

## Investor Presentation

# Mount Magnet South Limited to be renamed **Impression Healthcare Limited**

Disrupting the way Australians access  
quality custom-fit mouthguards



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On 6 September 2016, the Company released a replacement prospectus ("Prospectus") for the offer of fully paid ordinary shares in the capital of the Company ("Shares"), a copy of which can be accessed from the Company's website at <http://www.mountmagnet.com.au/>. All offers of Shares for the capital raising referred to in this Presentation will be made in, or accompanied by, the Prospectus. Investors should consider the Prospectus in deciding whether to acquire Shares and any person who wishes to apply for Shares must complete the application form that is accompanied with the Prospectus.

Some of the statements contained in this Presentation are forward looking statements. Forward looking statements include but are not limited to, statements concerning the Company's and Gameday's business plans, expected costs, and expected revenues, and other statements which are not historical facts. When used in this Presentation, and in other published information of the Company's and Gameday's, the words such as "aim", "could", "estimate", "expect", "intend", "may", "potential", "should" and similar expressions are forward-looking statements. Although the Company believes that its expectations reflected in the forward-looking statements are reasonable, such statements involve risk and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.





# Company Overview

Impression Healthcare is an Australian national manufacturer and supplier of custom-fit mouthguards.

**01** Gameday provides its **mouthguards** via a convenient, end-to-end process and online shop.

**02** Customers take their own dental impressions at home and receive a **quality custom-fit product**

**03** Set for rapid scale, its Melbourne based laboratory has a manufacturing capacity of 50,000 mouthguards annually, with the **ability to expand**.

# Company Overview

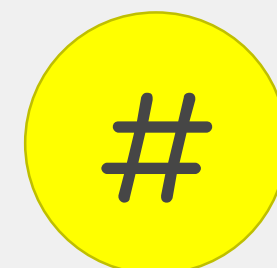
## Existing capital structure

Company Type: Australian Publicly Listed



Number of shareholders

446



Total shares on issue

63,660,234



Top 20 Shareholders

50.64%

# Company Timeline





# Proposed Board & Management Team



**Kelvin Smith**  
Chairman

**Certified Practicing Accountant (CPA) with 25 years corporate sector experience.**

- ♦ Managing Director of MVP Financial
- ♦ Management and Advisory experience in SME (transport, warehousing and logistics) commercial and residential building industries
- ♦ Strong expertise in corporate advisory, strategic planning, M&A and corporate finance advice



**Matt Weston**  
Chief Executive Officer

**20 years' experience in business and sport in Australia and internationally.**

- ♦ National Basketball Association (NBA) with the San Antonio Spurs
- ♦ Technical Director for the Beijing 2008 Olympics
- ♦ Worked with some of the world's largest sporting brands on marketing and partnership
- ♦ Associate Director & Executive Committee of Infront Sports & Media which is owned by China's richest man, Wang Jianlin



**Alistair Blake**  
Technical Director

**Qualified Dental Prosthetist with 16 years' experience in large scale commercial dental laboratories throughout WA and VIC.**

- ♦ Established Denture Innovations clinic and laboratory in 2009, offering services to dentists and specialists nationwide
- ♦ Registered health care professional and Member of the Australian Dental Prosthetist Association
- ♦ Dip. Dental Technology Adv Dip. Dental Prosthetics, RMIT University

# Proposed Board & Management Team



**John Worsfold**  
**Non-Executive Director**

**AFL career spanning 26 years:**

- 12 years, Player, West Coast Eagles (8 as Captain)
- 2 years, Assistant Coach to David Parkin, Carlton Football Club
- 12 years, Senior Coach, West Coast Eagles
- Current coach of the Essendon Football Club, twice voted AFL 'Coach of the Year' by his coaching peers
- Degree in Pharmacy, and proprietor of Joondalup City Amcal Chemist for 10 years
- INSEAD's Advanced Management



