

31 AUGUST 2017**ASX RELEASE**

Placement and Non-Renounceable Rights Issue

Principal Office Address

13 Central Avenue

MOORABBIN VIC 3189

Tel: +61 03 9090 7993

Registered Office Address

Level 3, South Mill Centre

9 Bowman Street

SOUTH PERTH WA 6151

Tel: +61 8 9217 2400

Fax: +61 8 9217 2401

Postal Address

PO Box 840

SOUTH PERTH WA 6951

Directors & Management

Kelvin Smith
Non-Executive Chairman

Matthew Weston
Chief Executive Officer

Alistair Blake
Technical Director

John Worsfold
Non-Executive Director

Adam Wellisch
Non-Executive Director

Robert Marusco
Company Secretary

ASX Code: IHL

Website:
impression.healthcare

Highlights

- Placement of 22,669,650 fully paid ordinary shares in the Company (**Shares**) at an issue price of \$0.02 per Share (together with, subject to shareholder approval, free attaching options) to raise A\$453,393 (before costs) (**Placement**).
- A 3 for 8 non-renounceable rights issue to shareholders to raise up to A\$1,339,443 through the issue of up to 67,648,867 Shares at an issue price of \$0.02 (together with one free attaching option for every Share subscribed for and issued).
- Funds raised from these capital raisings will be utilised by the Company to (amongst other matters) accelerate business growth plans, continue product development of Impression's unique oral impression system and fund working capital requirements.

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare' or 'the Company') is pleased to announce it has secured firm commitments for a A\$453,393 private placement of Shares to professional and sophisticated investors at an issue price of \$0.02 per Share. Subject to the Company obtaining requisite shareholder approval, each professional and sophisticated investor will also be issued one free attaching option (each with an exercise price of \$0.04 and expiry date of 30 September 2020) for every Share subscribed for and issued under the Placement. Shareholder approval for the issue of Shares under the Placement is not required as it will be undertaken under the Company's existing Listing Rule 7.1 capacity.

The Company is also pleased to announce a non-renounceable rights issue of new Shares (together with one free attaching option for each Share subscribed for and issued) to raise up to A\$1,339,443 (before costs) (**Rights Issue**). Under the Rights Issue, eligible shareholders, with an address in Australia and New Zealand on the Company's share register on the record date, will be able to subscribe for 3 new Shares for every 8 existing Shares they hold at an issue price of \$0.02 per Share, together with one free attaching option (each with an exercise price of \$0.04 and expiry date of 30 September 2020) for every Share subscribed for and issued with an exercise price of \$0.04 and expiry date of 30 September 2020.

Eligible shareholders' entitlements pursuant to the Rights Issue will be non-renounceable. Accordingly, eligible shareholders may:

- take up their rights in full or in part;
- do nothing in which case their rights will lapse; or
- take up their rights in full and apply for additional new securities.

The Company has determined that it is unreasonable to make offers under the Rights Issue to shareholders who have a registered address in a country outside of Australia or New Zealand, having regard to the number of shareholders in such places, the number and value of the securities that would be offered and the substantial costs of complying with the legal and regulatory requirements in those jurisdictions.

Alignment Capital Pty Ltd will act as the lead manager to the Placement and Rights Issue (**Lead Manager**).

The directors, in consultation with the Lead Manager, reserve the right to place any shortfall from the Rights Issue at their discretion within three months after the close of the offer. Eligible shareholders may apply for shortfall securities. Further information regarding the Rights Issue will be outlined in the Prospectus, to be mailed to eligible shareholders in accordance with the timeline below.

Net proceeds from the Placement and Rights Issue will be used (amongst other matters) to, accelerate the Company's business growth plans through digital marketing, partnerships with grass-roots and governing sporting bodies, continuation of the Company's Ambassador Program, as well as to further develop new product lines featuring IHL's oral impression system, and additionally to fund ongoing working capital requirements. The Company may also seek out potential acquisition opportunities that fit within IHL's business model.

