

## International Expansion Commences with Initial Sales in New Zealand

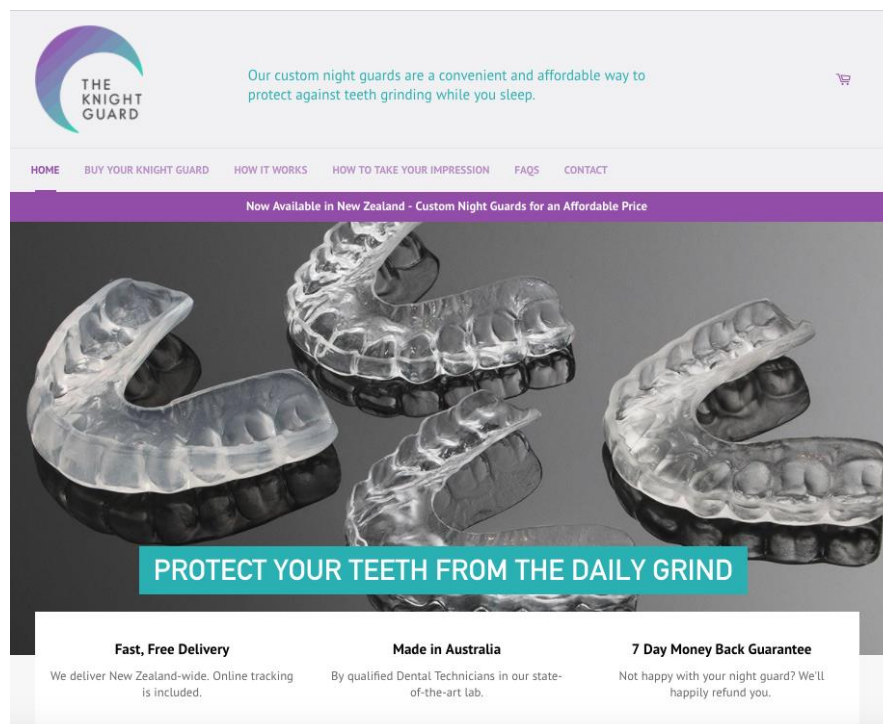
Australia's largest home dental impression company, Impression Healthcare Limited (ASX: IHL) ('Impression' or 'the Company') is pleased to announce that it has now commenced its international expansion plan with the launch of digital marketing and sales of the Knight Guard in New Zealand. The Company is also working towards the launch of other products with further websites to be launched in New Zealand for the Sleep Guardian, ITW and the Gameday Mouthguard.

Sales into New Zealand increases Impression's potential market size by approximately 20% with minimal disruption to the Company's existing business processes. The launch of marketing and sales in New Zealand represents Impression's first international sales destination and will serve as a test case for further expansion into other markets throughout the Asia-Pacific region in 2018.

The higher price point of the Knight Guard offering in New Zealand offsets the higher delivery expense associated with international shipping. Despite the additional shipping cost, the price of the Knight Guard remains highly competitive versus other custom-fitted, anti-bruxism devices purchased from a dentist. Furthermore, customers from New Zealand experience similar shipping times to customers from Australia.

Impression has experienced month-on-month sales growth in the Knight Guard of approximately 37% from December to January and expanding sales and marketing into New Zealand is expected see the Company maintain or increase sales growth in coming months.

The Knight Guard sales webpage is found here: [www.theknightguard.co.nz](http://www.theknightguard.co.nz).



*Screenshot of the New Zealand sales webpage for the Knight Guard*



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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](http://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](http://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 9<sup>th</sup> of November 2017 and achieved average revenue of approximately \$140 per order. Website: [theknightguard.com.au](http://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 Guardian 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](http://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](http://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.