

11 March 2015

Media Release

Ten years of **SMILES**

1300SMILES notches up ten years as a publicly listed company and it's SMILES all the way for investors.

In 1991 Dr Daryl Holmes started work in his first private dental practice in Townsville after completing 5 years with the RAAF. By 2001 Dr Holmes had a chain of six practices in Townsville and one in Cairns, which he then rebranded 1300SMILES.

On March 11th 2005 1300SMILES Ltd was listed on the ASX at \$0.80 per share, closing the day at \$1.00.

In the intervening years the steady hand of Dr Holmes has grown the group to 24 practices across three States whilst at the same time taking the share price to over \$6.50 and delivering compound annual growth of 22.3% over ten years.

1300SMILES has 24 multi-dentist facilities serving all of the ten major population centres in Queensland, a major specialist centre in Brisbane, and large, established practices in Sydney and Adelaide."

Sponsorship of the 1300SMILES Stadium in Townsville has given the brand national exposure through the many sporting and entertainment events held there and introduced more people to a brand already synonymous with readily available, accessible, quality, affordable dentistry.

ENDS

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ABOUT 1300SMILES LTD

OVERVIEW OF THE COMPANY'S BUSINESS

1300SMILES Ltd owns and operates full-service dental facilities at its sites in New South Wales, South Australia, and in the ten major population centres in Queensland. The company continually seeks to expand its presence into other geographical areas throughout Australia. It does so both by establishing its own new operations and by acquiring existing dental practices. The administrative and corporate offices are in Townsville.

1300SMILES enables the delivery of services to patients by providing the use of dental surgeries, practice management and other services to self employed dentists who carry on their own dental practices. The services provided by the company allow the dentists to focus on the delivery of dental services rather than on the administrative aspects of carrying on their businesses. The dentists pay fees to the company for the provision of these services under a Dental Service Agreement with the company. In some circumstances the company also employs qualified dentists.

The dentists who use the company's services range from new graduates to experienced dental professionals. Several dentists who use the company's services have special interests and experience in such areas as endodontics, oral surgery, implants and periodontics and cross-refer work to other dentists who use the company's services.

The company provides comprehensive services in the areas of marketing, administration, billing and collections, and facilities certification and licensing to all participating dentists. The company also provides all support staff, equipment and facilities, and sources all consumable goods using the buying power which derives from such a large group of dental businesses.

FUTURE DEVELOPMENTS

The company's core objective is to continue to increase profits and shareholder returns while providing a rewarding environment for our staff and the dentists using our facilities.

The company aims to achieve a combination of organic growth in its existing locations and the addition of new practice management facilities.

The key drivers for future growth of the company are:

- Increasing profits by attracting more dentists to our existing facilities and expanding those facilities which are already at full capacity;
- Assisting dentists who already practice within the 1300SMILES system to increase their turnover and income through benchmarking, training, and mentoring;
- Establishing new practices in existing and new regions (greenfield sites);
- Acquiring substantial existing practices where we can do so on favourable terms; and
- Managing dental facilities owned by others.

DENTIST ENQUIRIES

Owners of dental practices who are interested in unlocking the goodwill value of their businesses (or freeing themselves from all the management hassles) are invited to contact Dr. Daryl Holmes, Managing Director, on +61 (7) 4720 1300 or md@1300SMILES.com.au.

Qualified dentists who wish to know more about joining one of our established facilities are encouraged to contact Dr. Holmes directly or email dentalcareers@1300smiles.com.au or visit our website www.dentalcareersaustralia.com.au.