



Impression Healthcare Limited

Disrupting the way Australians access
quality custom-fitted dental devices

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Company Overview



Impression Healthcare provides new ways for consumers to access high-quality, personalised, dental health products.

01 Impression Healthcare Limited (ASX:IHL) provides consumers with access to high-quality, personalised, dental health products via online stores, dental practitioners and retail outlets.

02 Combining the latest materials with advanced manufacturing processes, Impression Healthcare delights customers by delivering a choice of superior products at lower prices.

03 Set for rapid scale. Melbourne based laboratory has a manufacturing capacity of 50,000 dental devices annually and the ability to fulfill orders nationally.

Company Overview

Existing capital structure

Company Type

Australian Public Company: ASX Listed

Impression Healthcare Limited (ASX:IHL) provides new ways for consumers to access high-quality, personalized, 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.

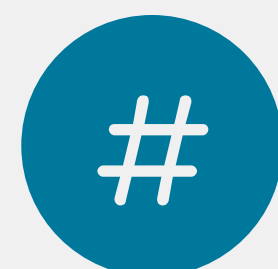
Promoted by high profile ambassadors in health, sport, fashion and media, Impression Healthcare builds strong brands that embody a commitment to customer experience that is unparalleled in the industry.

Number of shareholders



589

Total shares on issue



178,592,384

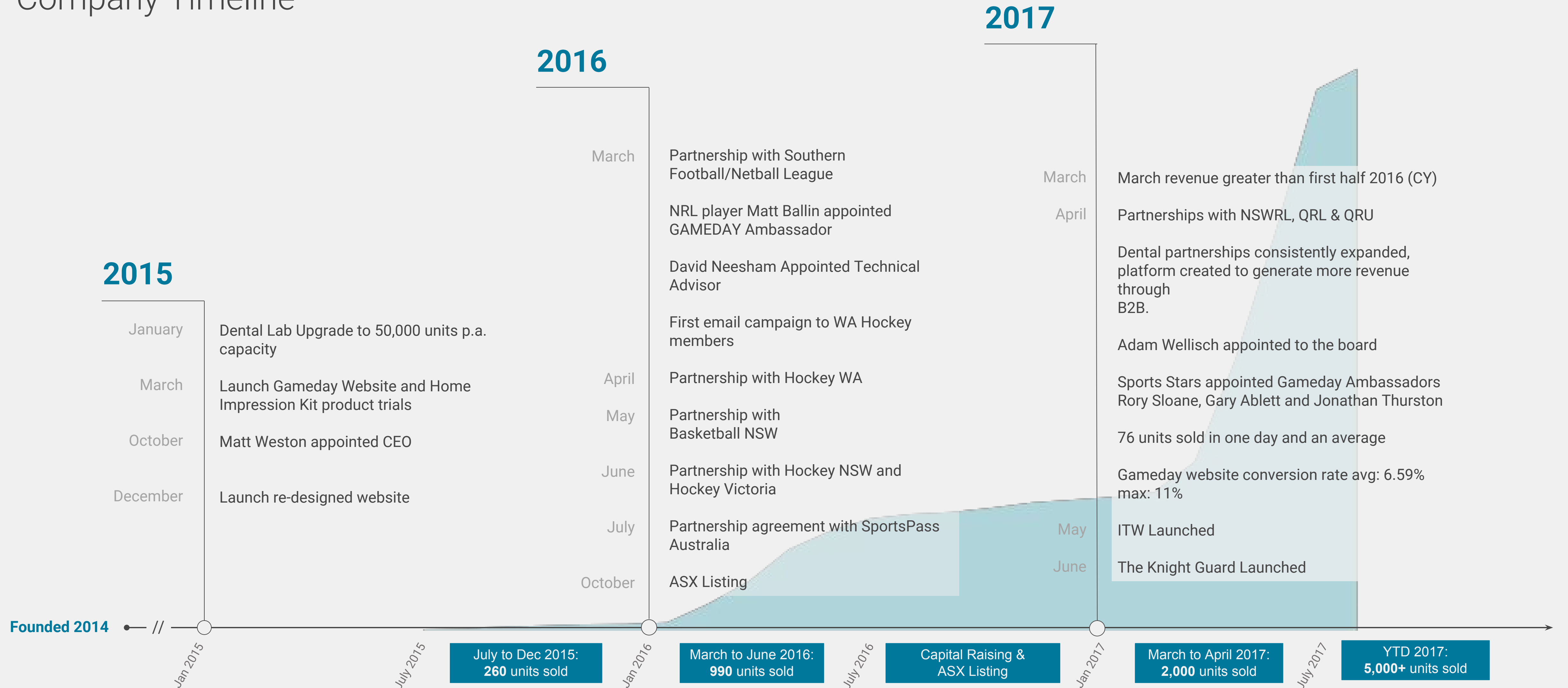
★ Prior to completion of rights issue, currently under live prospectus.