**Alec Pismiris**  
**Non-Executive Director**

**20+ years' experience in the securities, finance and mining industries.**

- Currently a Director of ASX listed companies: Agrimin Limited, Aguila Resources Limited, Mount Magnet South Limited, Pelican Re.
- Director & Company Secretary for a ASX listed and unlisted public companies, as well as private companies
- Bachelor of Commerce, University of Western Australia



**David Neesham OAM**  
**Technical Advisor**

**Dental Board of Western Australia for 22 years.**

- Director Dental Services, Dental Services WA for 18 years
- Member of Dental Faculty and Faculty of Medicine and Dentistry for over 20 years
- Dental Prosthetist Advisory Committee for 18 years
- Western Australian Institute of Sport Advisory Committee and Western Australian Sports Council
- Healthway Board and Chairman of the Sport Committee of Healthway
- Board Member of the Clontarf Foundation 2000-2016
- 4-time Olympian



# Investment Highlights



01

## Compelling customer value proposition

- ◆ Dentist standard mouthguard
- ◆ Pricing parity to retail product



02

## Significant market opportunity

- ◆ Established market ripe for disruption



03

## Strong traction to date

- ◆ Strong customer sales of 1,250 in FY15, despite minimal marketing spend
- ◆ Key partnerships established
- ◆ Well known sports ambassador



04

## Strong news flow pipeline



# Investment Highlights



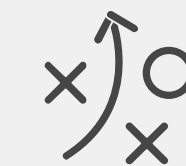
## 05 Immediately scalable

- ♦ Production capacity of 50,000/units annually
- ♦ Able to expand capacity further



## 06 Clear growth strategy

- ♦ Further products
- ♦ Seeking to identify potential opportunities to expand geographic footprint



## 07 Go to market strategy

- ♦ Direct to consumer
- ♦ Agent resellers
- ♦ Partnerships with Club resellers
- ♦ Discounts for Clubs and Associations



## 08 Expert leadership team

- ♦ Capital markets
- ♦ Finance
- ♦ Dental
- ♦ Sports Administration



# 「Markets & Opportunity」





# Australian Market Opportunity

01

~ **2.1m<sup>1</sup>** Australians

estimated to play what may be defined  
as a contact sport in Australia

- ~**1.4m** 4 to 14 years old
- ~**700K** ages 15 and above

02

Accelerated growth

through marketing to drive awareness to  
people who would benefit from wearing  
a mouthguard



1. Source: Australian Bureau of Statistics, based on a market of 2.1m participants.

## Strong Market Growth Drivers

### Localised injury to mouth

Protection from other injuries  
such as concussion



### ADA supports mouthguard use

The Australian Dental Association advises custom fit mouthguards should be worn in any sport where there is “a possibility of contact to the face.”





## Unique Mouthguard Offering



### AFFORDABLE

Professional quality, custom fit mouthguard at an affordable price

### CONVENIENT

Convenient online ordering, dental impression taken from comfort of own home

### FREE DELIVERY

Shipped throughout Australia with free delivery

### AUSTRALIAN MADE

Manufactured in Melbourne by qualified dental technicians

### CUSTOMISABLE

Customisable, with choice of colours and personalisation options



# Disrupting our Competitors

**Over-the-Counter** | Inferior Fit & Affordable

Typical cost

**\$6.99 - \$59.95**

Over-the Counter

- ✓ Stocked at chemists, sports stores and online
- ✗ Not recommended by the ADA

**GAMEDAY** | High Quality & Affordable

From as little as

**\$79.95**

GAMEDAY MOUTHGUARDS

- ✓ Custom fit from dental impressions
- ✓ Superior fit & comfort
- ✓ From the comfort of your own home
- ✓ Affordable
- ✓ Dental technicians manufacture the product

**Dentist Custom-fit** | High Quality & High Cost

Typical cost

**\$150 - \$400**

Dentist Custom-fit

- ✓ Custom fit from dental impressions
- ✓ Superior & comfort
- ✓ Recommended by the ADA
- ✗ 2 visits to the Dentist
- ✗ High cost



“Custom fitted mouthguards are superior to over the counter mouthguards and are made from a dental impression and a plaster model of the teeth. They provide the best protection fit and comfort for all levels of sport.”

