

ASX ANNOUNCEMENT

1 May 2015

New Director Joins 1300SMILES Board of Directors

1300SMILES Ltd (ASX: ONT) is pleased to announce the appointment of Dr Glen Richards as an independent non-executive director of 1300SMILES with effect from May 2015.

Dr Richards was the founding Managing Director of Greencross (ASX: GXL) and was instrumental in building it into Australia's largest veterinary healthcare group from 32 practices at listing to over 120 veterinary practices and 200 pet specialty stores and led its merger with Petbarn in February 2014.

During Dr Richards's tenure Greencross Ltd has been one of the most consistent performers on the ASX in recent years with five straight years of better than 25% revenue and profit growth year on year and total shareholder returns above 1000%. Dr Richards continues as a non-executive director of Greencross.

Dr Richards is also a non-executive director of Regeneus Ltd (ASX: RGS) an ASX listed clinical-stage regenerative medicine company developing and commercialising a portfolio of cell therapies in the human and veterinary health markets with a focus on musculoskeletal disease, oncology conditions and dermatology.

1300SMILES Chairman Bob Jones said: "On behalf of the Board of Directors, I am delighted to welcome Glen to the 1300SMILES Board. Dr Richards's extensive experience in successfully acquiring, integrating, managing and supporting a network of veterinary hospitals and pet care businesses will be invaluable and strategic to the business particularly as 1300SMILES evolves a national network of high quality dental practices."

Dr Richards said: "I'm very pleased to join the Board of 1300SMILES and look forward to making a contribution to the growth and success of the company. 1300SMILES is a highly successful and disciplined company that has developed an excellent model for managing and supporting dental practices; I believe my experience will help support strategic plans to rapidly expand through acquisition."

This announcement and further information about 1300SMILES Ltd can be found on the company's web-site www.1300SMILES.com.au.



On behalf of the Board
Daryl Holmes
Managing Director

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.