Top 20 shareholders



50.64%

Company Timeline



Strong sales metrics. April 2017 increase in revenue MoM by 10% despite Easter, Public Holidays and school holidays.

Board & Management Team



Kelvin Smith
Chairman

Certified Practicing Accountant (CPA) with 25 years corporate sector experience.

- ♦ Managing Director of MVP Financial
- ♦ Management and Advisory experience in SME
- ♦ Expertise in corporate advisory, strategic planning, M&A and corporate finance advice



Matt Weston
Chief Executive Officer

20 years' experience in business and sport in Australia and internationally.

- ♦ National Basketball Association (NBA) with the San Antonio Spurs
- ♦ Technical Director for the Beijing 2008 Olympics
- ♦ Associate Director & Executive Committee of Infront Sports & Media which is owned by China's richest man, Wang Jianlin



Alistair Blake
Chief Operating Officer

Qualified Dental Prosthetist with 16 years' experience in large scale commercial dental laboratories throughout WA and VIC.

- ♦ Established Denture Innovations clinic and laboratory in 2009, offering services to dentists and specialists nationwide
- ♦ Founder of Gameday Mouthguards
- ♦ Member of Australian Institute of Company Directors
- ♦ Proven track record in Product development



John Worsfold
Non-Executive Director

AFL career spanning 26 years:

- ♦ 12 years, Player, West Coast Eagles (8 as Captain)
- ♦ 2 years, Assistant Coach to David Parkin, Carlton Football Club
- ♦ 12 years, Senior Coach, West Coast Eagles
- ♦ Current coach of the Essendon Football Club, twice voted AFL 'Coach of the Year' by his coaching peers
- ♦ Degree in Pharmacy, and proprietor of Joondalup City Amcal Chemist for 10 years



Adam Wellisch
Non-Executive Director

Company Director and Entrepreneur with over 20 years experience in executive and non-executive positions for businesses ranging from start-ups to large multinationals. Current Chairman of MSM Corp.

International Ltd (ASX:MSM)

Recent appointments:

- ♦ Asia-Pacific CIO of FTSE 100 Compass Group plc
- ♦ CIO of Bupa's fast-growing Health Services division



David Neesham OAM
Technical Advisor

Dental Board of Western Australia for 22 years.

- ♦ Director Dental Services, Dental Services WA for 18 yrs.
- ♦ Member of Dental Faculty and Faculty of Medicine and Dentistry for over 20 years
- ♦ Dental Prosthetist Advisory Committee for 18 years
- ♦ Healthway Board and Chairman of the Sport Committee of Healthway



Investment Highlights



01 Dental quality products

- ◆ Personalized
- ◆ Custom made
- ◆ Convenient
- ◆ Affordable
- ◆ Multiple products produced from one impression



02 Significant market opportunity

- ◆ Australia (roll out and test)
- ◆ Asia
- ◆ Europe/ US



03 Immediately scalable

- ◆ Current capacity of 50,000 mouth guards annually
- ◆ Capability to fulfill orders nationally
- ◆ Capability to ramp up to another 50,000 dental devices annually



