developed new dental appliance products to be added to its product offering. These new products include a range of dental quality 'at-home' products that appeal to a broad range of consumers and are poised to launch in the near future, broadening its addressable market to include those outside the sporting community.

¹ Source: Australian Bureau of Statistics

Commenting on the recommencement of trading, Chief Executive Officer, Matt Weston said:

“Our reinstatement to official quotation marks an exciting milestone for our Company and leaves us well positioned to execute our disruptive strategy in the mouthguard market. We are well funded to ramp up sales and marketing activity for Gameday Mouthguards to drive awareness and sales revenues at the start of the 2017 sports season in January 2017.”

“The Company’s experienced management team is also working hard to expand our product offering and disrupt the traditional dental appliance market through a range of dental quality ‘at-home’ products that appeal to a broad range of consumers. We are well positioned for an exciting new product launch in the near future.”

Ends

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Impression Healthcare Limited

Impression Healthcare Limited offers Gameday Mouthguards as its first product offering, with additional products planned for market in line with future business strategy.

Gameday Mouthguards

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior custom-fit product.

For a low cost, consumers have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer’s club or favourite colours and can also include their name and telephone number. www.gamedaymouthguards.com.au

Gameday aims to become the pre-eminent operator in the fragmented dental device market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday’s mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year) and there are opportunities to sell other products and enter international markets. With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly more protection than over-the-counter brands.