

## Investor Presentation

# Impression Healthcare Limited

Disrupting the way Australians access  
quality custom-fit mouthguards





# Investment Highlights



01

## Compelling customer value proposition

- ◆ Dentist standard mouthguard
- ◆ Pricing parity to retail product



02

## Significant market opportunity

- ◆ Established market ripe for disruption



03

## Strong traction to date

- ◆ Strong customer sales of 1,250 in FY16, despite minimal marketing spend
- ◆ Key partnerships established
- ◆ Well known sports ambassador



04

## Strong news flow pipeline



# Investment Highlights



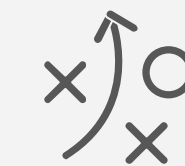
## 05 Immediately scalable

- ♦ Production capacity of 50,000/units annually
- ♦ Able to expand capacity further



## 06 Clear growth strategy

- ♦ Further products
- ♦ Seeking to identify potential opportunities to expand geographic footprint



## 07 Go to market strategy

- ♦ Direct to consumer
- ♦ Agent resellers
- ♦ Partnerships with Club resellers
- ♦ Discounts for Clubs and Associations



## 08 Expert leadership team

- ♦ Capital markets
- ♦ Finance
- ♦ Dental
- ♦ Sports Administration



# 「Markets & Opportunity」





# Australian Market Opportunity

01

## ~ 2.1m<sup>1</sup> Australians

estimated to play what may be defined as a contact sport in Australia

- ~1.4m 4 to 14 years old
- ~700K ages 15 and above

02

## Accelerated growth

through marketing to drive awareness to people who would benefit from wearing a mouthguard



1. Source: Australian Bureau of Statistics, based on a market of 2.1m participants.



# Strong Market Growth Drivers

## Localised injury to mouth

Protection from other injuries  
such as concussion



## ADA supports mouthguard use

The Australian Dental Association advises custom fit mouthguards should be worn in any sport where there is “a possibility of contact to the face.”





## Unique Mouthguard Offering



### AFFORDABLE

Professional quality, custom fit mouthguard at an affordable price

### CONVENIENT

Convenient online ordering, dental impression taken from comfort of own home

### FREE DELIVERY

Shipped throughout Australia with free delivery

### AUSTRALIAN MADE

Manufactured in Melbourne by qualified dental technicians

### CUSTOMISABLE

Customisable, with choice of colours and personalisation options



# Disrupting our Competitors

**Over-the-Counter** | Inferior Fit & Affordable

Typical cost

**\$6.99 - \$59.95**

Over-the Counter

- ✓ Stocked at chemists, sports stores and online
- ✗ Not recommended by the ADA

**GAMEDAY** | High Quality & Affordable

From as little as

**\$79.95**

GAMEDAY MOUTHGUARDS

- ✓ Custom fit from dental impressions
- ✓ Superior fit & comfort
- ✓ From the comfort of your own home
- ✓ Affordable
- ✓ Dental technicians manufacture the product

**Dentist Custom-fit** | High Quality & High Cost

Typical cost

**\$150 - \$400**

Dentist Custom-fit

- ✓ Custom fit from dental impressions
- ✓ Superior & comfort
- ✓ Recommended by the ADA
- ✗ 2 visits to the Dentist
- ✗ High cost



“Custom fitted mouthguards are superior to over the counter mouthguards and are made from a dental impression and a plaster model of the teeth. They provide the best protection fit and comfort for all levels of sport.”