04 Expansion Opportunities Whitening, Night Guards, Anti-Snoring

- ◆ Diverse market segments addressed with the same value proposition, marketing, sales and fulfillment process as Gameday Mouthguards
- ◆ International markets



05 Go to market strategy

- ◆ Compelling and recognizable consumer brands
- ◆ Direct to consumer (digital)
- ◆ Channel Partners
 - ◆ Dental
 - ◆ Retail

Markets & Opportunity



GAMEDAY
MOBILE

Australian Market Opportunity

IHL Product Offerings

01

Gameday | Mouthguards

~ 2.1m Australians¹

Estimated to play contact sport in Australia

- ~1.4m 4 to 14 years old
 - (new mouthguard every year)
- ~700K ages 15 and above

02

ITW & Denti | Teeth Whitening

\$70+ million Australian B2B Market

- 1.75M+ units pa in Australia (2012)²
- \$11B pa global market⁵

03

The Knight Guard | Anti Grinding

~ 12m Australians³

Those who grind or clench their teeth are more likely to have other sleeping disorders

- 1 in 20 seriously grind their teeth
- 50% of the community grinds their teeth

04

The Sleep Guardian | Anti Snoring Device

~ 4.9m Australians⁴

Middle aged people are most at risk to snore.

Mild to severe snoring rates:

- ~20% of the population snores (40% of men, 30% of women)

MOUTHGUARDS	
Gameday	\$69/\$89/\$129
Boil and Bite	\$19.99-\$89.99
Dentist	\$150-\$600

TEETH WHITENING [affordable]	
ITW	\$199
Online offering from China, not custom made, plastic plates	\$79.95-\$199.99

IHL product benefits

- ◆ Superior custom-fit from dental impressions
- ◆ Choice of products with personalization options
- ◆ No clinic visits required
- ◆ Manufactured by qualified dental technicians
- ◆ Affordable

ANTI GRINDING	
The Knight Guard	\$129 - \$229
Boil and Bite	\$50
Dentist	\$400-1,200

TEETH WHITENING [premium]	
Denti	\$299
Dentist	\$500 -\$1,000

ANTI SNORING DEVICES	
Anti Snoring	~\$499
Boil and Bite	\$64.99
Dentist/Clinic	\$2,500-\$4,500

Peer Valuations

Peer	Details	Exchange	Market Cap	P/E	Gross Revenue (qtr June 2017)
SomnoMed Ltd	Development & manufacture of dental and medical products, focused on sleep disordered breathing	ASX: SOM	\$215m as at 18 October 2017	10x	\$12.984m
Catapult Group International Ltd	Sports science analytics and wearable technology	ASX: CAT	\$275m as at 18 October 2017	N/A	\$14.36m
Oventus Medical Ltd	Sleep Appliance manufacturer	ASX: OVN	\$35m as at 18 October 2017	N/A	\$68,000
Impression Healthcare Ltd	Development & manufacture of dental health products, focused on consumer access to high quality customised products	ASX:IHL	\$4.465m as at 20 October 2017	N/A	\$188,000



Business Model

“Bruxism is the involuntary clenching, grinding and gnashing of the teeth. About half the population does it from time to time.”

—Vic Health

One Strategy – Multiple Markets

01

One Go-to-Market Strategy

- **High-profile media personalities** to drive awareness and build brand trust
- **Above-the-line and below-the-line marketing** depending on target demographic
- **Channel partnerships**, established networks of dentists and retail distribution (spas, beauticians, schools, etc.)
- **Agent and Reseller Network** providing incentives for market participants to profit share by driving

02

One Customer Value Proposition

- Affordable
- Convenient
- Free delivery
- Professional dental quality
- Personalised product choices
- Customised manufacturing
- Made in Australia by dental technicians

03

One Scalable Process

- All marketing drives to **online stores**
- One impression per customer
- Minimal work-flow variation to market and deliver multiple custom-fit products