These activities, combined with a focus on major sales and marketing channels, will contribute to the Company's growth of its revenue lines, expand and expedite market penetration and accelerate customer acquisition across a range of market sectors in the oral markets application sector.

Impression's Chief Executive Officer, Matt Weston, commented:

"The Company is poised to continue to expand its revenue and market reach with the focused application of our digital marketing, Ambassador program and the partnership sales channels that enables the Company to leverage its oral impression system across a number of its product lines including the Gameday Mouth Guard, The Knight Guard anti grinding device and ITW teeth whitening systems".

"Funds raised from the rights issue and placement will help the Company to accelerate expansion plans, maintain our strong customer growth momentum and seek out new opportunities that complement our business model."

The proposed indicative timetable for the Rights Issue is as follows:

Prospectus lodged with ASIC and the ASX	Friday, 15 September 2017
Notice of Entitlement Offer sent to shareholders	Monday, 18 September 2017
Record date to determine entitlement (Record Date)	Wednesday, 20 September 2017
Prospectus with Entitlement & Acceptance Form dispatched	Monday, 25 September 2017
Offer opens for receipt of Applications	Monday, 25 September 2017
Closing date for acceptance (Closing Date)	Monday, 9 October 2017
Notify ASX of shortfall	Thursday, 12 October 2017
Issue of new securities	Monday, 16 October 2017
Normal trading of new securities expected to commence	Tuesday, 17 October 2017

The proposed timetable is subject to the Listing Rules and the above dates may be changed without notice.

The Lead Manager will be entitled to the following fees in connection with the Rights Issue and Placement:

- a management fee of 1% (excluding GST) on all funds raised;
- a selling fee of 5% (excluding GST) on the total value of all funds subscribed;
- subject to shareholder approval, the Lead Manager (and/or its nominees) will be granted a right to subscribe for up to 10,533,932 options (each with an issue price of \$0.00001, an exercise price of \$0.04 and expiry date of 30 September 2020) on the successful completion of the Placement; and
- subject to shareholder approval, the Lead Manager (and/or its nominees) will be granted a right to subscribe for up to 13,394,430 options (each with an issue price of \$0.00001, an exercise price of \$0.04 and expiry date of 30 September 2020) on the completion of the Rights Issue and quotation of the shortfall securities.

Shareholders may view all the Company's ASX announcements on the Company's website:
www.impression.healthcare

For further information, contact:

Matt Weston
Chief Executive Officer
Impression Healthcare Limited
M: +61 400 039 822
E: matt@impressionhealth.care

Robert Marusco
Company Secretary
Impression Healthcare Limited
M: +61 412 593 363
E: robert.marusco@mvpfinancial.com.au



Impression Healthcare Limited

Impression Healthcare Limited (**ASX:IHL**) provides new ways for consumers to access high-quality, personalised, dental health products.

Combining the latest materials with advanced manufacturing processes and digital engagement, Impression Healthcare delights customers through a choice of superior products at lower prices.

Promoted by high profile ambassadors in health, sport, fashion and media, Impression Healthcare builds strong brands that embody a commitment to customer experience that is unparalleled in the industry.

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 relatively 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 market leader in the fragmented mouthguard 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). 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 better protection than over-the-counter alternatives.

Denti

Denti, an Australian made, premium teeth whitening product, it includes 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 contains 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 is 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 provides 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

The Knight Guard

Up to 50% of adults experience night-time teeth grinding or clenching at some stage of their life. This can cause significant and expensive damage to their teeth. The Knight Guard is a convenient and affordable night guard that provides consumers with the best protection against teeth grinding while they sleep.

At a fraction of the cost of visiting a dental clinic (even with private health, night guards can be extremely expensive), The Knight Guard offers the convenience of receiving an at-home, DIY impression kit; taking the impression of consumers teeth yourself; and having the night guard delivered, all from the comfort and privacy of their own home.

www.theknightguard.com.au

