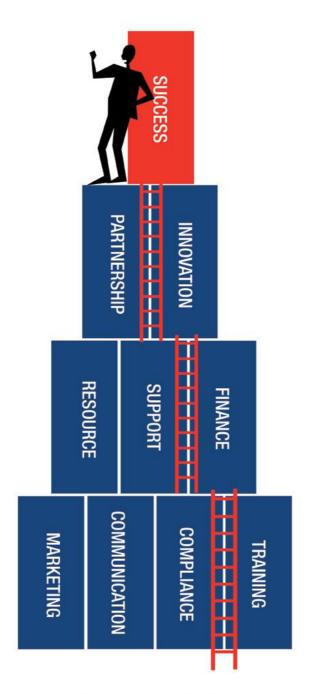
# 1300 SMILES Dentists



# **Work Smart Together**

A Partnership That Will Elevate You To Where You Want To Be.





With 1300SMILES

## Who is 1300SMILES Ltd?

#### Cairns (2 practic

**SOUTH AUSTRALIA** 

Adelaide

Townsville (7 practices)
Cairns (2 practices)
Mackay
Rockhampton
Gladstone
Bundaberg (2 practices)
Sunshine Coast (2 practic

**QUEENSLAND** 

Sunshine Coast (2 practices)
Brisbane (5 practices)

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#### **NEW SOUTH WALES**

Cammeray, North Sydney

# 1300SMILES Ltd's listing on the Australian Stock Exchange ('ASX')

1300SMILES Ltd was listed on the ASX as ONT in March 2005, and marked its amazing 10 year milestone with celebrations in March 2015.

The number of practices 1300SMILES Ltd has acquired and grown to date is 24 in total, with additional acquisitions forming part of the company's short and long-term future growth plans across Australia.

The success we have achieved over the past 10 years is reflected in the share price, which has risen from 0.80 cents per share at listing to over \$6.70, delivering compound annual growth of 22.3%.



Daryl Holmes (Founder) with 1300SMILES chairman Bob Jones

# 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 nine major population centres in Queensland. 1300SMILES Ltd continually seeks to expand its presence into other geographical areas throughout Australia. It does so by establishing its own new operations and by acquiring suitable existing dental practices. The administrative and corporate offices are based in

1300SMILES Ltd 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 high quality dental services, rather than the administrative aspects of their business. The dentists pay fees to 1300SMILES Ltd for the provision of these services, under a Dental Service Agreement. In some circumstances, 1300SMILES Ltd also employs qualified dentists.

The dentists who use 1300SMILES Ltd services range from new graduates to experienced dental professionals. Several dentists who use 1300SMILES Ltd's services have special interests and experience in areas such as Endodontics, Oral Surgery, Implants and Periodontics, and cross-refer work to other dentists within 1300SMILES Ltd's network.

1300SMILES Ltd provides a comprehensive array of services for each practice. This incorporates marketing, administration, billing and collections in addition to facilities certification and licensing to all participating dentists. 1300SMILES Ltd provides all support staff, equipment and facilities as well as all consumable goods which are sourced using 1300SMILES Ltd's buying power derived from operating a large group of dental businesses.

In 2013, 1300SMILES Ltd became the naming rights sponsor for Townsville's national stadium, home of the North Queensland Cowboys National Rugby League football team. The 1300SMILES Stadium boasts a seating capacity of over 30,000 and is a popular venue for major sporting and entertainment events.