GAMEDAY
MOUTHGUARDS



DENTI

itw
INSTANT TEETH WHITENING

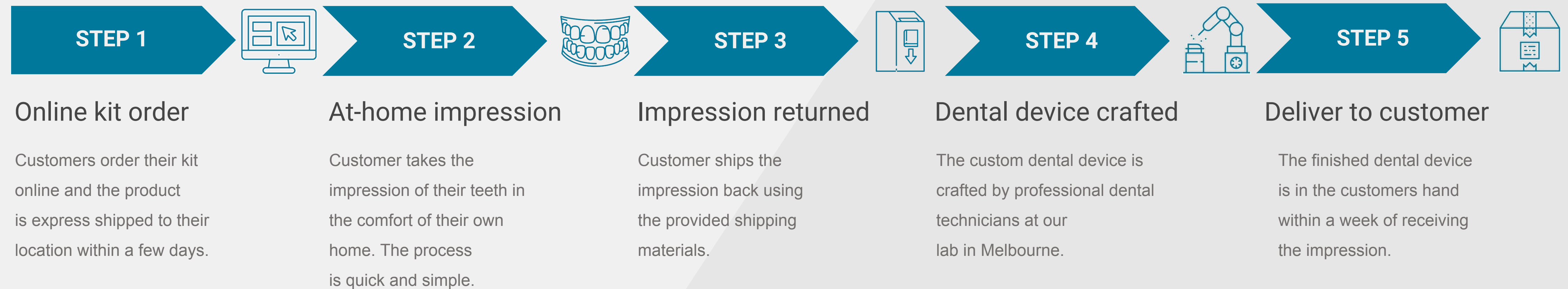


ANTI SNORING DEVICE
(Product and Brand in Development)

One Scalable Workflow

One Impression. Multiple Products.

Minimal work flow variation in the marketing, sales and fulfillment of IHL's products means that the business model is highly scalable.



Consumer Centric Online Retail

DIRECT TO CONSUMER



We create demand through advertising vs. relying on dentists.

REGISTRATIONS & CARE PLANS



Product is included in registration fee (reduced rate mass markets and orders). Additional service offered for customer care plan.

AFTERPAY



Payment plan service provider allowing customers to pay off total purchase price over an allocated time.

「Product & Brands



Marketing Strategy by Brand

GAMEDAY
MOUTHGUARDS

\$69 - \$129

(PRO is the best seller)

MARKET SEGMENT: Parents buying for school aged kids



Brand Ambassadors

01

Cross section of leading athlete ambassadors ensuring appeal across wide range of sports (Gary Ablett, Johnathan Thurston, Rory Sloane, Moana Hope, etc)

Channel Partnerships

02

Increasing sales through Dentists and Prosthetists
Point of registration via sporting bodies

Public Relations

03

Leverage high profile board & athletes to drive awareness
Offering and price, compared to Boil and Bite

