

12th APRIL 2017**ASX RELEASE****Principal Office Address**

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*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

**BUSINESS DEVELOPMENT INITIATIVES ARE
DRIVING STRONG SALES GROWTH**

- **1,000+ units sold in March, over 370% increase vs March 2016**
- **March Quarter 2017 revenue surpassed full year revenue for 2016**
- **Television, digital & social media campaigns commenced in March**
- **High profile brand ambassadors engaged across key sporting codes including AFL (men & women), Rugby League, Basketball & Hockey**
- **National Media exposure obtained with coverage on Channel 9 News**
- **Board strengthened with the appointment of highly credentialed digital business director, Adam Wellisch**
- **Production facilities, processes and laboratory inventories are expanding to enable efficient delivery of 50,000 units per annum**
- **Launch of affordable custom teeth whitening brand, Instant Teeth Whitening ("ITW"), with complementary products to follow**

Impression Healthcare Limited (ASX: IHL) ("Impression Healthcare" or "the Company") is pleased to report the very positive initial response to its disruptive mouthguard business model. The company has seen strong sales growth following the commencement of marketing for its initial product and brand, Gameday Mouthguards ("Gameday"). Over a thousand units were sold in March, delivering more than 370% revenue growth vs the same period last year. March quarter revenue of \$97k surpassed full year 2016 revenue of \$92k. These results are early validation of the business model and they clearly demonstrate the effectiveness of key marketing initiatives which commenced in late February.

The core of the Gameday business model is to provide quality custom-fit mouthguards in a more cost effective and convenient fashion than the traditional method of visiting a dentist. A key feature of the Company's development of its Gameday brand has been its intensive digital marketing and media campaign with its Gameday Ambassadors and specific news media. The Company has recently developed a series of demonstration videos with its Gameday Ambassadors with a view to raising brand awareness, profiling the Gameday mouthguard product and its ease of ordering and use.

Gameday's campaigns are clearly gaining traction with both corporate material, as well as general interest stories covering the company's offering, most notably;

Gary Ablett Jr - <https://www.youtube.com/watch?v=wRL0XzjPEiU>

9 News - <https://www.facebook.com/9NewsMelbourne/videos/1822583321338654/>

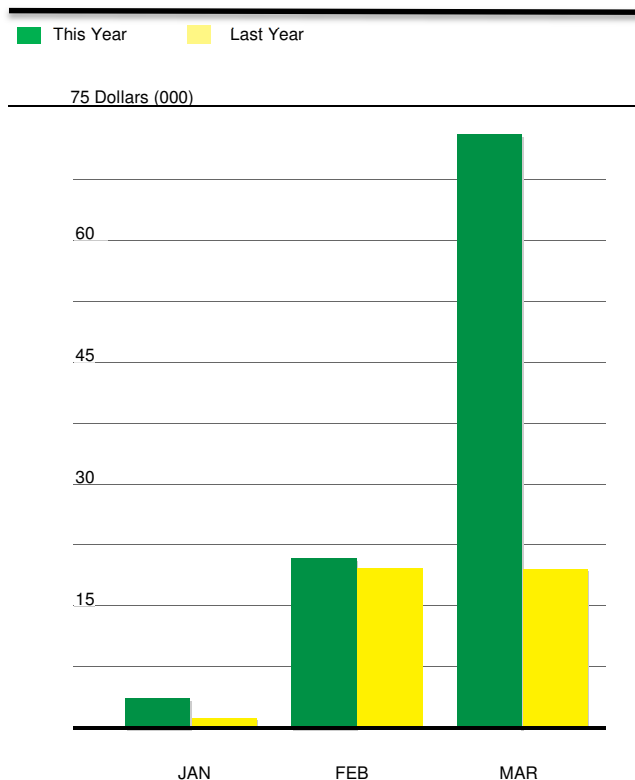
Moana Hope - https://www.youtube.com/watch?v=EGP7Yae_GKA

The Morning Show - <https://www.youtube.com/watch?v=OoSjyO36978>

Gameday aims to disrupt the mouthguard market and has developed a business plan whereby customers are able to take an impression of their teeth at home, using the Gameday home impression kit, post the impression back to Gameday and receive a custom-fit mouthguard.