**Sports Medicine Australia, 2015**





# Strong Validation from Sports Community



**Sport Ambassador**  
NRL: Matt Ballin

**SUPPORT** Sporting associations partnerships providing direct marketing access to members nation wide





# Go-to-Market Strategy — Part 1

## Consumer Direct

01

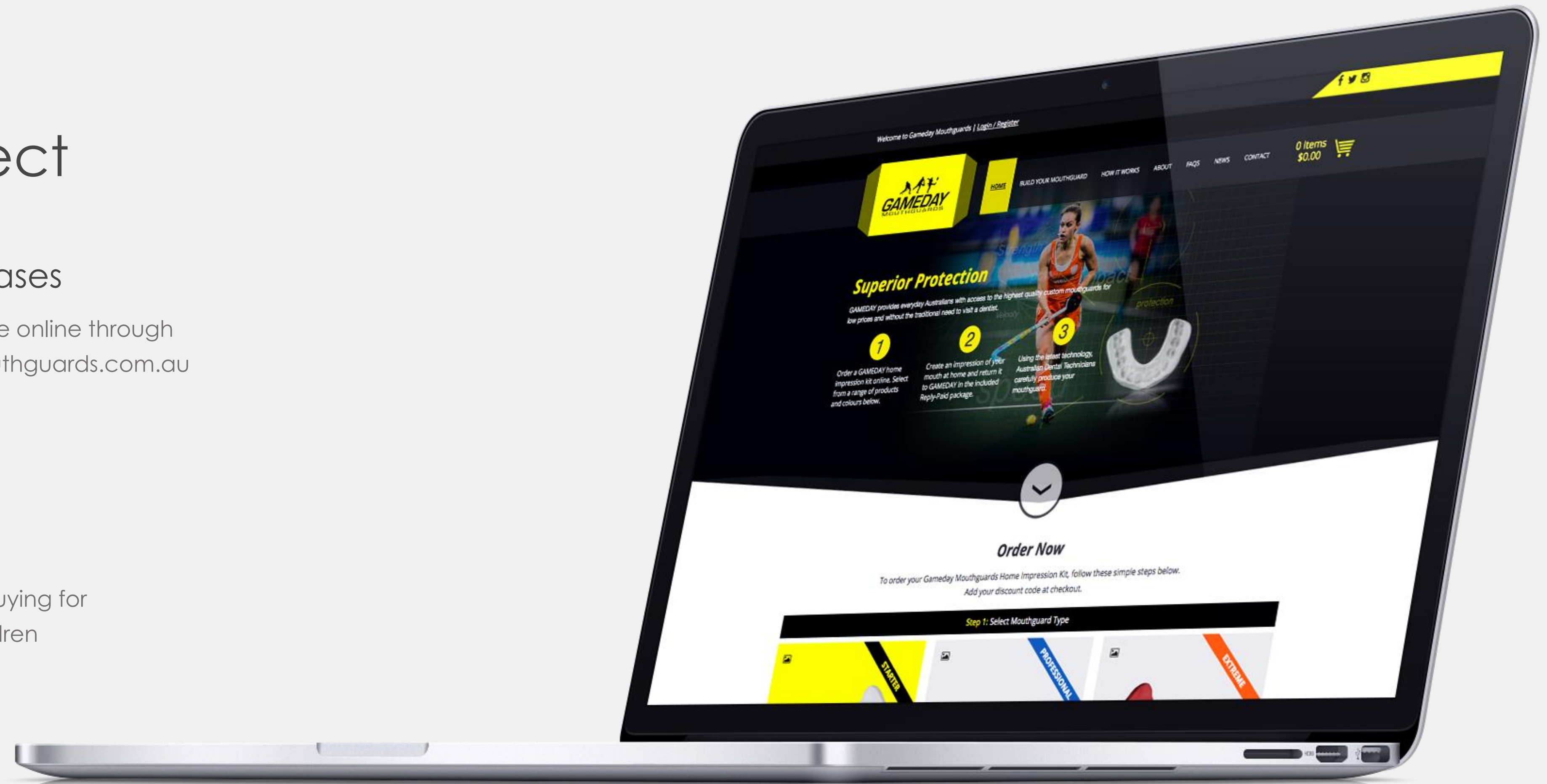
### Online purchases

Consumers purchase online through [www.gamedaymouthguards.com.au](http://www.gamedaymouthguards.com.au)