Advertising

04

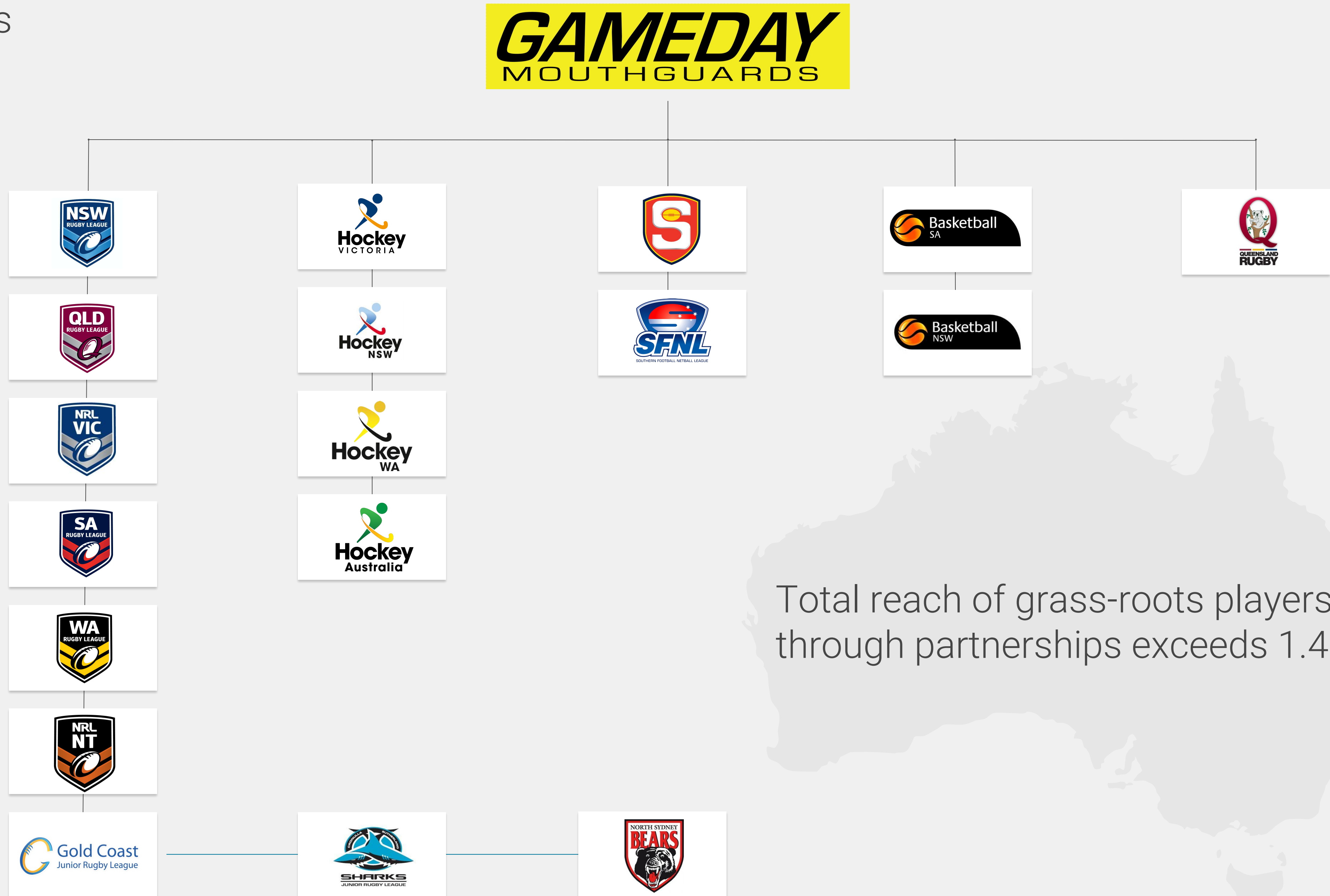
Above the line, advertorials, radio with digital marketing strategy has seen significant uplift in new customers and revenue

Digital Marketing

05

Strong conversions to sale, averaging just under 7%
conversion with spikes in conversion placing the website in top 10% of ecommerce sites