**Sports Medicine Australia, 2015**





# Strong Validation from Sports Community



**Sport Ambassador**  
NRL: Matt Ballin

**SUPPORT** Sporting associations partnerships providing direct marketing access to members nation wide





# Go-to-Market Strategy — Part 1

## Consumer Direct

01

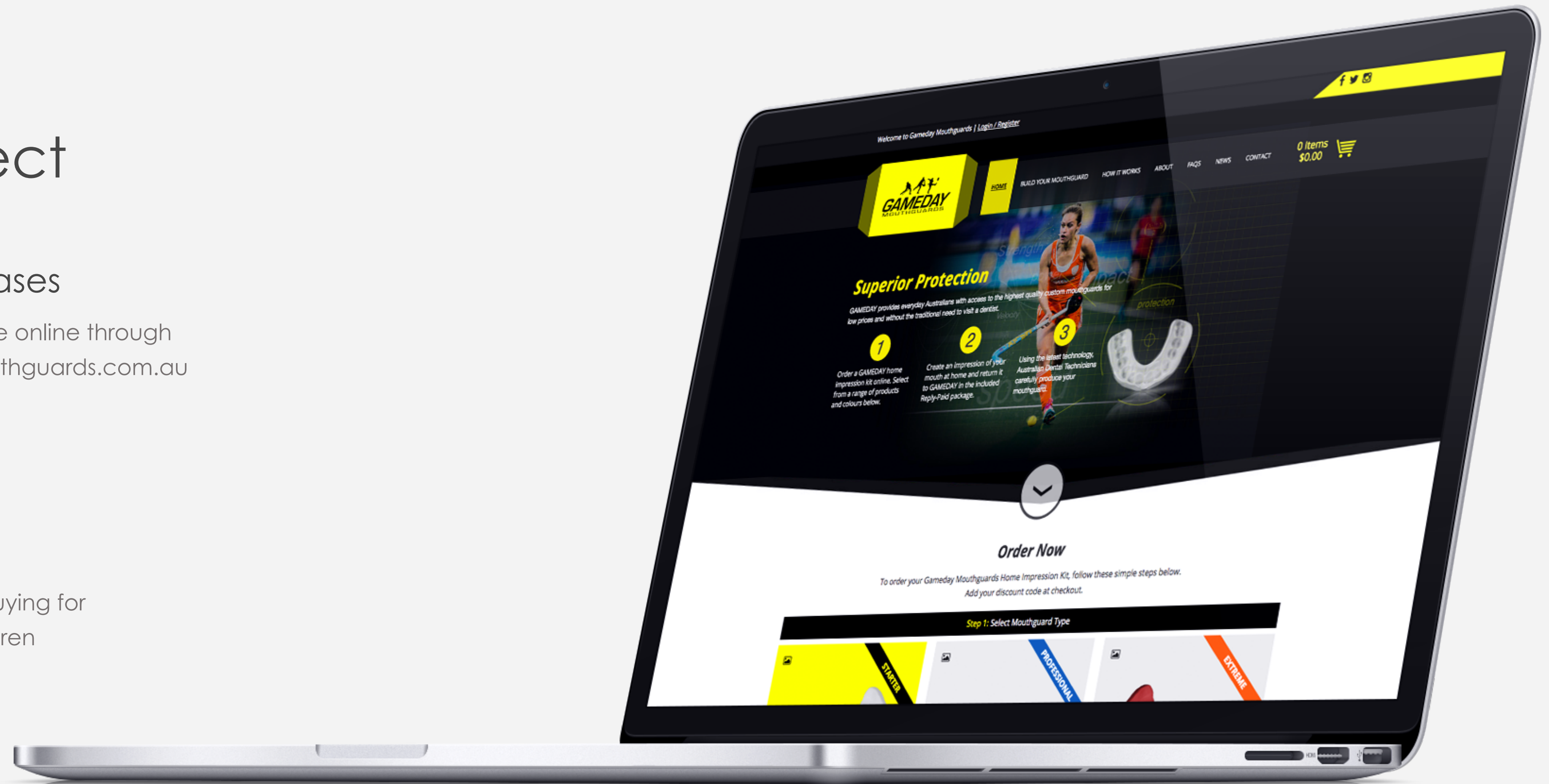
### Online purchases

Consumers purchase online through [www.gamedaymouthguards.com.au](http://www.gamedaymouthguards.com.au)

02

### Main Market

- Social athletes
- Mum's & Dad's buying for school aged children





## Go-to-Market Strategy — Part 2

### Agent / Club Partnerships

01

#### Direct orders

- GAMEDAY representative takes orders via a tablet with the consumer.
- Clubs or schools mass market GAMEDAY to their databases through EDMs or at training/sporting events.
- Consumers are given a code which allows the club/school to receive a 10-15% discount offers on sales.

