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ASX RELEASE

**QLD RUGBY UNION APPOINTS GAMEDAY AS
OFFICIAL MOUTHGUARD SUPPLIER**

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- **Gameday appointed as the official supplier of mouthguards to the Queensland Rugby Union (QRU)**
- **Extends Gameday's marketing reach by 293,000 registered players and over 29,000 schools playing rugby union football across Queensland.**
- **Total reach of grass-roots participants is now approaching 1.4 million.**
- **Strengthens Gameday's presence and brand recognition in Queensland and within the Rugby Union community, as 'The Official Mouthguard of the QRU'**
- **Advances Gameday's prominence in Australia as IHL launches additional products and assesses entry into international markets**

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare' or 'the Company') is pleased to announce that its wholly owned subsidiary, Gameday International Pty Ltd ('Gameday') has entered into an agreement with the Queensland Rugby Union.

Under the two-year agreement, Gameday will become 'The Official Mouthguard of the QRU'. Gameday's logo will be displayed on the QRU website and across other promotional materials. Gameday will have exclusive rights to the on-ground advertising and promotion of mouthguards.

This agreement significantly increases Gameday's prominence in Queensland, and validates the professional quality of Gameday's affordable, custom-fit mouthguard product.

The agreement with the QRU significantly advances the Company's strategy to build trust and brand equity through partnerships with the governing bodies of Australia's major sporting codes. Through these partnerships, Gameday will protect players and expand the market by advocating for mouthguards to become mandatory equipment, whilst capturing market share through access to potential customers at the point of registration.

The QRU joins 11 other elite and grass-roots sporting associations that partner with Gameday. The growing list of governing bodies that have identified the value in Gameday's innovative approach to providing affordable custom-fit mouthguards includes: NSW Rugby League; NSW Hockey; NSW Basketball; VIC Rugby League; Southern Football Netball League; SA National Football League; SA Rugby League; WA Rugby League; Hockey Australia; Hockey Victoria and Hockey WA.

This agreement significantly advances the prominence of the Gameday brand in Australia as the company expands its product offerings into teeth whitening with the launch of ITW and Denti and assesses opportunities for entry into international markets.

Matt Weston, CEO of Impression Healthcare said: "We're thrilled about this agreement with the Queensland Rugby Union. Gameday now has 12 such agreements across the most popular sporting codes in Australia. This significant step forward in our partnering strategy provides incredible validation for our product, demonstrating that we provide mouthguards that meet the rigours of a professional match while also being convenient and affordable."



Impression Healthcare Limited

Impression Healthcare Limited (**ASX:IHL**) provides new ways for consumers to access high-quality, personalised, dental health products.

Combining the latest materials with advanced manufacturing processes and digital engagement, Impression Healthcare delights customers through a choice of superior products at lower prices.

Promoted by high profile ambassadors in health, sport, fashion and media, Impression Healthcare builds strong brands that embody a commitment to customer experience that is unparalleled in the industry.

Gameday Mouthguards

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 relatively low cost, consumers 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 market leader in the fragmented mouthguard 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). 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 better protection than over-the-counter alternatives.

Denti

Denti, an Australian made, premium teeth whitening product, will include a range of teeth whitening and beauty products, and marketed as a high quality premium brand to appeal to the discerning customer who seeks a luxury product and associates Australian made goods with a high level of quality.

The kit is presented in high quality packaging, which conveys the look and feel of a premium, high quality, Australian made product. Housed in a luxurious beauty bag for female customers or a wet pack for male customers, each kit will contain a teeth whitening self-impression kit, three whitening gel syringes, an on-the-go whitening pen, a light up pocket-sized mirror, a face flannel and a travel toothbrush. Once made, the customer will also receive their custom-fit trays in a protective case.

ITW

ITW will be a mainstream, at-home, teeth whitening product providing consumers with a cost-effective, custom-fit, at-home teeth whitening solution and will be a competitively priced, high quality offering.

ITW will provide consumers with a high-quality offering that competes directly with off-the-shelf; one size fits all teeth whitening products. For this highly competitive price, ITW's offering of custom-fit, dental quality mouth trays, provides consumers with an at-home whitening experience which is safer, more comfortable, and directly comparable to a take-home kit your dentist would supply. ITW's whitening gel solution will be a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. www.itwsmile.com.au



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