

The Knight Guard Exceeds 1000 Unit Sales Since Launch

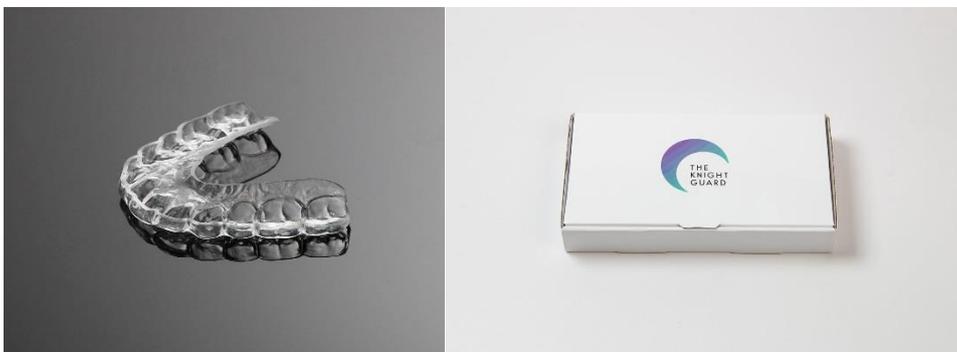
Highlights:

- Growth in month-on-month sales of approximately 20%
- Frequent customer endorsements regarding price, quality and ease of purchase affirms competitive positioning
- Sales of The Knight Guard have materially diversified the Company's revenue streams and reduced seasonality in sales
- Marketing videos on social media have been viewed cumulatively over 514,000 times
- Marketing momentum and optimisation continues with daily website-to-purchase conversion rate peaking at 4.37%.

Australia's largest home dental impression company, **Impression Healthcare Limited (ASX: IHL)** ('Impression' or 'the Company') is pleased to announce that total sales of The Knight Guard now exceed **1000 units** since the product soft launched in June 2017 (as announced on the 20th of June 2017).

IHL developed The Knight Guard to complement its existing brands with the same successful direct-to-consumer purchasing model as the Company's other products. This 'disruptive' model provides consumers with a high-quality and more-affordable night guard for the treatment of bruxism (teeth grinding and clenching) without the need to be prescribed or fitted by a dentist.

The sale of the first 1000 units of The Knight Guard in such a short period of time demonstrates Impression's ability to successfully launch innovative new products that generate immediate and significant revenues for the Company. Over the past five months, sales have increased circa 20% month-on-month and have diversified the Company's revenue stream. And, in addition to growing sales, there has been an overall increase in the average value of each order.



2mm Soft/Hard Custom night guard and branded packaging as presented to the customer

The Knight Guard meets a significant and growing demand for affordable and customised dental devices for bruxism and are manufactured by experienced dental technicians, using quality materials, at Impression's highly-scalable dental lab located in Melbourne, Victoria. According to the Sleep Health Foundation, approximately 50% of the population experience occasional bruxism 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.

Since its release to the market, The Knight Guard has experienced broad-ranging appeal from customers and media interest as brand recognition grows. Many customers have reviewed The Knight Guard on social media and endorsed the product in relation to price, quality, and ease of purchase. An equivalent product from a dentist can cost up to \$1200 versus The Knight Guard which ranges in price from \$129.95 to \$229.95. Feedback from our customers can be read here: <https://www.facebook.com/pg/theknightguard/reviews/> and affirms our competitive positioning.

The Company has also noticed repeat customers and customer referrals, demonstrating organic growth is being achieved following-on from mass media and digital marketing efforts. Channel 9 News ran a feature story on The Knight Guard in June and 'The Morning Show' on Channel 7 ran a demonstration of the product in October. The subsequent social media posts of these feature stories and other marketing videos produced by the Company have cumulatively achieved over 514,000 views to date, which is highly encouraging so early in the life of The Knight Guard. Additionally, product returns, or re-try impressions have been very low at 7 per 100 units. Media and promotional videos can be viewed on our Facebook page here: <https://www.facebook.com/theknightguard/>

CEO, Matt Weston, commented on the progress of The Knight Guard:

"The board is excited by the initial brand development of the Knight Guard and the growth trajectory thus far has been impressive as we continue to optimise our marketing strategy to hasten sales.

Our business model is disruptive to the traditional dental devices market and the price point and quality of The Knight Guard has helped us to drive sales.

Our continuing focus is to generate further brand awareness and to drive traffic to The Knight Guard website. The website conversion rate is currently 2.46% month-to-date but has had daily peaks up to 4.37% so it appears that marketing momentum continues to gain traction."

The Knight Guard is included on the register of the Therapeutic Goods Administration (TGA).

ENDS

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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



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



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. Website: 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



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



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.