02

#### Main Market

- Schools
- Sports Clubs





# Capturing Market Share

## GAMEDAY MEMBERSHIP



Members auto billed and  
receive new mouthguard kits  
every 12 months

Members eligible for customer care plan

Benefits include reduced rate on  
purchase and access to payment plan

## REGISTRATION AT POS



Mouthguard product and  
cost bundled into annual club  
registration fee

OR

Promotion and opportunity to  
purchase mouthguards at point  
of registration

## CUSTOMER CARE PLAN



Customers pay an additional  
fee

Receive up to 3 free  
replacements in one calendar  
year



## Diversified Marketing Strategy

Minimal marketing investment to date

---

Highly responsive to marketing campaigns

10-12 units sold/hour in peak periods over 3 day stretch compared to previous best sales day of 6 units in a day



01

### Brand Ambassadors

Cross section of leading athlete endorsers ensuring appeal across wide range of sports

02

### Partnerships

Governing sporting bodies discharging 'duty of care' to members with competitively priced, high quality product

03

### Public Relations

Leverage high profile board and athletes to increase mouthguard safety awareness

04

### Advertising

Direct to consumer advertising targeting parents (partnerships, TV ads)

05

### Digital Marketing

Build a strong online presence to capture organic searches around mouthguard purchases



## Highly Scalable Business Model

Melbourne  
manufacturing  
dental facility fully  
operational.

Current capacity of 50,000 units  
annually with the ability to scale



### Increasing



- Consumer product sales
- Dental partnerships: higher margin



### Decreasing Costs



- Continue to decrease costs of manufacturing and distribution through volume play