Our Partners



Our Ambassadors



**RORY
SLOANE**

AFL
ADELAIDE CROWS



**GARY
ABLETT**

AFL
GOLD COAST SUNS



**ALLANA
FERGUSON**

NRL
JILLAROOS



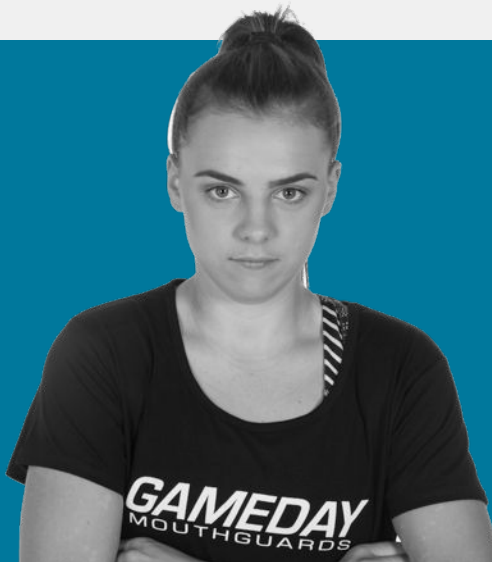
**KAITLYN
ASHMORE**

WAFL
BRISBANE LIONS



**MOANA
HOPE**

WAFL
COLLINGWOOD



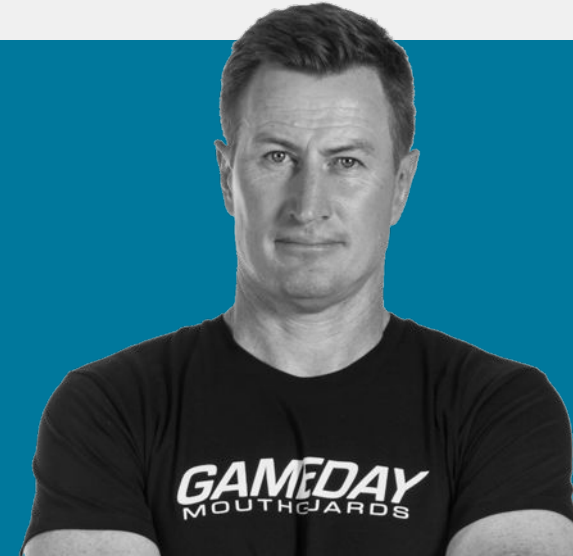
**EBONY
MARINOFF**

WAFL
ADELAIDE CROWS



**MADI
RATCLIFFE**

HOCKEY
HOCKEYROOS



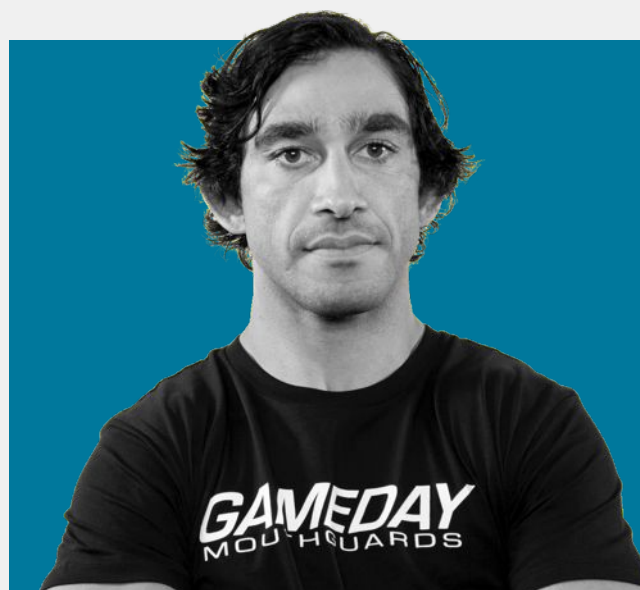
**STEVE
MENZIES**

NRL
LEGEND



**MATT
BALLIN**

NRL
WESTS TIGERS



**JONATHON
THURSTON**

NRL
NORTH QUEENSLAND
COWBOYS

Early Indicators of Success



01

279% increase in sales
over 14-week period

For last FY total units
sold.



02

Digital success and high
conversion (6.9% avg.)

Marketing is working and
we're targeting the right
people



03

Channel
partnership

Success of the business so far.
Grassroots partnerships with
ambassadors, schools, and a
growing B2B arm with dentists.

Overwhelmingly Positive Customer Feedback



Marketing Strategy by Brand



\$199

MARKET SEGMENT: Girls and guys aged 18-30, conscious of their appearance



Brand Ambassadors

01

Young, relatable people
Famous young actors

Channel Partnerships

02

Digital direct to consumer (May Mayhem, etc.)
Retail using established networks (beauticians, day spas, etc.)

Public Relations

03

Drive awareness of USP, only provider in the market to offer
custom fit mouth piece

Advertising

04

Print, TV advertorials and digital

Digital Marketing

05

Just launched, sold over 250 units on first promotional event
and 400 in first month....minimal marketing/still testing
channels.