This innovative marketing initiative has generated a solid branding platform for our practices in northern, central and southern Queensland and into New South Wales, Foxtel, and Nine television coverage of Cowboys' home games have been among the highest rating games with more than 4.5million viewers nationally. [Repucom Stadium Rights Assessment, 2012]



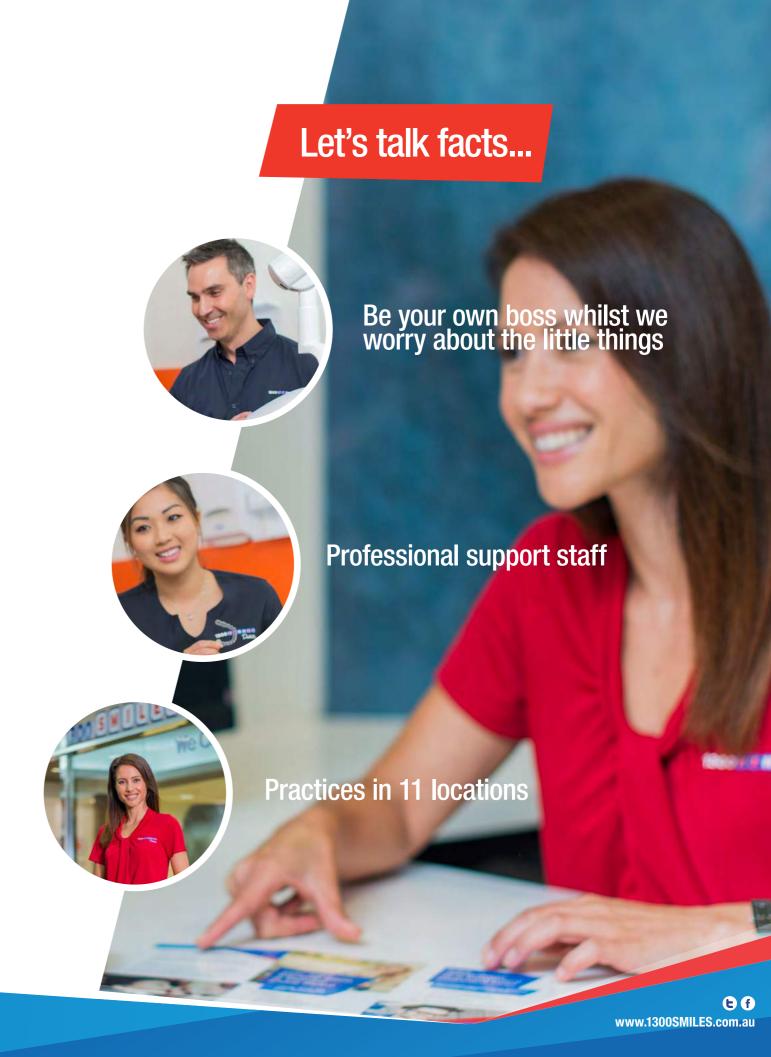
### **Future Development**

1300SMILES Ltd'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.

1300SMILES Ltd 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 1300SMILES Ltd 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 work within the 1300SMILES Ltd 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;
- · Managing dental facilities owned by others





1300SMILES Ltd has been operating in Queensland's regional areas for over 23 years.

Our Managing Director and founder, Dr Daryl Holmes, has over 28 years of dental experience and continues to practise on a weekly basis.

Our Head Office Management team incorporates experienced professionals in the field of Management, Human Resources, Finance and Marketing.

Our Board of Directors have experience in varied businesses including finance and health care.

# We worry about the little things....

1300SMILES Ltd has a team of subject matter experts who are there to 'worry about the little things' while you focus on what you do best...Dentistry!



We have access to a variety of networks and provide support to improve your skills and knowledge.



1300SMILES Ltd has achieved the highest level of accreditation for all of our 24 dental practices. We are the first dental group in Australia to undertake accreditation of all our practices in a single process.



