

3 April 2017

ASX Release

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## Board Restructure

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### Directors & Management

Mr Kelvin Smith  
*Non-Executive Chairman*

Mr Matthew Weston  
*Chief Executive Officer*

Mr Alistair Blake  
*Technical Director*

Mr John Worsfold  
*Non-Executive Director*

Mr Adam Wellisch  
*Non-Executive Director*

Mr Robert Marusco  
*Company Secretary*

**ASX Code:** IHL

Website:  
[impression.healthcare](http://impression.healthcare)

**Impression Healthcare Limited (ASX: IHL)** ('Impression Healthcare' or 'the Company') is pleased to announce the appointment of Adam Wellisch as an Independent Non-Executive Director.

Mr Wellisch is the current Chairman of MSM Corporation International Ltd (ASX:MSM) being the parent company of Megastar Millionaire (which Mr Wellisch co-founded), a disruptive mobile digital business at the intersection of mobile games, talent shows and mobile video consumption. He is an experienced senior executive and director having previously held executive and non-executive positions for technology organisations ranging from start-ups to large multinationals, with a career spanning 20 years. As such, he is highly credentialed in the areas of product and business development, technology & digital strategy, business administration, corporate governance and financing. His previous roles and appointments include Asia-Pacific CIO of FTSE 100 Compass Group plc, and CIO of Bupa's fast-growing health services division. He was also a soldier in the Australian Army prior to obtaining a degree in commerce from the University of Western Australia. Additionally, he also was awarded a Telstra Small Business Young Achiever Award in 2001.

Further to the duties usually associated with a non-executive director, Mr Wellisch will be providing additional consultancy services with a focus on investor relations, public communication activities and relationship development in social and general media platforms. The Company has agreed to pay Mr Wellisch an additional \$3,000 per month such that his total package is \$72,000 per annum. In addition IHL will pay \$1,800 per day where special projects are assigned to Mr Wellisch by the Company over and above those described above.

Concurrent with the appointment of Mr Wellisch, the Company also announces the resignation of non-executive director, Alex Pismiris. Mr Pismiris has been involved with the Company since 2009 and was committed to providing strategic insight and guidance through the Company's relisting process late last year. The Board expresses its gratitude and thanks to Mr Pismiris. Mr Wellisch's appointment completes IHL's recent board review process, and further solidifies its aim to underpin and allow for the fast-paced expansion of the underlying business model.

**Non-Executive Chairman, Kelvin Smith** said; *"IHL welcomes the appointment of Adam to the board and we look forward to the expertise and experience he brings to the Company. Additionally, on behalf of all directors and shareholders, I take this opportunity to thank Alec for his invaluable input and commitment to not only shaping the direction of IHL, but also getting us relisted and on the path to success."*

*The current IHL board, along with its advisors, has a strong mix of technical, operations, commercial, financial, strategic and governance skills, all of which place the Company in a strong position to deliver on its strategic plan".*

**Ends**

**For further information, contact:**

### **Media Enquiries**

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### **Impression Healthcare Limited**

Impression Healthcare Limited offers Gameday Mouthguards, Instant Teeth Whitening (ITW) and Denti as its initial product offerings, 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 include their name and telephone number. [www.gamedaymouthguards.com.au](http://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.

#### **Denti**

Denti, an Australian made, premium teeth whitening product, will include a range of teeth whitening and beauty products, and marketed as a high quality premium brand to appeal to the discerning customer who seeks a luxury product and associates Australian made goods with a high level of quality.

The kit is presented in high quality packaging, which conveys the look and feel of a premium, high quality, Australian made product. Housed in a luxurious beauty bag for female customers or a wet pack for male customers, each kit will contain a teeth whitening self-impression kit, three whitening gel syringes, an on-the-go whitening pen, a light up pocket-sized mirror, a face flannel and a travel toothbrush. Once made, the customer will also receive their custom-fit trays in a protective case.

#### **ITW**

ITW will be a mainstream, at-home, teeth whitening product providing consumers with a cost-effective, custom-fit, at-home teeth whitening solution and will be a competitively priced, high quality offering.

ITW will provide consumers with a high-quality offering that competes directly with off-the-shelf; one size fits all teeth whitening products. For this highly competitive price, ITW's offering of custom-fit, dental quality mouth trays, provides consumers with an at-home whitening experience which is safer, more comfortable, and directly comparable to a take-home kit your dentist would supply. ITW's whitening gel solution will be a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. [www.itwsmile.com.au](http://www.itwsmile.com.au)

