



Mount Magnet South Limited
ABN 93 096 635 246
Ground Floor, 10 Outram Street,
West Perth, WA 6005
T + 61 8 9322 8381
F + 61 8 9421 2100
E: admin@mountmagnet.com.au
W: www.mountmagnet.com.au

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ASX Release

NRL PLAYER MATT BALLIN APPOINTED AS GAMEDAY AMBASSADOR

- **Mount Magnet South secures National Rugby League (NRL) player, Matt Ballin, as a Gameday Ambassador**
- **Currently plays with West Tigers**
- **Former Queensland State of Origin representative**
- **Two time premiership player with Manly-Warringah Sea Eagles**

Mount Magnet South Limited (ASX: MUM) (the Company) to be renamed 'Impression Healthcare' is pleased to announce the appointment of NRL player, Matt Ballin, as a Gameday Ambassador.

Matt Ballin played in six consecutive final series for the Manly-Warringah Sea Eagles (2008-2013), playing in three National Rugby League (NRL) Grand Finals and winning two Premierships.

The former Queensland State of Origin representative recently signed a two-year deal to play for the West Tigers. The West Tigers have won two out of their first three games with Matt Ballin on track to return to the side from injury, and wearing a Gameday mouthguard, in approximately round nine of the competition.

Matt Ballin is a qualified secondary school health and physical education teacher, a qualification that he has attained while playing in the NRL.

The National Rugby League attracts millions of viewers on television each year. Rugby League remains one of Australia's most popular sports to play and watch.

Matt Ballin famously played 182 consecutive NRL games, the third highest amount of consecutive games played in the league's history. His last NRL appearance saw him play 22 minutes with what would turn out to be a broken leg.

Matt Ballin is passionate about promoting education and is an Australian Apprenticeships Ambassador for the Australian Government. He was also a finalist in the 2014 'Philips Sports Dad of the Year' awards.

The CEO of Mount Magnet South, Matt Weston, said of the appointment: "Our two key market segments are parents or relatives buying mouthguards for children or adolescents, and mature aged social athletes.

"We believe Matt Ballin is a perfect brand fit for Gameday as he is a strong proponent of safe play and promoting mouthguard use, while also having a personal brand that we believe will appeal in our two key market segments.

“While rugby league is a logical sport to invest into due to the nature of the game and the high value it places on mouthguard use, the business is conscious of building a brand that appeals to a cross-section of athletes and families across different codes.

“With this in mind, the business is conducting feasibility on a number of other athletes from different sports that we believe may also fit the Gameday brand and buy into the company’s vision of increasing safe play through the increased use of custom mouthguards in Australia,” said Matt Weston.

Gameday will be looking to use Matt Ballin’s public profile to outline the benefits of wearing a custom mouthguard over ‘boil and bite’ products.

In this role and as a Gameday ambassador, Matt may attend strategic sporting carnivals and events, be used in Gameday advertising and promotions, and promote custom mouthguard use in various media interviews.

*****ENDS*****

For further information contact:

Alec Pismiris
Chairman
Mount Magnet South Limited
P: 08 9322 8381
M: 0402 212 532
E: alec@cipartners.com.au

Matt Weston
Chief Executive Officer
Mount Magnet South Limited
M: 0400 039 822
E: matt@gamedaymouthguards.com.au

About Impression Healthcare - Gameday International

Trading as Impression Healthcare the transformed Company will offer Gameday Mouthguards as the first product offering, with additional products planned for market in line with the future business strategy.

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior custom-fit product. For a low cost, consumers will have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer’s club or favourite colours and can also include their name and telephone number. www.gamedaymouthguards.com.au

Gameday aims to become the pre-eminent operator in the fragmented dental device market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday’s mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year) and there are opportunities to sell other products and enter international markets. With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly more protection than over-the-counter brands.