

31 October 2017

ASX RELEASE

APPENDIX 4C & QUARTERLY REVIEW

- 1063 custom made dental devices sold during the June quarter.
- Additionally ITW has sold 2618 teeth whitening pens via online and retail channels.
- Cash receipts of \$141k during the quarter resulting primarily from Gameday mouthguard and The Knight Guard sales
- Gameday mouth guards continues to perform well with circa 200% Year on Year growth each month.
- The Knight Guard, continues to deliver strong growth at an average 30% month on month with total unit sales for The knight Guard approaching 1,000 units since middle of June 2017.

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare' or 'the Company') has today lodged its Appendix 4C Report for the quarter ended 30 September 2017 and is pleased to provide a review of its progress during this period.

STRATEGIC AND OPERATIONAL UPDATE

Once again the September 2017 quarter delivered positive results for IHL, Gameday Mouth Guards continues to over achieve the Company's expectations and is consistently tracking 200% ahead of sales Year on Year for each month even though we are currently in what's referred to as an off season for Mouth guards.

Our on ground activation, leverage of grass roots partnerships and expansion into the fight scene has delivered growth across the brand. Strategic marketing campaigns for participants of various fight sports such as Judo, UFC and boxing have yielded positive returns.

With the ongoing success of Gameday even in the traditional off season the signs are extremely positive to what is ahead for season 2018.

THE KNIGHT GUARD

The Knight Guard has been very impressive in it's launch to market, upon release to the market Channel 9 News covered a story on the product with amazing uplift. The news story had over 100,000 views on social media after it aired on TV.

The Knight Guard has grown in sales by circa 20%-30% Month on Month and the return on marketing spend on our digital platforms is improving also. Towards the end of the quarter IHL commenced an above the line marketing campaign, to drive trust in consumers and be more visible whilst building the brand.

Over the past quarter The Knight Guard has over achieved on the bullish sales targets we set for this new brand which has the Company very excited about the brand and it's further market penetration in the future.

PRODUCT & BRAND DEVELOPMENT

This quarter IHL dedicated significant resources and money towards the development and imminent launch of it's next sleeping device. Product testing of IHL's anti snoring device by one of Australia's most respected sleep specialist has been conducted through the quarter with positive preliminary results.

Similar to The Knight Guard, IHL's newest product scheduled to enter the market will deliver similar value to the consumer. A large market of people who suffer from a condition at night in which our product can help alleviate.

With the success of IHL's new product ranges and in particular The Knight Guard, the strategy to diversify the business has been rewarded with strong sales results as well as limiting the Company's risk to just a single product revenue stream.

CORPORATE AND FINANCIAL UPDATE

The Company generated cash receipts of \$141k during the quarter. Cash receipts were driven by sales of its Gameday mouthguards and initial sales of its ITW teeth whitening product.

Through this quarter IHL has improved its return on marketing spend, this allows IHL to move forward gradually with increased spend whilst aiming to maintaining the same ratio of marketing spend to revenue generated across its established products.

CAPITAL RAISE

On the 31 August 2017 the Company issued 22,669,650 shares at an issue price of \$0.02 per share to raise \$453,393 (before costs) from professional and sophisticated investors.

The Company also announced a 3 for 8 non renounceable rights issue to shareholders to raise up to \$1,339,443 through the issue of up to 67,648,867 shares with an issue price of \$0.02 together with one free attaching option for every share subscribed for and issued.

CASH POSITION

As at 30 September 2017, the Company's cash position is \$323k.

OUTLOOK

With the new brands and in particular "The Knight Guard" performing so well, the diversification strategy that Impression Health Care created is now showing strong commercial returns on marketing spend and additionally allowing the company not to be reliant on one product revenue stream or seasonal business.

With the soft launch of our second sleeping device coming up Impression Health care are excited about not only it's diversified products but also with the next 3-6 months as the companies new brands mature in the market.

Ends