02

### Main Market

- Social athletes
- Mum's & Dad's buying for school aged children





## Go-to-Market Strategy — Part 2

### Agent / Club Partnerships

01

#### Direct orders

- GAMEDAY representative takes orders via a tablet with the consumer.
- Clubs or schools mass market GAMEDAY to their databases through EDMs or at training/sporting events.
- Consumers are given a code which allows the club/school to receive a 10-15% discount offers on sales.

02

#### Main Market

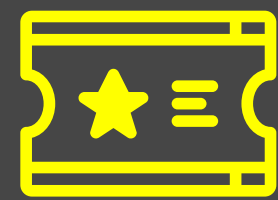
- Schools
- Sports Clubs





# Capturing Market Share

## GAMEDAY MEMBERSHIP



Members auto billed and  
receive new mouthguard kits  
every 12 months

Members eligible for customer care plan

Benefits include reduced rate on  
purchase and access to payment plan

## REGISTRATION AT POS



Mouthguard product and  
cost bundled into annual club  
registration fee

OR

Promotion and opportunity to  
purchase mouthguards at point  
of registration

## CUSTOMER CARE PLAN



Customers pay an additional  
fee

Receive up to 3 free  
replacements in one calendar  
year



## Diversified Marketing Strategy

Minimal marketing investment to date

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Highly responsive to marketing campaigns

10-12 units sold/hour in peak periods over 3 day stretch compared to previous best sales day of 6 units in a day



01

### Brand Ambassadors

Cross section of leading athlete endorsers ensuring appeal across wide range of sports

02

### Partnerships

Governing sporting bodies discharging 'duty of care' to members with competitively priced, high quality product

03

### Public Relations

Leverage high profile board and athletes to increase mouthguard safety awareness

04

### Advertising

Direct to consumer advertising targeting parents (partnerships, TV ads)

05

### Digital Marketing

Build a strong online presence to capture organic searches around mouthguard purchases



## Highly Scalable Business Model

Melbourne manufacturing dental facility fully operational.

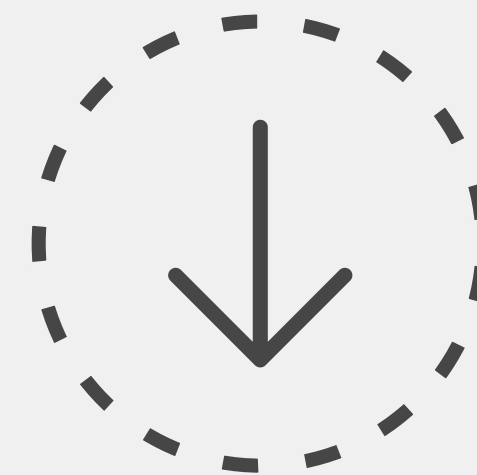
Current capacity of 50,000 units annually with the ability to scale



### Increasing



- Consumer product sales
- Dental partnerships: higher margin



### Decreasing Costs



- Continue to decrease costs of manufacturing and distribution through volume play



# Diversified Growth Strategy

## STEP ONE

### Scale

- Drive unit sales of mouthguards across Australia
- Increase business referral partnerships
- Sporting association partnerships
- Sports ambassadors
- B2B dental partnerships

## STEP TWO

### New Products

- Strong customer synergies for new product lines
- Teeth whitening solutions
- Oral and healthcare devices
- Complementary sporting goods