Marketing Strategy by Brand



\$299

MARKET SEGMENT: Women aged 30-55, conscious of their appearance



01

Brand Ambassadors

Wives of famous footballers who have public profiles
Media Personalities

02

Channel Partnerships

Day spa's, retail distribution opportunities

03

Public Relations

High end offering targeting 30-55yr

04

Advertising

Magazine, print, TV

05

Digital Marketing

Specific campaigns targeting Australian target market and
Asia, Australian made product

Marketing Strategy by Brand



\$129 - \$229

MARKET SEGMENT: Men and women aged 18-60 who have sleeping discomfort



01

Brand Ambassadors

Mother who presents well, relatable and trusting

02

Channel Partnerships

Dentists

03

Public Relations

Drive awareness to teeth grinding, convenience to purchase and price

04

Advertising

Print & TV

05

Digital Marketing

Key search words target strong conversions through hot leads

Marketing Strategy by Brand

Anti Snoring

\$499

MARKET SEGMENT: 20% of the population snore at night. A 4,928,000 (20% x 24.64 million) market segment of adult male and females.



01

Public Relations

Awareness of convenience and affordable pricing

02

Advertising

Print & TV

03

Digital Marketing

Key search words targeting buyer intended behaviour



Investment Proposition

Current Capital Structure

★ Market Capitalisation of

\$4.465M

as at 20th October 2017
total shares on issue @ \$0.025

Capital Structure	
Issued Listed Securities	124,454,884
Issued Unlisted Securities	54,137,500 ¹
TOTAL SHARES	178,592,384
Performance Rights	2,205,063 ²
Performance Shares	40,000,004 ³
Convertible Notes	3,333,333 ⁴
Existing Issued Options	21,516,857 ⁵
Restricted Options	8,671,879 ⁶
TOTAL OPTIONS	30,188,736

1. Fully paid unlisted ordinary shares subject to escrow until 22 November 2018 .
2. Performance Rights granted to M Weston with the following milestones;
 - if the Company achieves an EBITDA in the 2017 financial year of greater than \$1,250,000 or the sale of 40,000 Dental Devices, 735,021 Performance Rights will vest into Shares (on a one for one basis);
 - if the Company achieves an EBITDA in the 2018 financial year of greater than \$2,500,000 or the sale of 70,000 Dental Devices, 735,021 Performance Rights will vest into Shares (on a one for one basis); and
 - if the Company achieves an EBITDA in the 2019 financial year of greater than \$4,000,000, 735,021 Performance Rights will vest into Shares (on a one for one basis)
3. Converts into 20,00,002 shares if the Company sells 30,000 dental devices in any 12 month period on or before the date that is 3 years from the time of issue and converts into 20,00,002 shares if the Company sells 60,000 dental devices in any 12 month period on or before the date that is 5 years from the time of issue.
4. Convertible notes with a maturity date of 31 July 2017 and a right to convert to 3,333,333 fully paid ordinary shares (conversion price of \$0.12 per share).
5. Comprised of 17,266,857 listed options exercisable at \$0.12 each on or before 31 Dec 18; and 4,250,000 unlisted options exercisable at \$0.12 each on or before 31 Dec 18.
6. Comprised of 1,171,879 unlisted restricted options exercisable at \$0.128 each on or before 31 Dec 18; and 7,500,000 unlisted restricted options exercisable at \$0.12 each on or before 31 Dec 18
7. * Market capitalisation does not include current rights issue, which is under prospectus.

Investment Highlights Recap

Value proposition



Compelling customer value proposition offering convenient access to dentist quality dental devices at a fraction of the cost.

Market opportunity



Significant market opportunity ripe for disruption along with significant organic growth

Traction



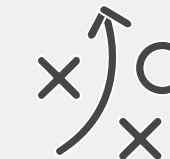
Strong traction to date (first product, first market). 279% year on year increase in sales over a 14-week comparison period.

Scalable



Immediately scalable to 50,000/units pa with capacity for future expansion with very low capex.

Growth strategy



Clear growth strategy via additional products, acquisitions and international expansion.

Expert leadership



Expert leadership team with proven track record in developing high growth businesses.

FOR FURTHER INFORMATION CONTACT:

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