### How did it all start?

1986 Dr Daryl Holmes accepted a scholarship with the Royal Australian Air Force whilst studying at the University of Qld – graduating in 1987. Dr Daryl Holmes worked as a Dental Officer in the Royal Australian Air Force in Adelaide, Melbourne, United Kingdom and Townsville. Dr Daryl Holmes began private practice in Home Hill, Ayr, and Townsville. Townsville Family Dental was established in Townsville with practices in Belgian Gardens, Upper Ross and Magnetic Island. Townsville Family Dental changed its name to 1300SMILES Ltd with six practices in Townsville and one in Cairns. 2005 1300SMILES Ltd listed on the ASX as ONT on 11 March 2005 at \$0.80c per share and closed the first day at \$1.00 and has never traded below that ever since. As at March 2015, shares are trading in excess of \$6.50 per share. Mackay practice opened. Practices in Caloundra, Carindale and Gladstone acquired. Second practice opened in Smithfield (Cairns Region). Practices in Rockhampton, Toowoomba and Bundaberg acquired. Tweed Heads practice opened at a greenfield site in October 2008. Three more practices opened/acquired in Brisbane. Second practice opened in Bundaberg. Townsville opened its 7th practice in North Shore (Northern Beaches). Two more practices were acquired on the Sunshine Coast. Acquired practice in Adelaide CBD. Acquired practice in Cammeray, North Sydney and another practice in Brisbane's CBD.

# What's in it for you?

**We provide** 'management services' to help support the success of a practice. This includes support with marketing, staffing, stock and equipment management.

**We pride** ourselves on patient care, and believe this is vital to your success as a practitioner. We work with you to build your patient base, ultimately you are responsible for patient care and the dental services you provide to our patients.

We work with you in partnership...its a team effort.

We understand that relocating to a regional area can be daunting for you and your family. Our team is here to help and recommend everything from schooling to community groups.

**We have** an extensive induction program conducted at the Business Support Unit (BSU) in Townsville to ensure you are familiarised with 1300SMILES Ltd's policies and procedures. We also have 'on-going' learning opportunities covering topics such as driving practice performance, practice software applications and other relevant topics.

# **Dentistry & Your Life**

As a qualified Dentist, you have demonstrated both your ability to meet demanding technical qualifications, and your commitment to do good for others. Chances are you are focused, committed and hard working. We believe that you are entitled to use your skills, effort and experience to achieve an excellent quality of life.

Many Dentists achieve quite the opposite, thanks to business structures and practices which fail to deliver the quality of life you deserve. 1300SMILES Ltd offers you a better option: a creative approach to the structure of your work life, which can deliver superior outcomes for you and your family, whether you are just starting out, at the peak of your career or looking foward to retirement.

### Where are we?

We have practices in various locations throughout Australia

## Where can you get more information?

We have sourced some helpful websites that may be able to answer some more of your questions.

#### Registration/Licences/Numbers:

Registration: http://www.ahpra.gov.au/

For Registration Form: http://www.ahpra.gov.au/Registration/Registration-Process.aspx Radiation Licence, Queensland: http://www.health.gld.gov.au/radiationhealth/default.asp

Radiation Licence, New South Wales: http://www.epa.nsw.gov.au/radiation/licensing/

Radiation Licence, South Australia: http://www.epa.sa.gov.au/licensees/radiation\_licences/

Medicare: http://www.medicareaustralia.gov.au/provider/other-healthcare/dentists.jsp

#### **Tax File Number/ Australian Business Number:**

Apply for a TFN:

http://www.ato.gov.au/Forms/Permanent-migrants-or-temporary-visitors---online-TFN-application/

http://www.business.gov.au/registration-and-licences/Pages/register-for-an-australian-business-number-abn.aspx

#### Insurance

ISC

Professional Indemnity Insurance: Australian Dental Association (ADA): www.ada.org.au Personal Medical/Health Insurance: http://www.austhealth.com/

1300SMILES Practice locations and further information: http://www.1300SMILES.com.au

# Advantages of working with 1300SMILES Ltd

Running your business from a 1300SMILES Ltd facility preserves and enhances the best things about being a Dentist. At 1300SMILES Ltd we focus on the 'AAA' theory – Availability – Accessibility – Affordability.

