

Gameday Mouthguards Executes Memorandum of Understanding with the National Rugby League (NRL)

Highlights

- Gameday Mouthguards enters MOU in relation to becoming an official licensee of the NRL
- Impression to procure rights to manufacture team-branded Gameday Mouthguards with club logos for all 16 clubs of the NRL
- The NRL and Impression to jointly fund an integrated marketing and PR plan for Gameday Mouthguards with NRL team branding
- Impression to lead discussions with certain retailers and other distribution channels throughout Australia and New Zealand to potentially range Gameday Mouthguard products.

Australia's largest home dental impression company, Impression Healthcare Limited (ASX: IHL) ('Impression' or 'the Company') is pleased to announce that it has entered a non-binding Memorandum of Understanding ('MOU') with the National Rugby League ('NRL'). This non-exclusive agreement represents a major brand development and marketing opportunity for Gameday International Pty Ltd ('Gameday' or 'Gameday Mouthguards') and Impression to collaborate with a leading Australian sporting league.

The MOU contemplates the supply and distribution of Gameday Mouthguards, incorporated with the 16 NRL club logos, marks and language, within Australia and New Zealand. Gameday will have the right to distribute NRL licensed Gameday products through retail sporting stores, sporting clubs, pharmacies, certain independent stores, as well as online. A joint marketing fund with the NRL will be established to conduct an integrated PR and marketing plan and will be allocated towards covering the cost of marketing materials, including in-store props and stands.

The combination of the NRL MOU with Impression's high-profile brand ambassadors will assist the Company to grow brand recognition and sales within the broader rugby league sporting code. Gameday Mouthguard's ambassador, Johnathan Thurston, of the North Queensland Cowboys said:

"As a Gameday Ambassador, I am very pleased to see the NRL become a partner of Gameday Mouthguards. I am passionate about improving player safety at all levels of Rugby League and I am excited to work with Gameday and the NRL to provide quality custom mouthguards to all players across the country. This deal further solidifies Gameday's growth in Rugby League"

The NRL is Australia's top-level domestic rugby league club competition comprised of 16 professional teams, with one team located in New Zealand. The NRL enjoys an extensive media and television network with a cumulative television reach of more than 112M in the 2016 season and over 2.3M followers across the major social media apps. With over 166,000 registered participants playing in some form of rugby Australia wide in 2016, the size of the market represents a significant opportunity for the Company to further expand its reach into another physically-demanding sport in which mouthguards are an essential piece of equipment.

Furthermore, Impression's MOU with the NRL validates the quality of the product and the interest in the business model whereby the consumer creates their own impression outside of the dental surgery without the

involvement of a dentist. Gameday's custom-fitted mouthguards are made by qualified dental technicians in Victoria, Australia and protect the wearer from dental trauma and other serious injuries. Mouthguards that are fitted properly with a custom impression spread the impact of a collision and are considered by dental associations to be a safer alternative to over-the-counter products that are loosely fitted and impede breathing and speaking.

The Company's CEO, Matt Weston, said:

"We are excited to be working with the NRL to develop a mutually beneficial framework that will help to promote our high-quality mouthguards to Rugby League's extensive player list. Mouthguards are an imperative safety device for all rugby players and Impression now has a great opportunity to spearhead the Gameday Mouthguard into the rugby league"

Impression and Gameday have advanced negotiations with the NRL to finalise a legally-binding agreement, with the aim of executing formal documentation prior to the commencement of the rugby pre-season games. The MOU contemplates that Gameday will pay the NRL a 15% royalty on net wholesale sales and an additional 3% for the use of club logos on all licensed products. Impression will update the market as to the progress of the binding agreement at the proper time.

The Gameday Mouthguard products are included on the register of the Therapeutic Goods Administration.

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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.