

R & D Grant Received and Brief Company Update

Australia's largest home dental impression company, Impression Healthcare Limited (ASX: IHL) ('Impression' or 'the Company') is pleased to announce that it has received \$263,279 from the Australian Taxation Office under the Research and Development Tax Incentive Scheme for the 2017 financial year. The Company is also pleased to provide a brief company update.

Impression has progressed its product diversification and sales strategy with the recent launches of two new products; those being The Knight Guard, for protection against bruxism (teeth grinding and clenching), and The Sleep Guardian anti-snoring device. Both products use a version of the Company's impression kit, are made by qualified dental technicians at Impression's dental lab in Victoria, Australia and are provided direct to the consumer. Importantly, The Knight Guard and The Sleep Guardian are relatively higher-value products that are markedly increasing revenue flow and reduce seasonality of sales. Overall, November sales are up 83% month-to-date and up 89% for the quarter relative to internal company budget forecasts.

Since the launch of The Sleep Guardian, as announced 02nd November 2017, first sales of The Sleep Guardian have occurred and initial feedback from industry participants and investors alike highlight the potential of this very competitive product. There have been 7,593 unique visits to The Sleep Guardian website and approximately 140,000 views of digital marketing videos on the product Facebook page. Greater marketing funding, following on from recent capital raise initiatives, will expand digital marketing and encapsulate print and television advertising for brand development and to educate customers about Impression's direct to consumer purchase model. Furthermore, the Company is investigating sales partnerships with complimentary service providers, such as sleep therapists and aids, and will update the market as and when any formal arrangements may be executed.

Matt Weston, the Company's CEO, said:

"New product offerings recently introduced are helping sales momentum and we continue to evaluate initiatives in the pipeline that will increase brand value and increase sales across our suite of products. Early sales of the Sleep Guardian have been procured on minimal marketing spend to date and we look forward to increasing sales of the Sleep Guardian with a co-ordinated marketing campaign to commence in early 2018."

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About Impression Healthcare Limited (ASX: IHL)

Impression Healthcare is Australia's largest home dental impression company and is disrupting the dental devices market by providing consumers with an in-home method to consume laboratory-grade and personalised dental healthcare products at significantly lower prices than those offered by a dentist.

Combining the latest materials with advanced manufacturing processes at the Company's highly-scalable Victorian dental laboratory, Impression is delighting its customers with a range of high-quality, Australian-made products for teeth protection, bruxism, snoring, mild sleep apnoea and teeth discolouration. All customer teeth impressions are taken at home with the Company's impression kit. Thereafter, a qualified dental technician produces the custom-fitted device without the customer having to undertake a costly and time-consuming visit to the dentist.

Impression Healthcare has developed and launched five uniquely-branded and wholly-owned products that represent a significant and growing market in which to increase market share versus the traditional dental industry. Promoted by high-profile ambassadors in health, sport, fashion and media, Impression aims to embody a commitment to customer experience that is unparalleled in the industry. To learn more, please visit: www.impression.healthcare



Gameday Mouthguards ('Gameday') makes custom-fitted mouthguards cost effective for everyday Australians by providing an efficient and convenient process in which consumers complete their own dental impressions at home. Millions of Australians play sports in which it is highly recommended to wear a mouthguard and Gameday aims to become the market leader in the fragmented mouthguard market. Custom-fitted mouthguards protect the wearer from dental trauma and other serious sporting injuries by absorbing and spreading the impact of an accidental collision. In contrast, and according to the Australian Dental Association, over-the-counter ('boil and bite') mouthguards do not adequately protect the teeth, are loosely fitted, impede breathing and speaking, and can even wedge in the back of the throat at impact, which could be life threatening. Website: gamedaymouthguards.com.au



The Knight Guard provides a convenient and affordable solution to those people who suffer bruxism versus devices procured from a dentist. According to the Sleep Health Foundation, approximately 50% of the population experience occasional bruxism (night time teeth grinding and/or clenching) and it is a regular problem for about 5% of the population. Bruxism can cause serious and expensive dental problems, including worn, cracked, and/or loose teeth and other health complaints such as headaches and jaw pain. The Knight Guard reached its first 1000 sales by the 9th of November 2017 and achieved average revenue of approximately \$140 per order. Website: theknightguard.com.au



The Sleep Guardian is a mandibular advancement splint (MAS) worn to combat sleep disordered breathing; including snoring and mild sleep apnoea. The Sleep Guarding is Impression's brand name for the established Silensor-sl anti-snoring device that is custom-fitted to the customer using the Company's impression kit. It consists of an upper and lower jaw splint that are connected in such a way as to push the lower jaw forward relative to the upper jaw. This counteracts the narrowing of the respiratory tract, reducing the vibration of tissue at the back of the mouth that causes snoring. The cost per unit is \$499.95 and is exceedingly more affordable than similar MAS devices, which can cost up to \$4500 and when prescribed and fitted by a dentist. Website: sleepguardian.com.au



ITW (Instant Teeth Whitening) is a custom-fitted teeth whitening product that provides customers with a cost-effective and at-home teeth whitening solution. ITW competes directly and is well priced versus off-the-shelf, one-size-fits-all teeth whitening trays and take-home kits provided by a dentist. ITW's whitening gel solution is a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. And, more recently, Impression has introduced a whitening pen to the brand. Website: itwsmile.com.au



Denti is a brand that encapsulates a range of premium teeth whitening and beauty products that appeal to a discerning customer. Presented as a kit, the Denti products are housed in a beauty bag for women and a wet pack for men. Each kit contains a teeth-whitening self-impression kit, three whitening gel syringes, an on-the-go whitening pen and other accessories.