#### **Focus on Dentistry**

Use your expert skills as a Dentist and leave the administrative chores to others. Take this freedom and decide whether to make more money for the same hours or to have more free time on the same income.

#### **Enjoy the expert management**

1300SMILES Ltd staff are experts in accurate, efficient and effective practice management. You can conduct your practice with complete confidence that all of the back office functions will be completed correctly and on time. Staff scheduling is professional so you will never spend your time rushing to find a replacement nurse or receptionist. 1300SMILES Ltd staff ensure that your business flows seamlessly.

#### **Interact with your peers**

One of the best things about life within the 1300SMILES Ltd system is the opportunity to have daily interaction with a wide variety of peers. Dentists working from 1300SMILES Ltd facilities refer activity among themselves, allowing individual dentists to develop special interests. Dentists who have recently graduated have the chance to expand their skills, learn advanced techniques and gain valuable insight from more experienced Dentists with whom they are in daily contact. Experienced Dentists have the satisfaction of knowing that their skills have been passed on to the same dentists who will one day look after their patients. This peer interaction is achieved without any commitment to a partnership or other equity arrangement.

# Opportunities for Dentists at all stages of their career

#### **Recent Graduates**

Being new to the dental industry, you want to learn and you want to expand your knowledge. You have probably already worked out that being stuck in a suburban practice will not deliver the rich and varied professional life you seek. 1300SMILES Ltd operates a large number of facilities, offering recent graduates the opportunity to work with a wide range of more experienced colleagues, in a variety of settings, even in different cities. You can start a private practice within the 1300SMILES Ltd system with no capital of your own.

#### **Experienced Dentists**

As an experienced Dentist you might think you are already in the peak of your earning years and at the peak of your profession but you sense that your life could be different and better. Those experienced professionals who have joined 1300SMILES Ltd consistently report that the greatly enhanced contact with colleagues and the greatly reduced administrative burden both work to deliver a big increase in personal satisfaction along with a substantial increase in net income.

#### **Established Dentists**

As an established Dentist, you may feel pushed to retire earlier than you really want to because of the great and relentless demands of running a private practice. Chances are you do not have an effective succession plan in place. A number of Dentists in your position have joined 1300SMILES Ltd and decided that they are happy to work for years longer than they would, because the system enables them to gradually decrease their hours and take the long holidays they deserve while remaining useful and committed professionals. Giving up your vocation is not necessarily the best thing for your health or your quality of life, but reducing your hours and getting rid of the administrative hassles will make a huge positive impact. Many of the more established Dentists who use the 1300SMILES Ltd system report great satisfaction at the opportunity to pass on their vast experience to less experienced Dentists in the system. As an established Dentist in solo practice, you will probably find that there are no buyers for your practice and that a few years of work under a lighter schedule will make a big contribution to your retirement savings.

The personal testimonials from Dentists of various ages at the end of this document will confirm the benefits delivered by the 1300SMILES Ltd system.

# **Quality of Care**

Practising within the 1300SMILES Ltd system provides the opportunity for you to deliver excellent care, whilst being supported by the company's systems and facilities. First of all, you are free to actually deliver care, as you're not bogged down with other tasks. After all, you're not delivering any care at all while you're trying to get the printer to work, or talking to the dental supplies representatives.

Second, efficiency in care delivery adds to the patient's perception of quality. If efficient management means your patients are in the chair within minutes of their appointment times, those patients feel taken care of. If a patient needs a specific procedure and quality facilities help you to finish that procedure in ten minutes rather than twenty, the patient will be happy about it.

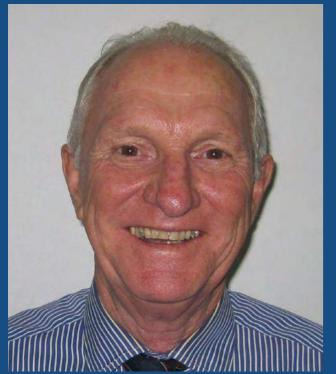
We have never heard any patient complain about not spending long enough in the lentists chair.

