

Appendix 4C & Quarterly Review

Highlights:

- 4,990 custom-made dental devices and dental pens sold during the March Quarter 2018
- Record cash sales receipts of \$438K for the quarter
- International expansion commenced with initial sales of The Knight Guard in New Zealand
- Sales collaboration with Pacific Smiles Group ('Pacific Smiles') completed to increase Impression's preferred practitioner network and to jointly market the Gameday Mouthguard ('Gameday')
- Inbound and outbound sales call centre established and commenced making sales in late February with three full-time sales professionals
- Gameday Mouthguards becomes an official licensee of the NRL by entering a formal merchandising agreement with the Australian Rugby League Commission
- Retail sales collaboration with apparel provider Zoo Sports to sell Gameday mouthguards within its network of 13 sales representatives within Queensland and NSW
- Completion of \$1.21M capital raise, including participation from senior management and recently-appointed, non-executive Director, Mr Peter Widdows.
- Subsequent to the end of the quarter, sales for the month of April approximate \$203K
- The budget estimate of cash receipts for the current June 2018 quarter is \$479K and further efficiency measures being put in place to maximise the Company's scalable growth profile.

Australia's largest home dental impression company, Impression Healthcare Ltd ('Impression' or 'the Company') is pleased to announce its appendix 4C and quarterly activities report for the period ended 31st of March 2018. Impression continues to disrupt the dental devices market by providing consumers the opportunity to access high-quality, laboratory-grade and direct-to-consumer dental products from its laboratory in Melbourne. The Company reported a record quarterly cash sales revenue of \$438K for the March quarter, which is 190% greater than sales achieved in the December quarter and 36% above the budgeted quarterly estimate announced on the 31st of January 2018.

The increase in revenue coincides with the expansion of cost-effective marketing and sales in all products, increasing brand development momentum across digital channels, the furtherance of sales collaborations, increasing exposure from more brand ambassadors 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 Instant Teeth Whitening ('ITW') exceeded budget forecasts following targeted social media campaigns. Impression's other teeth whitening brand, Denti has been amalgamated into ITW to retain a single brand for teeth whitening for the sake of efficiency.

International Expansion

Impression commenced international expansion with the launch of digital marketing and sales of the Knight Guard in New Zealand and is also working towards the launch of other products with 'mirror' websites to be launched in New Zealand for the Sleep Guardian, ITW and the Gameday mouthguard. Sales in New Zealand

increases Impression's potential market size by approximately 20% with minimal disruption to the Company's existing business processes. The launch of marketing and sales in New Zealand represents Impression's first international sales destination and will serve as a test case for further expansion into other markets throughout the Asia-Pacific region in 2018.

Collaboration Agreement with Pacific Smiles Group Ltd

Impression's wholly-owned subsidiary, Gameday Mouthguards, executed a collaboration agreement with the ASX-listed Pacific Smiles Group Ltd. Pursuant to the agreement, Pacific Smiles encourage its dentists to participate in the collaboration program and use its best endeavours to promote Gameday to its patients. Furthermore, Gameday and Pacific Smiles are undertaking a joint marketing and promotion campaign, using both collaborator's respective branding, at participating centre locations. Gameday continues provide staff training and product awareness to the relevant 76 dental centres in the Pacific Smiles network.

Establishment of the Sales Call Centre

In February, Impression established a sales call centre by recruiting three full-time sales professionals. The call centre is a dedicated, performance-based inbound and outbound call centre sales team that supports promotional and marketing activities for the Knight Guard, the Sleep Guardian, Gameday Mouthguards and ITW. The sales team provides a way in which sales representatives liaise directly with the customer, ultimately increasing the overall sales conversion rate. Phone engagement with the customer augments well with the digital and other sales channels, assists to allay the barriers to sale and helps to drive sales of higher-value products, such as the Sleep Guardian.

The call centre also provides Impression with important cross-selling opportunities to Impression's existing and growing customer base and other leads. International lead agents will be engaged as the Company progressively rolls out product sales websites in other jurisdictions. The call centre staff also assist the development of Impression's preferred practitioner network for each product.

Gameday Mouthguards an Official Licensee of the NRL

During the quarter, Gameday executed a merchandising agreement with the Australian Rugby League Commission ('ARLC'), whereby Gameday mouthguards may now be sold with incorporated NRL names, logos, designs, symbols, and trademarks associated with all 16 clubs of the NRL within Australia and New Zealand.

Gameday has the right to distribute NRL licensed Gameday products through retail sporting stores, sporting clubs, pharmacies, certain independent stores, as well as online, until October 2020. Additionally, NRL licensed Gameday products will be available for sale throughout the Company's preferred practitioner (dental) centres, including participating Pacific Smiles centres. Gameday also contributes to a joint marketing fund, which facilitates retail activations and general licensee marketing activities.

Sales Collaboration with Zoo Sport

Gameday finalised a retail sales agreement with Zoo Sport ('Zoo') during the quarter. Zoo is a leading Australian-branded team wear apparel provider and is now a preferred Gameday Mouthguard supplier using its best endeavours to promote and sell Gameday mouthguards, including with key Zoo Sport account holders. Zoo specialises in providing high-quality, custom team wear for grass roots sporting clubs and schools for rugby, AFL, netball, soccer, basketball, cricket, and hockey.

Zoo has 10 sales representatives in Queensland and 3 in NSW that now offer the Gameday Mouthguard as a part of their overall product offering. Sales representatives are incentivised to sell Gameday mouthguards with commissions and a cash bonus will be provided to the representative who achieves the first 1000 sales. Furthermore, the agreement with Zoo is exclusive to Zoo in Queensland and will be used as a template for other apparel providers in other jurisdictions.

Appointment of FMCG Expert Mr Peter Widdows as Non-Executive Director

Mr Peter Widdows was appointed a non-executive director to the Board of Directors on the 01st of March 2018. Mr Widdows is a highly-experienced Fast-Moving Consumer Goods (FMCG) expert with over 17 years of experience in senior global executive positions at H.J. Heinz Corporation.

Mr Widdows, who is based in Melbourne, has a strong commercial acumen and deep experience in all business functions, from supply and manufacturing to marketing and sales. He has a strong strategic and analytical background and experience fulfilling international expansion objectives. Mr Widdows is also a Chartered Accountant.

Completion of Placement and Operating Expenditures

During the quarter, Impression completed a placement of 48.5M fully paid ordinary shares at \$0.025 to raise A\$1.21M to the professional and sophisticated investors of Alignment Capital - who acted as lead manager to the issue.

The cash flow from operating activities contained non-recurring outflows of approximately \$136K during the quarter, which included the payout of legacy marketing, consulting and other items that were running to the end of their term and usefulness. Furthermore, the Company has embarked upon a review of all operating expenditures to maximise its scalable growth profile as it continues to achieve new sales records.

Sales for the month of April are approximately \$203,000 and the budgeted estimate for the current June quarter is \$479,000.

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