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ASX Release

AFL PLAYER RORY SLOANE IS LATEST GAMEDAY AMBASSADOR

- **Adelaide Crows midfielder to promote Gameday mouthguards in role of Ambassador**
- **Rory will use his professional profile and social media channels to promote Gameday and drive brand and product awareness**
- **Under the 3-Year contract, Rory will have his own range of mouthguard designs as well as a limited-edition range**
- **Rory will also promote the Gameday Challenge, a grassroots activity camp for children held during school holidays**
- **Joins AFL Legend Gary Ablett Jr., Matt Ballin, Moana Hope and Kaitlyn Ashmore in the promotion of Gameday mouthguards and youth participation in sport**
- **Appointment is one of a number of marketing initiatives being implemented ahead of the 2017 sporting season and is expected to drive brand recognition and sales revenue**

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 appointed Rory Sloane as Gameday's latest Ambassador.

A professional AFL player for the Adelaide Crows, Rory made his AFL debut in 2009 and has played 141 games to date. He has won numerous awards, including the Club Champion Award and the All Australian Award (Vice-Captain) in 2016, and was runner-up for the AFL Player's Association MVP and AFL Coaches Association Player of the Year Awards.

Under the 3-Year contract and as part of his consideration, Rory will be issued 270,270 shares in Impression Healthcare Limited, further aligning his interests with the Company. Rory will use his professional profile to represent Gameday mouthguards and encourage children to play Australian Rules Football, whilst educating them on staying safe and using appropriate protective wear when playing. Under the Agreement, Rory will appear in Gameday's promotional advertising materials, promote Gameday across his social media channels and promote the Gameday Challenge, a grassroots activity camp for children to be held during school holidays. Additionally, a range of mouthguard designs by Rory will be issued and will include a limited edition range.

Rory joins a strong list of Ambassadors already in place, including AFL legend Gary Ablett Jr. and leading women's AFL players, Moana Hope and Kaitlyn Ashmore, who collectively provide a strong presence in Australian Rules Football, professional NRL player, Matt Ballin.

Rory's appointment is also one of a number of marketing initiatives being implemented by the Company, furthering Gameday's presence in the Australian Rules Football market. The promotional activity generated by Rory and the other Ambassadors is expected to further expand awareness of the Gameday brand and its mouthguard product, resulting in sales ahead of the start of the 2017 season in late February.

Rory Sloane, Gameday Ambassador states: "Australian Rules Football is such a great game that I have always loved playing. I'm excited to encourage more kids to become involved with the sport and it's great that Gameday gives me a platform to do this."

“Having played professional AFL for many years, I speak from personal experience when I say it’s important to have the right protective gear that is comfortable and effective. It’s great that Gameday has made a custom-fit, professional standard mouthguard which is both affordable and easily accessible to everyday Australians so that they don’t need to compromise on safety or comfort when playing sports where protection is key”.

Chief Executive Officer, Matt Weston said; “We’re thrilled Rory has joined Gameday and our team of well known sporting Ambassadors to promote our mouthguards. Our stable of AFL playing Ambassadors are well recognised, inspirational sporting icons who have a keen interest in promoting Australian Rules Football to today’s youth. Their role in promoting the Gameday brand and mouthguard products is expected to further increase recognition, and forms part of our marketing push to drive sales for the 2017 sporting season.”

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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.