

Appendix 4C & Quarterly Review

Highlights:

- 1047 custom-made dental devices and dental pens sold during the December quarter
- Cash receipts for the quarter of \$151,000
- Successful launch and product implementation of The Sleep Guardian
- Advancement of the NRL licencing MOU with Gameday Mouthguards
- Record monthly cash receipts in excess of \$75,000 received in January 2018
- Budget estimate of approximately \$323,000 in cash receipts for the current March quarter.

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to announce its appendix 4C report for the quarter ended 31 December 2017 and provide a review of its progress during the quarter. The Company continues to disrupt the dental devices market by providing consumers the opportunity to access high-quality, laboratory-grade and direct-to-consumer dental products from its production facility in Melbourne.

Impression generated \$151,000 in receipts from customers during the quarter. Sales momentum continued with all brands and the high-value Sleep Guardian was introduced to the product mix in November. Also noteworthy is that 50%, being \$200,000, of the face value of the Company's only debt piece was repaid during the quarter with two further payments payable in 12 and 18 months respectively.

Impression's wholly-owned subsidiary and brand, Gameday Mouthguards, established an MOU with the NRL to procure rights to manufacture team-branded Gameday Mouthguards with club logos for all 16 clubs of the NRL – as announced on the 23rd of November 2017. Impression will update the market as to the progress of the binding agreement at the proper time and is also investigating similar relationships with other major Australian sporting bodies.

Subsequent to quarter end, the Company is pleased to report that it has experienced its highest ever month of sales, being circa \$75,000 for January 2018. Despite January often being associated with a soft retail sales period, marketing initiatives have seen increasing sales momentum. The Knight Guard has now sold 1667 since launch, at an average order value of \$154.93, and initial sales of the Sleep Guardian have been encouraging with 36 sales completed to date as we continue to optimise digital marketing and develop sales channels currently under consideration.

Increasing sales momentum in the Knight Guard and the Sleep Guardian, as well as the upcoming peak, pre-season sales period for the Gameday Mouthguard have given the board confidence to budget for approximately \$323,000 in receipts from customers in the current quarter. The sales call centre is planned to be introduced within the next 4-6 weeks and is expected to catalyse sales across all products using the warm leads generated from within our website infrastructure and from targeted leads from leads agents.

The Company will also continue to progress its international expansion plan, which is a low-cost way to grow website traffic and increase sales. The Knight Guard is now available for sale in New Zealand and other product websites will be progressively rolled out. The Company also plans to roll out website sales pages and product offerings in other jurisdictions throughout Asia.

Further work will be undertaken to grow the preferred practitioner network for the Gameday Mouthguard. Staff from Impression are cultivating the sales and marketing relationship with Pacific Smiles Group by providing training and product awareness to the relevant 76 dental centres in the Pacific Smiles network. Similar collaborations are being pursued with other dental groups and the Company is confident that it can significantly grow its preferred practitioner network.

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For more information please contact:

Mr Matt Weston

Chief Executive Officer

Impression Healthcare Ltd

M: +61 400 039 822

E: matt@impression.healthcare

Mr Brad Dilkes

Investor Enquiries

M: +61 422 180 317

E: investors@impression.healthcare