# Diversified Growth Strategy

## STEP ONE

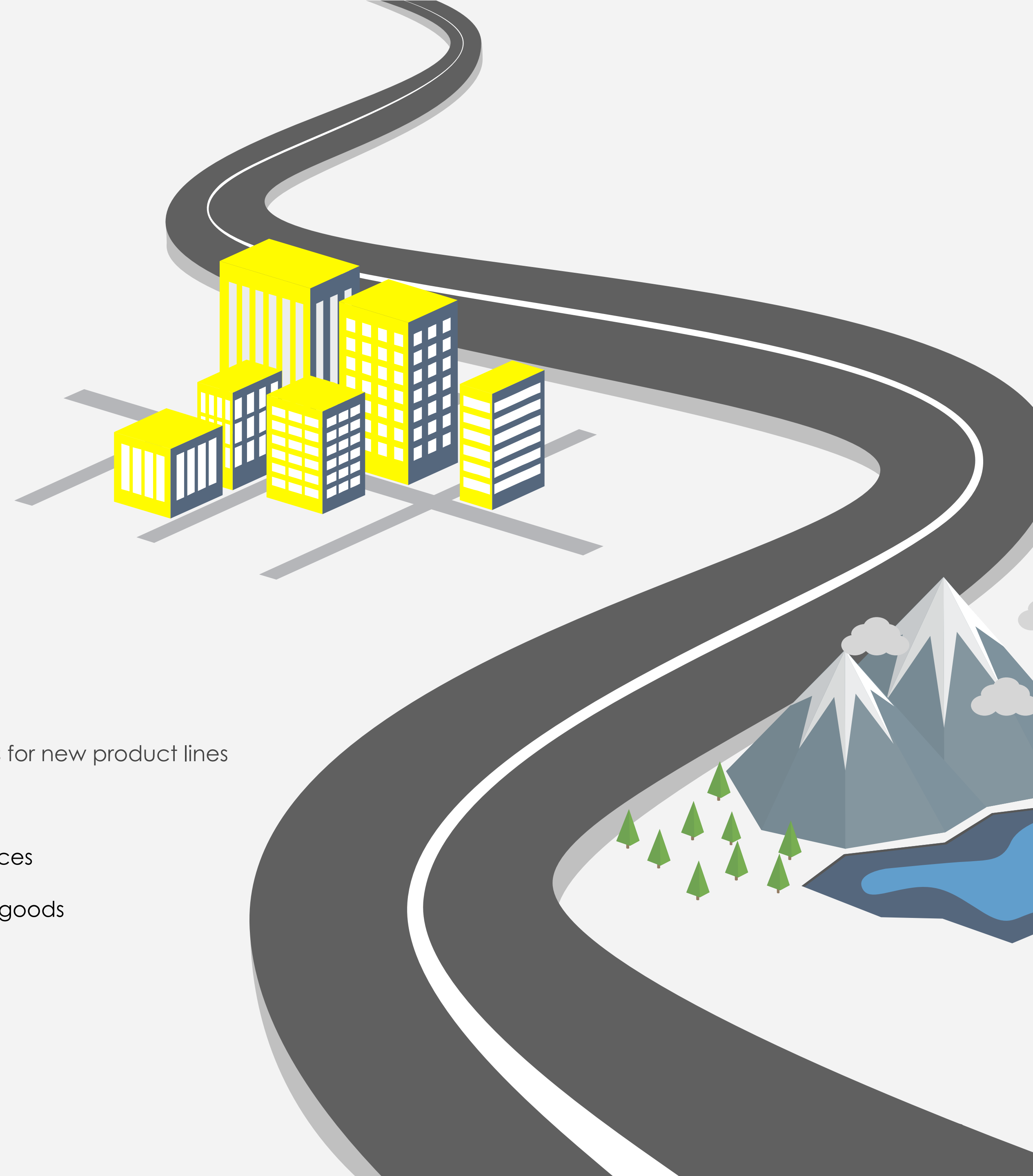
### Scale

- Drive unit sales of mouthguards across Australia
- Increase business referral partnerships
- Sporting association partnerships
- Sports ambassadors
- B2B dental partnerships

## STEP TWO

### New Products

- Strong customer synergies for new product lines
- Teeth whitening solutions
- Oral and healthcare devices
- Complementary sporting goods





# 「Value Drivers & Valuation」





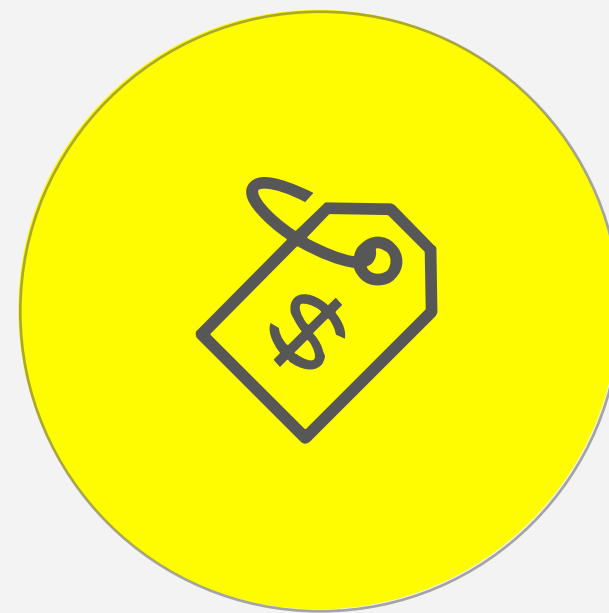
# Key Performance Indicators



01

1,250\*

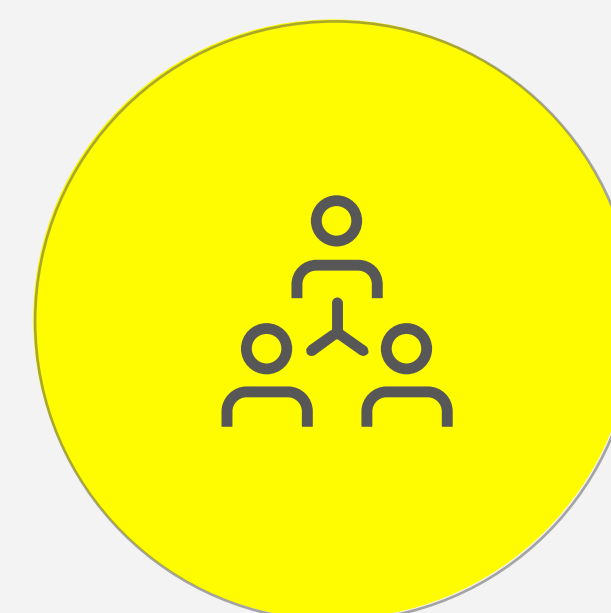
Mouthguards sold  
to date



02

\$70.10

Average price  
per unit



03

Sporting association  
members

Marketing reach via  
partner network

\* 990 mouthguards sold in initial 4 month trial period (out of season), based on minimal marketing expenditure



# Investment Highlights Recap

01

## Value proposition



Compelling customer value proposition offering a dentist standard mouthguard with pricing parity to retail product

03

## Market opportunity



Significant market opportunity ripe for disruption plus organic growth

05

## Traction



Strong traction to date with 1,250 mouthguards sold in FY15

02

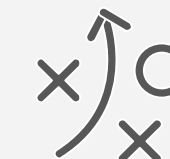
## Scalable



Immediately scalable to 50,000/units annually

04

## Growth strategy



Clear growth strategy with further products and potential for expansion

06

## Expert leadership



Expert leadership team & strong news flow pipeline



THANK YOU

HAVE A NICE DAY