# What we will need from you

At 1300SMILES Ltd we know that starting work for a new dental practice means a lot of paperwork, so we are here to help. We will assist you with your applications, where required. All we need from you is some supporting documentation for your personnel file. We like to give you the full list of what we will need from you at the start so that you can start preparing all of the documentation required. Below is a list of documentation we would require copies of before you start working with us:

- Curriculum Vitae
- Two Professional Referees
- Passport
- Degree
- ADC Certificate (if applicable)
- AHPRA Registration certificate
- Radiation licence (if applicable)
- A previous provider number
- Professional Indemnity Insurance certificate of currency (1300SMILES Ltd to be noted on the policy)
- Serology report (this must include HIV, Hepatitis B and C status)
- Australian Business Number (ABN)
- · Prescriber number confirmation letter
- CPR and First Aid Certificate

### **Meet the Board of Directors**



#### Mr Robert Jones Chairman

Mr Jones was a Director and Chairman of the Mater Health Services North Qld Ltd from 1993 until 2013. Mater Health Services North Qld Ltd owns and operates two fully accredited private hospitals in Townsville, the Mater Hospital (Pimlico) and Mater Hospital (Hyde Park). Mr Jones is a member of the Australian Institute of Company Directors.

Mr Jones was born and raised in Townsville and was educated at Downlands College in Toowoomba. He has two adult children and six beautiful granddaughters. Mr Jones resides in Townsville and is a life member of Townsville and District Rugby Union. He enjoys the outdoor lifestyle and keeps fit and healthy by swimming and cycling regularly.



#### Mr William Bass Director & Company Secretary

Mr Bass brings extensive corporate and listed company experience to 1300SMILES Ltd predominantly in the areas of strategy, corporate governance and finance. He is a Chartered Accountant, a Fellow of the Institute of Corporate Governance and Institute of Independent Business, a member of the Australian Institute of Company Directors, and a Justice of the Peace.

Mr Bass is currently Chairman of ASX listed China Magnesium Corporation Limited. Mr Bass has previously served with a range of Australian and international public companies including General Electric, Billabong, Country Road and OnCard International. He is Chair of Alzheimer's Australia (Qld) and also serves as director on the Alzheimer's Australia national board. He is also a director of Silicon Lakes which is a business incubator and accelerator for emerging businesses throughout Queensland.

Mr Bass resides in Helensvale, Queensland with his wife Hazel and son Trystan. In his spare time he enjoys playing hockey, and bush walking with his wife and dogs.





### **Testimonials**

#### Dr John Kotaidis B.D.S Adelaide – 1985

Dr Kotaidis joined the company in 2008 at age 48.

Currently practising at the Belgian Gardens practice in Townsville



"I have been in Townsville since 2008 and continue to feel at home in this wonderful city. We moved from Adelaide, which although is a very nice place, was starting to lose its small town feel.

I think you all know the problems of big city life. The major traffic congestions and the busy lifestyle we left behind. I have worked in many private practices and government clinics in Adelaide, and although we are very

busy here, the lifestyle here is still the best! A great place to bring up children in a picturesque environment, what else could you wish for.

I would recommend Townsville as a beautiful place to live and work. The people are very friendly and have many interesting stories to tell. We at Belgian Gardens will endeavour to bring you the best quality dentistry available with the empathy and patience required to give you a great outcome".

#### **Dr Stephen Davies** B.D.S Sheffield – 1991

Dr Davies joined the company in 2012 at age 44.

Currently practising at the North Shore practice in Townsville.



"I moved from the UK to Australia 2 years ago as my wife was from Townsville and wished to return to blue skies. I accepted a position working for 1300SMILES Ltd at their new practice in North Shore, a northern suburb of Townsville.

The transition was very easy . I am working in a great practice with lovely staff . The support from all staff within 1300SMILES Ltd has been great and the management

structure seems to work very well.