# 「Value Drivers & Valuation」



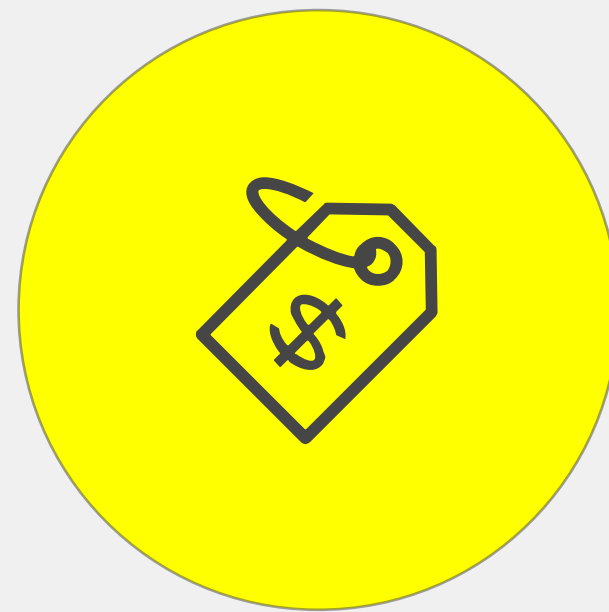
# Key Performance Indicators



01

1,250\*

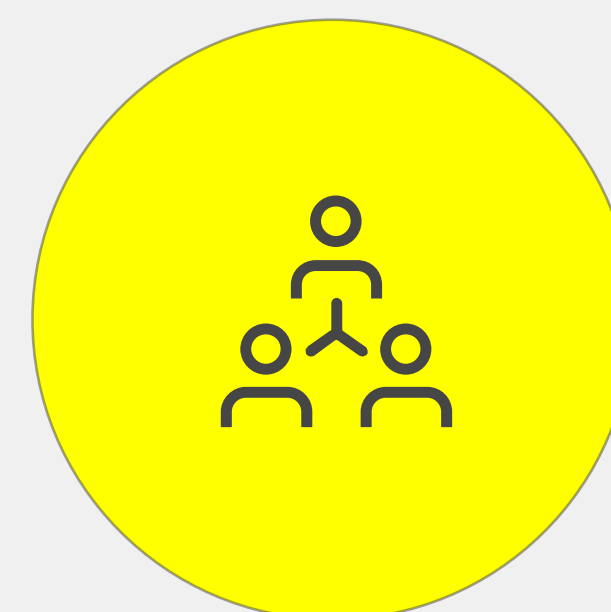
Mouthguards sold  
to date



02

\$70.10

Average price  
per unit



03

Sporting association  
members

Marketing reach via  
partner network

\* 990 mouthguards sold in the last 4 months, following minimal marketing spend



## Recent Peer Valuations

Peer	Details	Exchange	Market Cap	P/E	Revenue
<b>Catapult Group International Ltd</b>	Sports science analytics and wearable technology	ASX: CAT	\$575m	N/A	\$7.8m Half- Year to 31 Dec 15
<b>Oventus Medical Ltd</b>	Sleep Appliance manufacturer	ASX: OVN	\$61m	N/A	\$172k Half- Year to 31 Dec 15
<b>SomnoMed Ltd</b>	Development & manufacture of dental and medical products, focused on sleep disordered breathing	ASX: SOM	\$191m	10x	\$44.1m Preliminary FY16 results



