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ASX Release

GAMEDAY GROWS CUSTOMER REACH

New Partnership with Peak State Football Body, SANFL

- **Gameday enters partnership with the South Australian National Football League (SANFL), providing marketing access to players across South Australia**
- **Increases Gameday's total partnership customer marketing reach to over 980,000 grassroots sporting club members**
- **Strengthens Gameday's Australian Rules Football market presence, following the recent appointment of AFL legend Gary Ablett Jr. as Gameday Ambassador**
- **Partnership further validates Gameday's custom-fit, low cost mouthguard offering**

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare' or 'the Company') is pleased to announce that its wholly owned subsidiary, Gameday International Pty Ltd ('Gameday') has entered into a partnership agreement with peak state football body, the South Australian National Football League (SANFL), giving Gameday exclusive marketing access to 100,000+ Australian Rules Football players.

SANFL, established in 1877, runs the oldest football competition in Australia, and is the peak body for Australian Rules Football in South Australia.

Under the licence agreement, Gameday Mouthguards has become the preferred supplier of mouthguards to SANFL and its affiliated Leagues.

Significantly, the ability to reach SANFL's substantial player base bolsters Gameday's access to grassroots sporting association members to over 980,000 members Australia-wide. The partnership further increases Gameday's access to the Australian Rules Football market and follows the recent Gameday Ambassador appointments of AFL legend, Gary Ablett Jr. and professional Women's AFL players Moana Hope and Kaitlyn Ashmore.

Following previously established partnerships with Southern Football Netball League, Basketball NSW, Hockey WA, NSW and Victoria and Sports Pass, the partnership increases Gameday's direct marketing access and is expected to directly result in sales and revenues as the start of the 2017 sporting season approaches.

Commenting on the Partnership, SANFL General Manager Adam Kelly said; "SANFL is committed to ensuring the health and safety of all people participating in footy in SA. Gameday Mouthguards offer a quality and affordable option for mouth protection, so we are happy to promote this as an option for players and parents/guardians across our SANFL competitions."

Chief Executive Officer Matt Weston said; "It's great that through this agreement with SANFL players will directly benefit through added safety of our high quality, custom-fit mouthguards."

"Entering into this partnership with SANFL further increases Gameday's direct access to grassroots sporting club and association members, which now stands at 980,000+ members Australia-wide."

IHL Non-Executive Director, and Essendon Football Club Senior Coach John Worsfold states: "This partnership with the SANFL further strengthens Gameday's reach into the Australian Rules

Football market and positions us for a strong start to the 2017 sporting season. AFL Football is a fast, contact game and good quality mouthguards are essential. I have seen players own a mouthguard but not wear it in a game as it falls out, does not allow them to talk easily or is uncomfortable. Our Ambassadors clearly know the benefits of good quality mouthguards and Gameday wish to make them easily available to all sportspeople.”

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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.