



6 March 2017

ASX Release

***GAMEDAY NAMED THE OFFICIAL MOUTHGUARD OF THE
NSW RUGBY LEAGUE***

- Gameday is the official supplier of mouthguards to New South Wales Rugby League (NSWRL).
- The NSWRL has a social media audience of almost 1 million.
- Agreement strengthens Gameday's presence and brand recognition in NSW and within the Rugby League community, as 'Official Mouthguard of the NSW Rugby League'
- Under the agreement, NSW Rugby League legend Steve 'Beaver' Menzies will join NRL player Matt Ballin as an Ambassador of Gameday
- Further validates Gameday mouthguard's high quality offering which is appropriate for use by professional players, yet remains affordable for everyday Australians
- Agreement is one of a number of initiatives expected to drive brand awareness, sales and revenues starting in late March 2017.

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 an agreement with NSW Rugby League.

The New South Wales Rugby League (NSWRL) is the governing body of Rugby League in NSW and is a member of the Australian Rugby League.

NSWRL administers major Rugby League seniors, juniors and women's competitions throughout New South Wales, and is home to the NSW State of Origin team, the NSW VB Blues.

Under the two-year agreement, Gameday will become the 'Official Mouthguard of the NSWRL'. Gameday's logo will be displayed on the NSWRL website and across other promotional materials. Importantly, this agreement will increase Gameday's prominence in NSW, and validates the professional quality of Gameday's affordable, custom-fit mouthguard product.

As part of the agreement, NSW Rugby League legend Steve Menzies will promote and endorse Gameday Mouthguards as an Ambassador. Steve Menzies is a former professional NRL player and in addition to representing NSW in the State of Origin, he has also played for Australia in international competitions.

This agreement with the NSWRL is one of a number of marketing initiatives Gameday is pursuing in the lead-up to the 2017 sporting season which is expected to drive sales and revenues, starting in late March 2017.

Matt Weston, CEO of Impression Healthcare states: “We’re thrilled about this agreement with NSW Rugby League and that Gameday has become the ‘Official Mouthguard of the NSW Rugby League’. This is a significant development for Gameday and provides incredible validation for our product, showing it is of a quality that is up to the rigours of a professional match while remaining at an incredibly affordable price point. Additionally to have a NSW legend, Steve Menzies represent and promote our product gives us an incredible presence in the NSW market, and further builds Gameday’s brand throughout the nation.”

Jodie Cross, NSWRL Head of Commercial said: “We’re pleased to welcome Gameday as our ‘Official Mouthguard of the NSW Rugby League’ and look forward to working with them under this agreement.

“We remain focused on promoting safe play, and establishing awareness and continued good habits from a young age and we’re pleased that Gameday Mouthguards is on board.”

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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.