The practice is growing nicely and I am very pleased with my decision to join 1300SMILES Ltd."

#### Dr Brian Cowie B.D.Sc Sydney - 1974

Dr Cowie joined the company in 2008 at age 59.

Currently practising at the Belgian Gardens practice in Townsville.



"I joined 1300SMILES Ltd in February 2008 after running my own practice for more than 30 years.

With less responsibility, life is easier and I really enjoy dentistry again.

At this end of my professional career (65 soon) 1300SMILES Ltd allows for flexibility of hours so other interests can be pursued."

#### Dr Andrea Yong B.D.S QLD – 1960

Dr Yong joined the company in 2011 at age 51.

Currently practising at the Springwood, Brisbane and Toowoomba practices.



"I arrived at 1300SMILES Ltd in August 2011 and I started as being sponsored by 1300SMILES Ltd with the help of Debbie, I obtained my permanent residency within approximately 8 months.

Deanna, my Area Manager, and her support staff helped me to build my books and business and I feel that consistency has flowed through to me now having a large

patient base. 1300SMILES Ltd have supported me with the flexibility to allow me to work between two locations to assist with my family situation.

Working for a larger company has provided me with a greater level of support where I have been able to discuss cases with other colleagues within the company. 1300SMILES Ltd structure is built around supporting dentists and staff in providing regular access to different grades of skilled professional clinical and non-clinical knowledge to help provide support; support I doubt I could access if working in a small practice setting. With very little administration to deal with, 1300SMILES Ltd take away all the hassle of running your own business and the management side as well. This gives me more personal time with family and friends.

1300SMILES Ltd have a Dental Members Plan which I fully support. I have found this plan great financially as it is making dentistry more affordable for patients but has given me increased treatment plan acceptance which has also increased my patient referrals and ultimately increasing my appointments and building my books."

#### Dr Vikram Vasisht B.D.S India - 2003

Dr Vasisht joined the company in 2011 at age 29.

Currently practising in the Townsville City practice.



"I started my Australian dental career with 1300SMILES Ltd in the Townsville City practice. Being well trained in general dentistry, the transition was quite smooth. 1300SMILES Ltd sponsored my 457 working visa and I have now obtained my permanent residency which has enabled me to be engaged on a Dental Service Agreement (self employed Dentist).

Working within a corporate environment has

allowed me the opportunity to practice all the clinical acumen without being shadowed by a mentor. The practice support staff are very helpful and friendly. The Business Support Unit (BSU) provide all the management services that a practice requires leaving me to concentrate on my dentistry so I can enjoy a hassle free working environment.

My wife and I love the warm and sunny weather Townsville has to offer, the great people and the wonderful laid-back lifestyle. I have a very contented work life balance.

I look forward to working with 1300SMILES Ltd FOREVER!!"

#### Dr Laura Brooks B.D.S London - 2010

Dr Brooks joined the company in 2012 at age 27

Currently practising in the Belgian Gardens practice in Townsville.



"As a young dentist, working at 1300SMILES Ltd has been a valuable experience for me. The working environment is friendly and supportive and I have some great mentors to discuss cases and gain some useful hints and tips. There are opportunities to attend a monthly lecture to gain some free CPD points and it is an opportunity to discuss different topics and strengthen working relationships with colleagues.

My passion for travelling has also been met here as 1300SMILES Ltd has close ties with YWAM, an organisation who deliver free dental care on board a medical ship in remote areas of Papua New Guinea. This was a once in a life time travelling experience.

Townsville is a fantastic place to live with friendly people and a relaxed atmosphere and some stunning scenery such as the Great Barrier Reef and the Whitsunday Islands on your doorstep."

#### Dr Robert Blair B.D.S New Zealand - 2009

Dr Blair joined the company in 2011 at age 25. Currently practising at the Bundaberg practice.