The Company, via its wholly owned Gameday International Pty Ltd, has entered into a number of partnership agreements, including Hockey Australia, South Australian National Football League, Southern Netball League, Basketball NSW, Hockey WA, NSW and Victoria and Sport Pass taking the Company's total marketing reach to over 1 million members and participants of grassroots sporting associations. These partnerships were established ahead of the commencement of the 2017 sports season and have provided Gameday with direct marketing access to its target customer base. Focused development of these partnerships is expected to continue to drive strong sales and revenue growth.

REVENUE – This Year vs Last Year



TOTAL CUSTOMERS - This Year vs Last Year

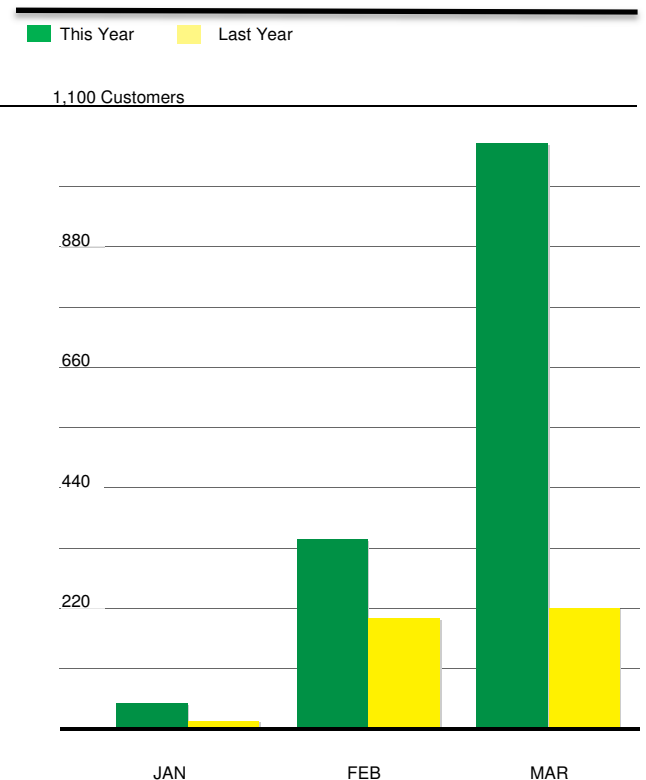


Figure 1; Gameday Revenue and Customer Numbers Jan to Mar 2017

Given the strong sales growth in Q1 2017 following the commencement of national marketing initiatives in the 3rd week of February, the company is now implementing its expansion strategy. This includes the upgrade and refinement of laboratory facilities, processes and expansion of inventories in preparation for a significant increase in mouthguard production along with the capacity to commence delivery of new product lines.

The company also strengthened its board in April with the appointment of highly credentialed digital business director, Adam Wellisch.

Company CEO Matt Weston said:

“Since activating the Gameday business model, the IHL team has been working diligently to achieve key milestones in each of our critical growth drivers, including business partnerships, sporting ambassadors, production capabilities and marketing programs.

A number of our Gameday Ambassadors have been very active. AFL legends Gary Ablett Jr and Rory Sloane, AFL women’s star Moana Hope and Hockeyroos striker Madi Ratcliffe have all been active in digital campaigns and social media. The result has been very pleasing with over 1000 mouth-guard units sold in March.

We have also been developing the business platform for our teeth whitening brands culminating in the launch of ITW in recent weeks.”

Denti & ITW Teeth Whitening

Until February 2017 IHL produced a single product, being the custom-fit mouthguards. In March, IHL expanded its product offering into teeth whitening with its Denti and ITW brands.

ITW is positioned as a mainstream, at-home, teeth-whitening product providing consumers with a cost-effective, custom-fit, at-home teeth-whitening solution and which is a competitively priced, high quality offering. The ITW web site was launched in March 2017 and a marketing campaign concurrently launched.

Denti, on the other hand, is positioned as a premium teeth-whitening product and included a range of teeth-whitening and beauty products, and will be 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 Company is also continuing to investigate opportunities to expand the product range with the intention to introduce additional oral appliances over time.

Ends

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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

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

