

**APPENDIX 4C & QUARTERLY REVIEW**

- **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)** (‘IHL’ or ‘the Company’) has today lodged its Appendix 4C Report for the quarter ended 31 March 2017. The Company is pleased to provide a review of its progress during this period.

**Strategic & Operations Update**

After laying groundwork to launch the marketing campaign for 2017 the Company began marketing the Gameday product with a mixture of above and below the line marketing, with the results having been strong on the back of these campaigns. Revenue was strong through the month of March 2017; in total over a 7 week marketing campaign the Company generated more revenue than the period 1 January to 30 June in 2016.

The ability to leverage the Gameday ambassadors on social media and TV has given the Gameday brand credibility has positioned Gameday as one of the leading mouth guard brand in Australia. We will continue marketing through the 2017 season with above the line and on ground activation further driving our brand into the house hold via our grass root partnerships as we lobby governing bodies to make mouth guards mandatory and part of sports uniforms which presents Gameday with a great opportunity for next season. Already for season 2018 we have several governing bodies in NRL making mouth guards mandatory, these partners allow us direct contact with their members as we push the message of safety.

Gameday’s B2B section of our business is also developing, we are receiving positive feedback from dentist including big dental brands such as Pacific Smiles who are now using our laboratory to produce their mouth guards and teeth whitening plates, our competitive pricing is very attractive and we will continue to build this B2B business over the coming months.

Towards the end of this quarter we have prepared launch of our first teeth whitening product ITW, this will launch in May 2017 and is set to disrupt the bottom end of the teeth whitening market, the products generally see being sold online. Our quality offering of custom fit products is well positioned against the cheap generic kits from China.

Our research has determined that the teeth whitening market is made up of a number of customer segments. The ITW brand is positioned to the mainstream customer segment providing a low cost, high quality custom fit teeth whitening solution. The Denti brand on the other hand is positioned as a premium product to appeal to the more discerning customer segment. The Company has therefore positioned these teeth whitening products to increase its reach across a number of distinctive customer segments such that the brands will be complementary to each other and not crossover or interfere with one another.

## **Corporate and Financial Update**

### **Strengthened Board**

The Company further strengthened its Board, with the appointment of Mr Adam Wellisch as an Independent Non-Executive Director 31 March 2017.

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.

### **Financials**

Cash movements disclosed in the Company's Appendix 4C predominantly relate to the operations of the Company and its wholly owned subsidiary Gameday Mouthguards Pty Ltd for the quarter ended 31 March 2017.

### **Outlook**

The Management team is pleased with the progress it has made in the short time since listing and is confident its marketing reach of over 1 million grassroots sporting members and participants, combined with the appointments of well recognised, professional sporting professionals as Ambassadors, will directly drive sales and revenues of Gameday's mouthguard product.

**Ends**

### **For further information, contact:**

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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)



## Appendix 4C

### Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

**Name of entity**

**Impression Healthcare Limited**

**ABN**

93 096 635 246

**Quarter ended ("current quarter")**

31 March 2017

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (.....months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	83	86
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(246)	(381)
(c) advertising and marketing	(262)	(352)
(d) leased assets	-	-
(e) staff costs	-	-
(f) administration and corporate costs	(454)	(1325)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	2	8
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	305	305
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(572)</b>	<b>(1,659)</b>

<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire:		
(a) property, plant and equipment	-	-
(b) businesses (see item 10)	-	-
(c) investments	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (.....months) \$A'000
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) property, plant and equipment	-	-
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	(150)
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>-</b>	<b>(150)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of shares	-	2,989
3.2	Proceeds from issue of convertible notes	-	-
3.3	Proceeds from exercise of share options	-	109
3.4	Transaction costs related to issues of shares, convertible notes or options	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other – share issue costs	-	(209)
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>-</b>	<b>2,889</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of quarter/year to date	1,902	250
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(572)	(1,659)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	(150)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	2,889

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (.....months) \$A'000
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	<b>Cash and cash equivalents at end of quarter</b>	<b>1,330</b>	<b>1,330</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	255	250
5.2	Call deposits	1,075	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>1,330</b>	<b>-</b>

**6. Payments to directors of the entity and their associates**

- 6.1 Aggregate amount of payments to these parties included in item 1.2
- 6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

**Current quarter  
\$A'000**

191

-

Item 6.1 – Amounts paid to directors' fees and their associates (\$191,360)

**7. Payments to related entities of the entity and their associates**

- 7.1 Aggregate amount of payments to these parties included in item 1.2
- 7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

**Current quarter  
\$A'000**

-

-

8. <b>Financing facilities available</b> <i>Add notes as necessary for an understanding of the position</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
8.1 Loan facilities	-	-
8.2 Credit standby arrangements	-	-
8.3 Other (please specify)	-	-
8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		

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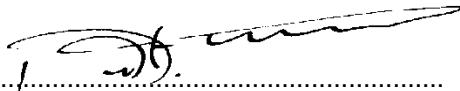
9. <b>Estimated cash outflows for next quarter</b>	<b>\$A'000</b>
9.1 Research and development	-
9.2 Product manufacturing and operating costs	(183)
9.3 Advertising and marketing	(227)
9.4 Leased assets	-
9.5 Staff costs	-
9.6 Administration and corporate costs	(677)
9.7 Other (provide details if material)	-
<b>9.8 Total estimated cash outflows</b>	<b>(1,087)</b>

10. <b>Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)</b>	<b>Acquisitions</b>	<b>Disposals</b>
10.1 Name of entity	-	-
10.2 Place of incorporation or registration	-	-
10.3 Consideration for acquisition or disposal	-	-
10.4 Total net assets	-	-
10.5 Nature of business	-	-

### **Compliance statement**

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Sign here:

  
.....  
Company secretary

Date: 28 April 2017

Print name: Robert Marusco

### **Notes**

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.