

Collaboration Agreement with Pacific Smiles Group

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is pleased to announce that its wholly-owned subsidiary, Gameday Mouthguards ('Gameday') has executed a collaboration agreement with the ASX-listed Pacific Smiles Group Limited ('Pacific Smiles') (ASX: PSQ), which is a leading Australian-branded dental group.

Pursuant to the agreement, Pacific Smiles will encourage its dentists to participate in the collaboration program and will use its best endeavours to promote Gameday to its patients. Furthermore, Gameday and Pacific Smiles will undertake a joint marketing and promotion campaign, using both collaborator's respective branding, at participating centre locations.

Participating dentists will complete the dental impressions with their patients using their own equipment and products and will send the impression to the laboratory-grade, production facility in Melbourne, Australia. Impression will manufacture the mouthguard and return the completed product to the dental practitioner for its ultimate return to the patient.

Gameday will provide staff training and product awareness to the relevant 76 dental centres in the Pacific Smiles network. Gameday will promote the centres participating in the collaboration on the 'Preferred Practitioner Network' section of its website, further building the list of locations where the Gameday Mouthguard can be sourced via a visit to a dentist.

Impression Healthcare's CEO, Matt Weston, said:

"We are delighted to have joint-ventured with Pacific Smiles, which has a strong track record of growth and a high satisfaction rating from its patients. This agreement has the capacity to significantly increase our preferred dental practitioner network. We particularly look forward to our joint marketing and promotional campaigns leading into the commencement of the pre-season, peak sales period for Gameday Mouthguard"

About Pacific Smiles Group

Pacific Smiles Group Limited (ASX: PSQ) listed on the ASX on 21st November 2014 and is a leading Australian dental group, currently operating dental centres containing more than 250 active dental chairs. Pacific Smiles provides dentists with fully-serviced and equipped facilities including support staff, materials, marketing and administrative services. Over 350 dentists, assisted by more than 800 support staff, attend to nearly 600,000 patient appointments at Pacific Smiles centres each year.

Pacific Smiles' mission is to combine professional ethics and patient care with efficient and effective operating systems and structures to deliver a superior level of service to dentists and patients. The Pacific Smiles service model distinguishes the provision of dentistry from the supporting infrastructure and services, enabling dentists to maximise time treating patients.



Date: 24 January 2018
ASX Announcement (ASX: IHL)

ENDS

For more information please contact:

<p>Mr Matt Weston Chief Executive Officer Impression Healthcare Ltd M: +61 400 039 822 E: matt@impression.healthcare</p>	<p>Mr Brad Dilkes Investor Enquiries M: +61 422 180 317 E: investors@impression.healthcare</p>
---	--

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. The Knight Guard reached its first 1000 sales by the 9th of November 2017 and achieved average revenue of approximately \$140 per order. 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 Guarding 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.