# 「Funding, Outlook & Summary」





# Transaction Details

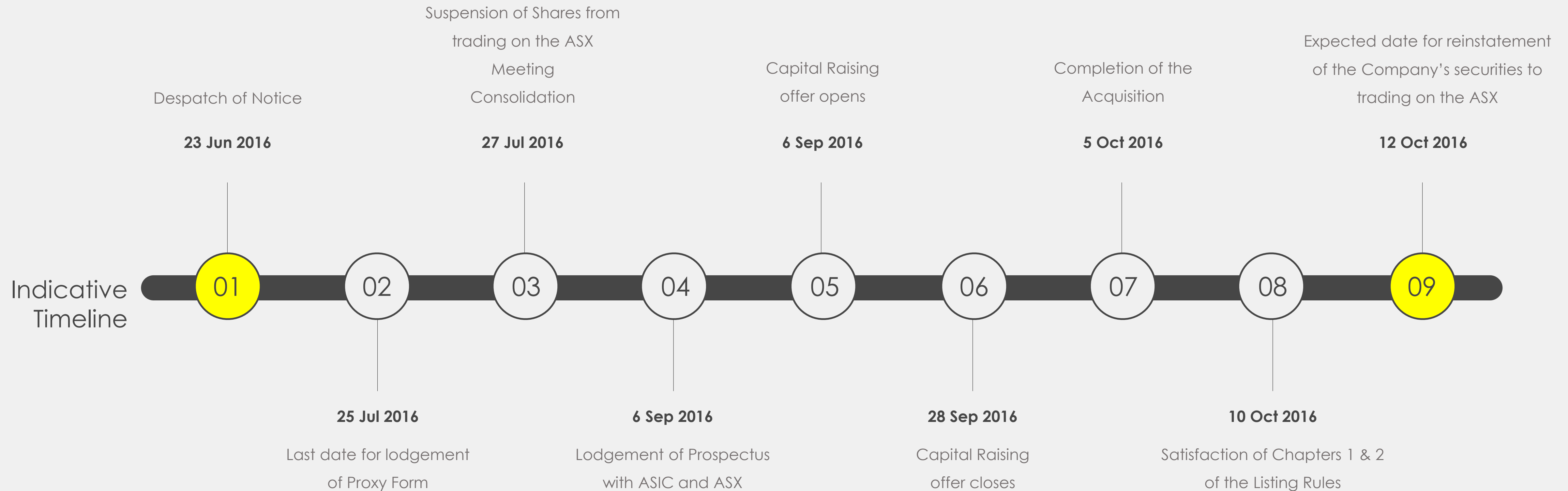
Proposed Post-acquisition Structure	
Existing Issued Securities	63,660,234 <sup>1</sup>
Consideration Securities	44,000,000
Noteholder Consideration Shares	9,687,500
Capital Raising Shares	37,500,000 <sup>2</sup>
Advisor Shares	450,000
<b>TOTAL SHARES</b>	<b>155,297,734</b>
<b>PERFORMANCE SHARES</b>	<b>40,000,004</b>
<b>CONVERTIBLE NOTES</b>	<b>26,666,667<sup>3</sup></b>
Existing Issued Options	21,516,857 <sup>4</sup>
Noteholder Consideration Options	1,171,879
Lead Manager Options	7,500,000
<b>TOTAL OPTIONS</b>	<b>30,188,736</b>

Indicative Market Capitalisation of \$12.42M

1. Assumes no further Securities are issued prior to completion of the Acquisition, other than as detailed in the table.  
2. Assumes the Company raises a maximum of \$3,000,000 at an issue price of \$0.08 per Share (being the minimum issue price per Share).  
3. Convertible Notes with a maturity date of 31 Jul 17 and a right to convert to 3,333,333 Share (post-consol) at a conversion price of \$0.12 per Share.  
4. Comprised of 17,266,857 listed Options exercisable at \$0.12 each on or before 31 Dec 18; and 4,250,000 unlisted options exercisable at \$0.12 each on or before 31 Dec 18.



