



8 December 2016

ASX Release

AFL LEGEND GARY ABLETT JR IS GAMEDAY'S NEWEST AMBASSADOR

- **AFL Legend Gary Ablett Jr. joins Gameday as its latest Ambassador**
- **Dual premiership player and dual Brownlow medallist will promote Gameday via advertising and other marketing activities to build brand and product awareness**
- **His role will also include strategic input into Gameday's operations and helping the it penetrate the large Australian Rules Football market**
- **Gary joins leading professional sports people, Matt Ballin, Moana Hope and Kaitlyn Ashmore in promoting Gameday and its custom-fit mouthguards**
- **Agreement is expected to directly drive product sales and revenues as part of the Company's marketing initiatives ahead of the 2017 sporting season**

Impression Healthcare Limited (ASX: IHL) ('Impression Healthcare or 'the Company') is pleased to announce that it has appointed Gary Ablett Jr. as Ambassador of Gameday International Pty Ltd ('Gameday'); a wholly owned subsidiary of IHL.

Gary Ablett Jr. is a well known professional AFL player and former Captain of the Gold Coast Football Club. A dual premiership player and dual Brownlow medallist, Gary is the recipient of many sporting awards and is an eight time selectee of the All-Australian Team; an all star team of Australian Rules footballers selected by panel at the end of each football season.

Under his agreement with the Company, Gary will participate in advertising and marketing campaigns for Gameday while promoting the message of safe play and the benefits of wearing a custom-fit mouthguard. Gary's promotional activities will include grass roots media related activities, attending school clinic visits, promoting Gameday via his Facebook, Instagram and Twitter social media accounts and working with Gameday to produce Gary Ablett Jr. Limited Edition Mouthguards.

As part of his consideration, Gary will be issued 625,000 shares in Impression Healthcare Limited, further aligning his interests with the Company. Gary will take on an active role in Gameday's business activities and will be strategically involved in increasing brand and product awareness while helping Gameday penetrate the Australian Rules Football market.

Gary's appointment is one of a number of marketing initiatives being undertaken by the Company ahead of the start of the 2017 sporting season in January. His activity is expected to increase brand and product awareness, and drive product sales and revenues starting in the first quarter of 2017.

Commenting on his appointment, Gary Ablett Jr. stated: "I'm incredibly excited to be involved with Gameday. Gameday's custom-fit mouthguards are an incredible product, providing an affordable high quality option for all the players out there who should be wearing protective mouthguards when playing sports. I'm looking forward to working with Matt and the rest of the team and am really happy to have found a company and product that I truly believe in. As someone who is passionate about encouraging children to play Australian Rules Football, it's really important to promote the message of safe play and mouthguard use at the same time."

For personal use only

Chief Executive Officer, Matt Weston comments: “Gary is an AFL legend and to have him represent Gameday is a real honour. I’m looking forward to the collaboration and strategic input his years of player experience will undoubtedly bring to expanding our reach in Australian Rules Football”.

Ends

For further information, contact:

Media Enquiries

Andrew Ramadge
Account Director
Media and Capital Partners
M: +61 475 797 471
E: andrew.ramadge@mcpartners.com.au

Matt Weston
Chief Executive Officer
Impression Healthcare Limited
M: +61 400 039 822
E: matt@impressionhealth.care

Impression Healthcare Limited

Impression Healthcare Limited offers Gameday Mouthguards as its first product offering, with additional products planned for market in line with future business strategy.

Gameday Mouthguards

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior custom-fit product.

For a low cost, consumers have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer’s club or favourite colours and can also include their name and telephone number. www.gamedaymouthguards.com.au

Gameday aims to become the pre-eminent operator in the fragmented dental device market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday’s mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year) and there are opportunities to sell other products and enter international markets. With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly more protection than over-the-counter brands.

For personal use only