"I joined the 1300SMILES Ltd team at the start of 2011 and have really enjoyed it ever since. Debbie made the initiation process much easier and efficient which enabled me to start work straight away.

I have continued to have good support to work hard and also enjoy what Australia has to offer and I look forward to working with 1300SMII FS I td well into the future."

#### Dr Jannen Tan B.D.S Melbourne - 2007

Dr Tan joined the company in 2009 at age 24.
Currently practising at the Bundaberg practice.



"I first started working with 1300SMILES Ltd almost 5 years ago. Since then, it has been a great pleasure working with 1300SMILES Ltd. The Company has taken all responsibility of running a dental practice off my shoulders. I enjoy being able to show up to work everyday, do dentistry and go home right after my last patient.

There is no need to worry about accounting, debts, staffing, stock and all the little nitty

gritty details which dentists who run their own practices have to deal with on a daily basis. I can take as much time off as I like and not have to worry about finding a locum to keep the doors open.

Furthermore, I am constantly surrounded by helpful, supportive and well-trained staff. 1300SMILES Ltd has made dentistry easy and profitable for me!"

#### **Dr Emily Snow** B.D.S QLD – 2003

Dr Snow joined the company in 2010 at age 29.

Currently practising at the Carseldine practice in Brisbane.



"I have worked with 1300 SMILES Ltd since 2010 and believe the professional decision to join the team has been highly successful for me, personally, professionally and financially. Working for 1300SMILES Ltd is very attractive to dentists who desire flexibility in working hours.

1300SMILES Ltd management work very hard to ensure their staff are able to achieve a good work/life balance. Every dentist on

our staff bring a different set of skills and techniques and dentists are encouraged to network in house. I enjoy the privilege of working closely with my peers. There are few opportunities in Australia where a dentist has so much support, professional guidance and mentor ship in-house from such a vast base of peers with different clinical knowledge and experience sets.

The 1300SMILES Ltd structure and philosophy are built around supporting staff and providing regular access to different grades of professional guidance. It is absolutely reassuring knowing you have a highly experienced team behind you all the way.

Financially I have benefited incredibly with the 1300SMILES Ltd dental membership and treatment plans. I am a huge believer that this is the way dentistry has to go to be affordable for all Australians."

#### Leah Smith Oral Health Therapist QLD - 2001

Leah Smith joined the company in 2010 at age 30.

Currently practising in the Mackay practice.



"I have worked with 1300SMILES Ltd in Mackay since March, 2010. I have built my patient base over the years and thoroughly enjoy regularly seeing familiar patients and their families, seeing their children grow in age as well as dentally, and seeing their oral health and dental confidence improve over time.

I enjoy the variety of treatments offered to our patients and the learning opportunities

presented to me as a dental professional from working with a variety of dentists from new graduates to experienced dentists - some with specialty qualifications.

I find all support staff very willing to help out at anytime as they are supportive of the aim of 1300SMILES Ltd as a company as well as myself as an individual dental professional.

I have found my time with 1300SMILES Ltd financially rewarding compared to the public sector and it also allows me to utilise all of my skill set whilst treating children and adults. As I have a young family, I find 1300SMILES Ltd a very flexible workplace which allows me to balance my work and my family life. Joining the 1300SMILES team has been the best work related decision I have made so far in my career."



# **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

Tel. +61 (07) 4720 1300 Email. md@1300SMILES.com.au

Qualified dentists who wish to know more abou joining one of our established facilities are encouraged to contact Dr Holmes directly, or alternatively email dentistrecruitment@1300SMILES.com.au or visit our website at www.1300SMILES.com.au.



We Care **YOUR COST** 

We Care **YOUR TIME** 

We Care **YOUR HEALTH**  We Care **YOUR DENTAL OPTIONS** 

We Care **YOUR CONVENIENCE**  We Care

THE WHOLE FAMILY

We Care **SOCIAL RESPONSIBILITY** 

We Care **CLINICAL STANDARDS** 



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