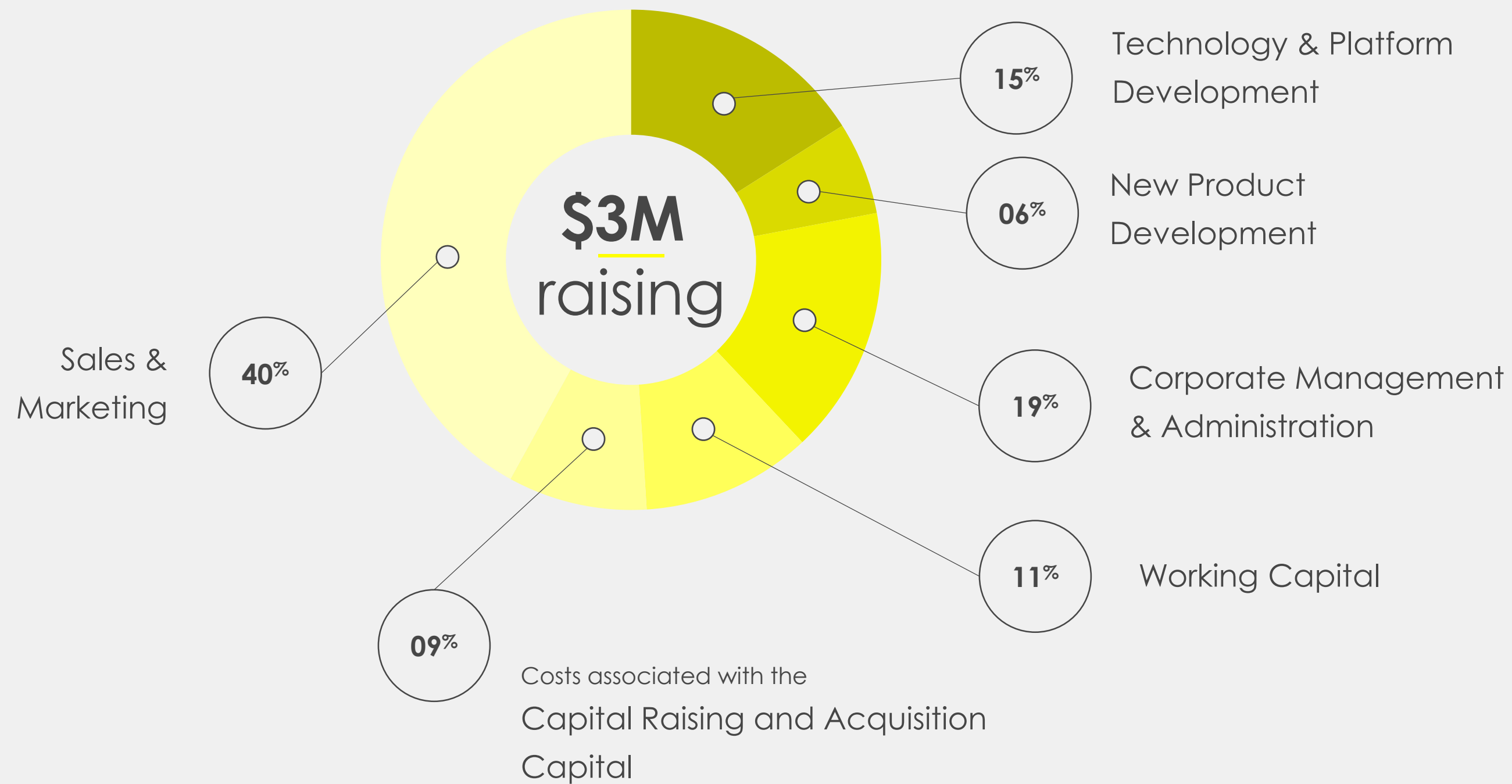
# Transaction Timeline





# Funding

## Use of Funds

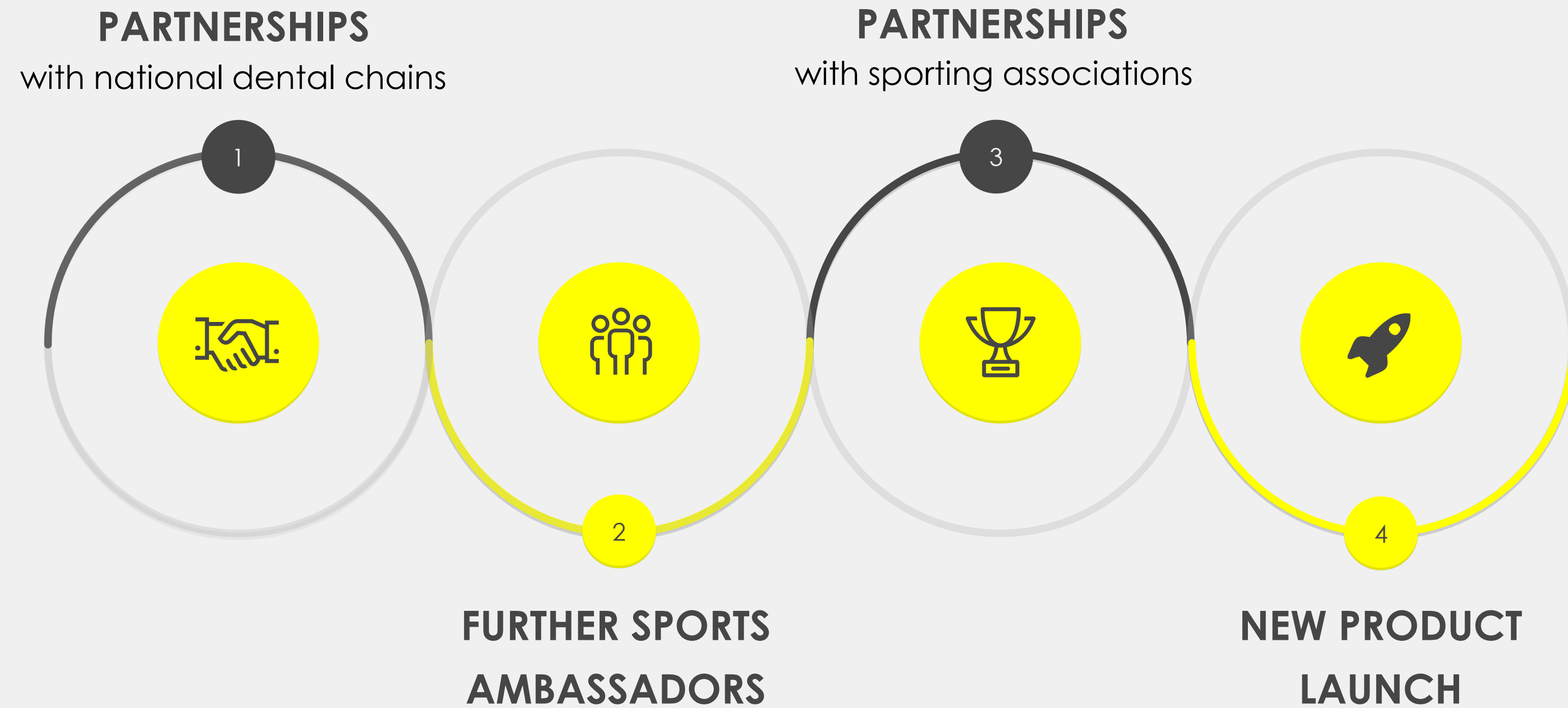


## Cash Position

Details	\$2M Raising (\$)	\$3M Raising (\$)
Cash position of Mount Magnet South Ltd	200,000	200,000
Cash position of Gameday	50,000	50,000
Funds raised under the Capital Raising	2,000,000	3,000,000
<b>Total Funds Available</b>	<b>2,250,000</b>	<b>3,250,000</b>



# Strong News Flow Pipeline





# Investment Highlights Recap

01

## Value proposition

Compelling customer value proposition offering a dentist standard mouthguard with pricing parity to retail product

03

## Market opportunity

Significant market opportunity ripe for disruption plus organic growth

05

## Traction

Strong traction to date with 1,250 mouthguards sold in FY15

02

## Scalable

Immediately scalable to 50,000/units annually

04

## Growth strategy

Clear growth strategy with further products and potential for expansion

06

## Expert leadership

Expert leadership team & strong news flow pipeline



THANK YOU

HAVE A NICE DAY

