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ASX Release

CUSTOMER REACH GROWS TO OVER 1 MILLION

Hockey Australia partners with Gameday

- **Gameday has partnered with national sports body Hockey Australia, extending its customer marketing access by an additional 90,000 Hockey players across Australia**
- **Total partnership marketing reach now exceeds 1 million grassroots sporting club members and participants**
- **Hockey Australia partnership builds on Gameday's existing Hockey NSW, Hockey Victoria and Hockey WA partnerships**
- **Partnership further validates Gameday mouthguard's appeal to sporting associations looking to provide their players with access to high quality, affordable protection**
- **Marketing initiatives are expected to directly drive brand and product awareness along with revenues**

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 Hockey Australia, the National Sporting Association for hockey

Hockey is a popular national sport played in all corners of Australia from the bush to the coast. As Australia's best-represented dual gender sport, it boasts Australia's most successful international teams, having won medals at 12 Olympic Games. Governing the game of hockey, Hockey Australia is focused on growing the game in Australia and achieving continued success with the national teams as it targets 250,000 registered hockey participants by 2020.

Hockey Australia Partnership

The two-year agreement provides Gameday with direct marketing access to Hockey Australia's 160,000 participants to directly market and promote Gameday mouthguards nationwide. With over 70,000 of these participants already accessed via Gameday's existing relationships with state governing bodies Hockey Western Australia, Hockey New South Wales and Hockey Victoria, the new agreement adds an additional 90,000 unique Hockey participants to Gameday's marketing reach.

Additionally, Gameday's promotional access includes the families of the 11,000 children registered to Hookin2Hockey; Australia's grassroots development program that exists in each Australian state and territory.

Under the agreement, Hockey Australia may facilitate introductions to the international hockey governing bodies of six countries to discuss potential partnership opportunities with Gameday and allow further promotional opportunities, including social media campaigns, signage on prominent display at domestic and international tournaments and promotion of the 'Gameday Challenge'.

1 Million Marketing Reach

The Company's total partnership marketing reach now exceeds 1 million grassroots sporting club members, giving Gameday direct marketing access to an addressable market of sportspeople and their families.

Hockey Australia's General Manager – Marketing and Communications, Lawrence West said; "We welcome Gameday Mouthguards' expansion in Australian hockey through this partnership with our Hookin2Hockey junior development program and its partnership with the Australian Hockey League and our Under 13s National Carnival. Gameday already has some excellent relationships with our state and territory associations and this further strengthens their commitment to hockey.

"Hookin2Hockey gives children between the ages of five and ten the chance to learn the basics of the game and experience their first sporting pride moment in a fun and safe environment over the course of an eight-week program. While hockey is inherently an extremely safe sport, the continuing safety of our participants is always a top priority and the partnership with Gameday Mouthguards will help us to educate young hockey players and their parents on the importance of having high quality, well-fitting mouthguard protection.

"Through the partnership, we look forward to giving hockey players of all ages and abilities access to an affordable, custom-fit mouthguard product, offering comfort and protection, and instilling safe play habits."

Chief Executive Officer, Matt Weston said; "Hockey is a fast, high contact sport which demands the appropriate protective gear be worn by its players. We're pleased to be partnering with Hockey Australia to give all its national members and participants access to our custom-fit mouthguards and to be part of the promotion of the safe play message, from its adult to youngest players. This partnership extends our reach to cover Australia. It expands on our previously partnerships with Hockey NSW, Hockey Victoria and Hockey WA, meaning all other states and territories now have the same access to Gameday promotional pricing and other offers."

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.