

Record Sales for March Quarter 2018

Australia's largest home dental impression company, Impression Healthcare Limited ('Impression' or 'the Company') is delighted to announce that it has achieved cash sales of \$437K for the quarter ended 31st of March 2018. Receipts from customers are 189% greater than those achieved in the December quarter and 35% above the budgeted quarterly estimate announced in the quarterly activities report on the 31st of January 2018. Furthermore, quarterly cash sales exceed those achieved in the previous corresponding period (March 2017 quarter) by 397%.



The increase in revenue coincides with the expansion of cost-effective marketing efforts in all products, increasing brand development momentum across digital channels, the furtherance of sales collaborations and increasing contributions from the call centre established in late February. Sales of the Gameday Mouthguard accelerated in the latter half of the quarter and coincided with the commencement of the school year and sporting seasons. The significant gain in sales over the previous corresponding period (March 2017 quarter), however, highlights the accelerating economic benefit of The Knight Guard and The Sleep Guardian, which were introduced to Impression's product mix in June and November of 2017. Sales of ITW responded very well to social media campaigns and exceeded budget forecasts.

Impression Executive Director and CEO, Matt Weston, said:

"As a group, we are delighted with the sales growth that we have achieved this quarter. Sales of all products have exceeded our budgeted forecasts and the newly-implemented call centre is generating great additional revenue opportunities daily. Other initiatives, such as the brand ambassador social media program, have been highly-effective at driving sales and developing our brands in a cost-effective manner. And, our social media product ratings are reflecting our commitment to customer service".

For personal use only

Impression Executive Director and COO, Alistair Blake, said:

"It has been very pleasing to experience the increase in work at the laboratory. The lab experienced peak daily manufacturing of 124 units and I am happy to report that the team continues to perform very well with the increasing demand. The lab has significant additional capacity to scale up furthermore".

ENDS

For more information please contact:

Mr Matt Weston
Chief Executive Officer
Impression Healthcare Ltd
M: +61 400 039 822
E: matt@impression.healthcare

Mr Brad Dilkes
Investor Enquiries
M: +61 422 180 317
E: investors@impression.healthcare

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 1667 sales by the 31st of January 2018 and achieved average revenue of approximately \$154.93 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.