



FOR **GOOD** LOOKS

ASX ANNOUNCEMENT
TOTAL FACE GROUP LIMITED (ASX: TFG)

7th December 2016

Company Announcements Office
Australian Securities Exchange
10th Floor, 20 Bond Street
SYDNEY NSW 2000

Dear Sir/Madam,

SHAREHOLDER NEWSLETTER

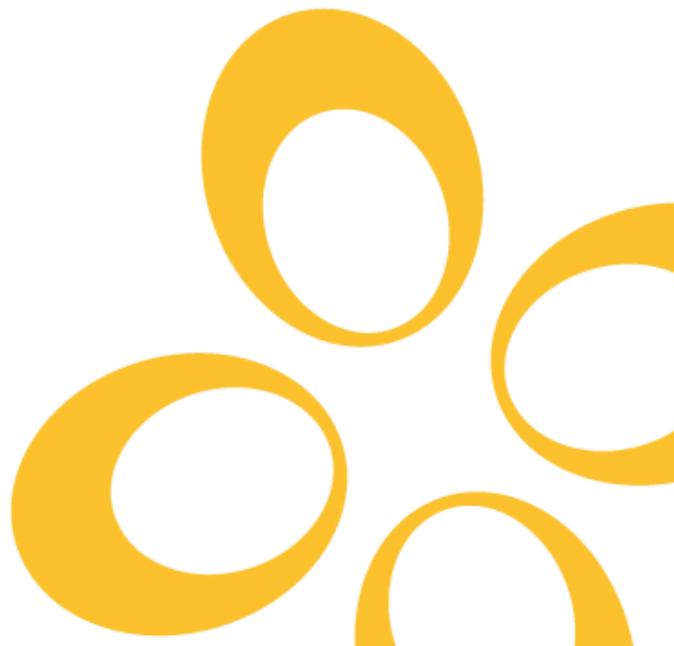
The following Shareholder Newsletter including the introduction of the TFG Shareholder Discount Card has been lodged with Australia Post for distribution.

Yours faithfully

Liza Juegan
Company Secretary
Total Face Group Limited
Liza.juegan@totalfacegroup.com

TOTAL FACE GROUP

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6th December 2016



Dear Shareholder,

As we approach the end of 2016 I wanted to write to you to thank you for your continued support and to share with you some of the significant milestones that Total Face Group has achieved this year:

- In January we were very proud to be listed on the ASX and, to our knowledge, be the first aesthetic treatment company globally to list on an exchange.
- Just 30 months since the company's incorporation we have grown to 15 clinics across 4 states and opened our first retail skin clinic in November.
- With 28 CoolSculpting machines across our clinic network, we are now the largest provider of CoolSculpting in Australia and the second largest globally.
- We have partnered with Business Chicks Australia - a rapidly growing women's networking group with over 42,000 members nationally, bringing us brand awareness and preferred provider status with a key target audience.
- We have been listed in Vogue magazine for the last 3 years as one of the best Medi-Spa/Clinic Groups in Australia.
- In the past 12 months we have invested in over 300 hours of staff training across our three modalities and have had representation at all Australian Conferences as well as International Symposiums in Asia and Las Vegas.
- On September 11th we launched our new brand to all employees, VIP's, media and suppliers positioning TFG as the leading brand and influencer in the medical aesthetic arena.

Regulation

New treatment guidelines were introduced on 1st October of this year which we welcome as an important step in ensuring safety and quality across the sector. Jane Fielding, Director of Clinical Services, has been proactive in building our relationships with the governing bodies including AHPRA, the Medical Board and the TGA. We continue to work closely with the TGA to ensure that our advertising and marketing collateral not only adheres to regulations but also sets a benchmark for client education and industry quality.

In August of this year the Victorian Department of Health and Human Services issued Total Face Group with a Poisons License/Permit, one of only a handful the Department has issued. This permit allows us to receive and distribute Schedule 4 drugs across our Victorian clinics and further validates our internal processes and procedures.

With our expansion, in November we strengthened our own internal Medical Board whose purpose is to regularly assess TFG's clinical procedures, safety and risk as well as client outcomes. The Medical Board meets on a monthly basis reporting to the Board on adverse events, trends, opportunities and product/treatment pipeline.

Technology - TESSA

Over the past 12 months we continued to invest in the development of our end-to-end system affectionately named “TESSA”, with the most recent development seeing the implementation of online scripting and an inventory tracker. As we roll out TESSA into our new clinics it becomes more sophisticated and robust in its ability to deliver highly efficient reporting and compliance processes. As the data we capture matures further so will our ability to make improved, targeted and faster business decisions. Our attention in 2017 will be to develop and rollout real-time dash boarding making TESSA the most advanced medical CRM and analytical system in the industry.

Our clients are already benefitting from improved education and communication via our SMS text messaging platform and personalised eDM's; both resulting in increased client retention and repeat rates.

Our Doctors and Clinical Team

I am pleased to report that we now have 18 doctors across our group making us the largest cohort of Cosmetic Physicians within the industry under one umbrella. It is the quality of our doctors that sets us apart with three of our doctors currently sitting on the CPCA Board (Cosmetic Physicians College of Australasia) - Dr Paul Spano, Dr Deborah Davis and Dr Cath Porter. Further, three of our Doctors are also on Allergan's Advisory Board - Dr Cath Porter, Dr Bernard Leung and Dr Alison Jamieson.

Our cohort of doctors is supported by a number of the industry's leading Nurses and Clinicians.

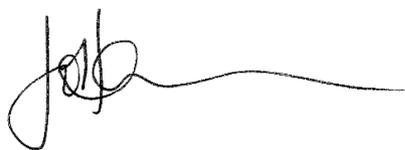
Shareholder VIP Discount Card

I am delighted to include with this letter your personal Shareholder VIP Card which entitles you to 15% discount off all of our treatments and services. I have also included an extra card for your partner to benefit as well! We hope to welcome you (or welcome you back) into one of our clinics soon.

Christmas Wish

Lastly, I would like to thank you again for your continued support and wish you and your family a very Merry Christmas and a safe and happy New Year.

Best Wishes,



Joanne Hannah
CEO and Managing Director
Total Face Group

#forgoodlooks

