

## Impression becomes Official Supplier and Concussion Research Partner of ONE Championship – “the home of martial arts”

### Highlights:

- A major brand development and international expansion opportunity with one the of biggest and fastest growing sporting bodies in the world, ONE Championship, which is a rival to the UFC
- Collaboration agreement executed that outlines the provisions for the marketing of Gameday Mouthguards across ONE’s extensive digital and physical infrastructure
- Impression is also appointed as ONE’s concussion research partner as Impression management is also on task to commence a clinical trial to investigate the use of CBD to treat concussion and traumatic brain injury in sportspeople during the current quarter
- ONE Championship is the largest global sports media property in Asia’s history with a global broadcast reach of 2.6 billion potential viewers across 140+ countries
- ONE has an average viewership of 20M per event broadcast; compared to 16M for the US-based NFL and 2M for an NBA game
- The collaboration is consistent with Impression’s ability to provide high-quality oral devices from its facilities in Shenzhen, China, centrally located in Asia.

Impression Healthcare Limited (‘Impression’, ‘IHL’ or the ‘Company’), developer of four unique medicinal cannabis products and oral devices manufacturer, is delighted to announce that it has collaborated with Group One Holdings Pte Ltd, owner of ONE Championship (‘ONE’) martial arts competition and rival to the UFC. The agreement sets out provisions for the marketing of Gameday Mouthguards across ONE’s extensive digital and physical infrastructure and to become ONE’s concussion research partner, in what is a physically demanding combat sport.

The collaboration is a major brand development and international expansion opportunity with one the of biggest and fastest growing sporting bodies in the world. The collaboration is consistent with Impression’s ability to provide high-quality oral devices from its facilities in Shenzhen, China, centrally located in Asia.

As ONE’s concussion research partner, Impression may use the FiTGuard head impact monitoring platform to monitor and respond to concussion ‘in-combat’ and Impression management is also on task to commence a clinical trial to investigate the use of CBD to treat concussion and traumatic brain injury in sportspeople during the current quarter.

### ***About ONE Championship***

ONE Championship is the largest global sports media property in Asia’s history with a global broadcast reach of 2.6 billion potential viewers across 140+ countries. ONE has an average viewership of 20M per event broadcast; compared to 16M for the NFL and 2M for an NBA game.

ONE has achieved some of the highest TV ratings and social media engagement metrics across Asia with its unique brand of Asian values and world-class athletes. As the world's largest martial arts organization, ONE features bouts across the full spectrum of martial arts such as Muay Thai, Kickboxing, Mixed Martial Arts, Karate, Silat, Sanda, Lethwei, Taekwondo and Submission Grappling.

ONE also has a coveted client roster of blue-chip Fortune 500 sponsors and advertisers, including the likes of Disney, Marvel, LG, Sony, Facebook, Haier, Kawasaki, L'Oreal, Casio, Bayer, Shiseido, Grab, Singtel, and more. With a focus on both martial arts and esports, ONE Championship is Asia's largest global producer of live sports content for youth and millennials.

ONE Championship currently has offices in Singapore, Tokyo, New York City, Los Angeles, Shanghai, Beijing, Bangkok, Manila, Jakarta, and Bangalore. Institutional investors in ONE Championship include Sequoia Capital, Temasek Holdings, GIC, Iconiq Capital, Greenoaks Capital, and Mission Holdings.

Gameday Mouthguards will receive the following benefits in at least 10 events across each calendar year:

- A full-page colour advertisement in the event souvenir program
- One airing of a 30 second commercial featuring Gameday Mouthguards
- Gameday logo features on media backdrop, including at press conferences
- One logo feature with on the ONE Championship event website page with hyperlink
- Gameday logo feature on the pat-down mat all other ONE marketing collateral
- A 3m x 3m activation booth space to be provided at the event venue for activation purposes; and,
- 10 x VIP, 10 x category 2 and 10 x category 3 ringside tickets for the purpose of promotional activities, brand building and Asian investor relations.

Further to these items, the Gameday logo will also be featured on televised in-program graphics twice during the main card of all events as a lower third graphic as a part of the comprehensive brand development plan with the ONE Championship.

For the purpose of social media, Gameday Mouthguards will receive one customized cobranded video of 90-120 seconds produced by ONE to be posted on ONE's Facebook page, which currently boasts 15M followers and 297M unique Facebook users per month. Additionally, Gameday Mouthguards will have a permanent place on ONE's website, during the two-year term of the agreement, which receives approximately 241M unique users per month.

ONE has also granted Impression the right and license to use its Designations, Licensed Marks, Licensor Photos and Licensor Footage solely in connection with (i) the promotion and advertising Gameday Mouthguards (ii) the execution of promotions, and (iii) production of co-branded 'premiums'. Impression has the right to select up to three ONE fighters to use in all promotional, branding and social media activity.

IHL will pay a royalty to Group One Holdings Pte Ltd on ONE-branded Gameday Mouthguards and FitGuard by Gameday over a two-year term, commencing immediately. ONE athletes will also be given the opportunity to wear the FitGuard by Gameday and the Gameday Mouthguard throughout the agreement period - potentially giving exposure to 550+ elite athletes across the globe.

**Impression Managing Director and CEO Mr Joel Latham said, “We’re delighted to collaborate with ONE Championship on two fronts; to generate a sales relationship for our oral devices division and to enhance our concussion program.**

Some of the major cannabis companies including Canopy Growth Corporation and Aurora Cannabis Inc have partnered with international sporting organisations to investigate the use of CBD products for elite athletes. Aurora has collaborated with the UFC and Canopy with the NHL Association.

Now, on top of a great marketing opportunity for existing products, Impression is delighted to leverage our cannabinoid concussion project and our location in the Asia Pacific region, to partner with the biggest martial arts competition in the world”.

**ENDS**

#### **About Impression Healthcare Limited (ASX: IHL)**

Impression Healthcare Limited is an innovative healthcare company that sells customised oral devices both direct-to-the-consumer and via the Company’s growing B2B preferred practitioner network of dentists. With its own laboratory in Victoria, Australia, Impression offers best-in-class teeth-protection and helps its customers to combat bruxism, snoring, mild-to-moderate sleep apnoea and teeth discolouration with custom-fitted oral devices.

Impression has broadened its commitment to disruption in the healthcare sector by progressing multiple opportunities in the field of medicinal cannabis. IHL has its licenses in place to import, export and distribute cannabis products. In March of 2019, Impression executed a binding collaboration with Cannvalate and Swinburne University of Technology to undertake four medicinal cannabis clinical trials. Cannvalate is Australia’s largest distributor of medicinal cannabis products.

IHL also has a collaboration agreement with leading US Cannabinoid therapeutics Company, AXIM Biotechnologies Incorporated; a license agreement with Resolution Chemicals for the production and distribution of Dronabinol in the USA, Canada, Australia and New Zealand; and also intends to distribute medicinal cannabis oils through the Cannvalate network of cannabis medicine prescribers throughout Australia.

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