

Exclusive supply agreement with Force Impact Technologies over “Smart” Mouthguard for Concussion Monitoring

Highlights:

- Impression enters an exclusive license and supply agreement with Force Impact Technologies over the FitGuard system for monitoring concussion in sports
- Impression will arrange the customised fitting of the mouthguards and distribution to customers throughout Australia, New Zealand and Hong Kong
- The technology suite includes FitGuard that measures cranial acceleration and reports that movement to the FitApp and FitCloud for monitoring by the athlete, coaches, parents and/or medical staff
- The system facilitates rapid decision-making in any sporting code where head impact, concussion and second-impact syndrome is a continual risk
- FitGuard is a unique product that is crucial for Australian contact sports, as evidence for long-term brain injuries and concussion increases – as does social awareness
- The agreement with Force furthers Impression’s commitment to addressing concussion and the potential for long term brain injury following on from the announcement of Impression’s upcoming clinical trial involving CBD oil to reduce brain injury following concussion, which is due to commence in Q3 2019
- Appendix details relevant slides on the product suite from the most current Force Impact Technologies investor presentation – see pages 3 to 5 of this announcement.

Impression Healthcare Limited (‘Impression’, ‘IHL’ or the ‘Company’) is pleased to announce that it has executed a binding exclusive license and supply agreement with Force Impact Technologies, Inc (‘Force’) for the commercial supply of the FiTGuard technology suite, which includes the following:

- **FiTGuard** – a custom-fitted ‘smart’ mouthguard that measures cranial acceleration. LEDs display impact severity and the oral device has Bluetooth connectivity to FiTApp
- **FiTApp** – tracks impact history and provides the athlete with cognitive performance exams
- **FiTCloud** – back-end data storage and athlete performance modelling

Impression will arrange the customised fitting of the mouthguards for distribution to customers throughout Australia, New Zealand and Hong Kong either via B2C channels or through the B2B Preferred Practitioner of Dentists, which includes major dental practices.

Impression has undertaken initial testing of the FitGuard at its laboratory in Melbourne and found that the inclusion of the FiT module into the Gameday production process can be easily accommodated. Force will also provide 50 FitGuard module units for a discrete product trial to demonstrate efficacy of the products in the Australian market. The agreement also incorporates a first-right-of-refusal over all Force product iterations for a period of 2 years, until June 2021.

The FiT products allow athletes, coaches, parents and/or medical staff to monitor the impacts that athletes receive during training or play. The system facilitates rapid decision-making in any sporting code where head impact, concussion and second-impact syndrome is a continual risk. Players are taken off the field when a “knock” is sufficiently impactful to indicate at least a 50% chance of a player experiencing a concussion.

The FiTGuard is suitable for both the professional and amateur athlete market. Impression intends to promote the FiTGuard via its network of Australia-centric social media sports ambassadors and its existing digital infrastructure. Furthermore, sales exclusivity in Hong Kong is consistent with Impression’s Asian expansion initiatives, as described in its announcement on the 11th of December 2018.

Impression Healthcare CEO, Mr Joel Latham said; *“We’re delighted to have cemented an exclusive supply agreement with Force over the FitGuard system. It is a unique product that is crucial for Australian contact sports as evidence for long-term brain injuries and concussion increases – as does social awareness.*

Partnering with Force allows us to advance discussions around concussion with the major sporting leagues in Australia. And, interestingly, the smart mouthguard potentially adds another dimension to our upcoming clinical trial involving CBD oil to reduce brain injury following concussion, which is due to commence in Q3 2019.

The FitGuard may prove to be the best tool for measuring the occurrence of concussion, in circumstances in which it is not evident, as a precursor to being prescribed CBD to reduce brain swelling. The World Anti-Doping Authority (WADA) and the Australian Sports Anti-Doping Authority (ASADA) have recently confirmed that THC-Free (Synthetic) CBD is legal for consumption by sportspeople to reduce inflammation”.

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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Website: www.impression.healthcare

Appendix – FitGuard Presentation Slides



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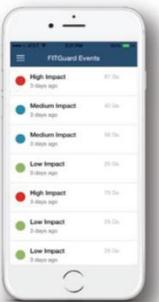
The Platform





FitGuard

- Custom mouthguard
- Measures cranial acceleration
- LED displays impact severity



FitApp

- Track impact history
- Cognitive performance exams
- Monthly recurring revenue



FitCloud

- QMS compliant backend
- Medical research interest
- Yearly recurring revenue

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The FITGuard

Measures Linear Acceleration





Measures Angular Velocity





Bluetooth Wireless Transmission



High Luminosity LED



The FITGuard

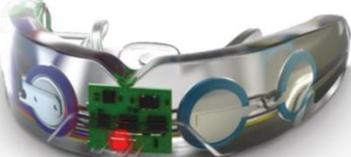
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Moderate Impact



Remove from Play

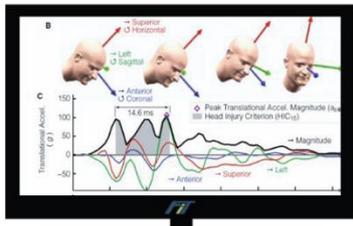
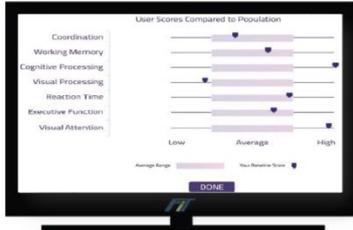


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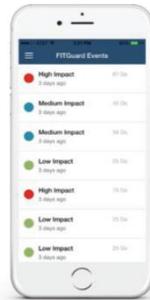
Sensors [current]



The FITApp



Desktop



Smart phones



Tablets



Sensors [current]



SENSORS [POTENTIAL]

