

ASX ANNOUNCEMENT

21 JUNE 2021

HITIQ FY'22 STRATEGIC UPDATE

Board Strategy Meeting confirms focus upon:

- **A three-pillar strategy for development of an end-to-end concussion management technology ecosystem, comprising several product and platform extensions;**
- **Continued data capture across a diversity of appropriate sports both domestically and internationally;**
- **Commercialisation within other sports;**
- **Progress consumer market; and**
- **Cement appropriate distribution support channels.**

Transformative, end-to-end concussion technology developer, HITIQ Limited (ASX:HIQ) (HITIQ or the **Company),** is pleased to re-confirm its strategic plan for FY'22.

Strategic Plan

The Company has in place a detailed strategic growth plan aimed at achieving its 12-month operating milestones. The Company expects to progress various outcomes over the coming months, with updates released accordingly. Components of the strategic growth plan include:

01	02	03	04	05	06	07
Data Sourced from Diverse Market Segments	Platform and Product Technology Extension	Regulatory Submissions and Clinical Sites	Establish International Sales Footprint	Establish Key Advisory Committees	Demonstrate Early Traction in Consumer Model	Distribution Partnerships and M&A Assessment

Three-Pillar Strategy

HITIQ's ambition is to deliver a best-in-class concussion management technology ecosystem. The Company's growth is intended to be logically driven by a three-pillar strategy and is underpinned by a multi-product approach under a subscription (SaaS) revenue model. The strategy is designed to leverage the data from sensor technology embedded in the mouthguard into a broader healthcare platform solution around concussion management and rehabilitation.

The Company's initial focus will be on elite athlete markets, and then to other markets including: Grass Roots Sports (Junior/Youth), Clinical Practitioners, Military, Research, and Combat Sports.

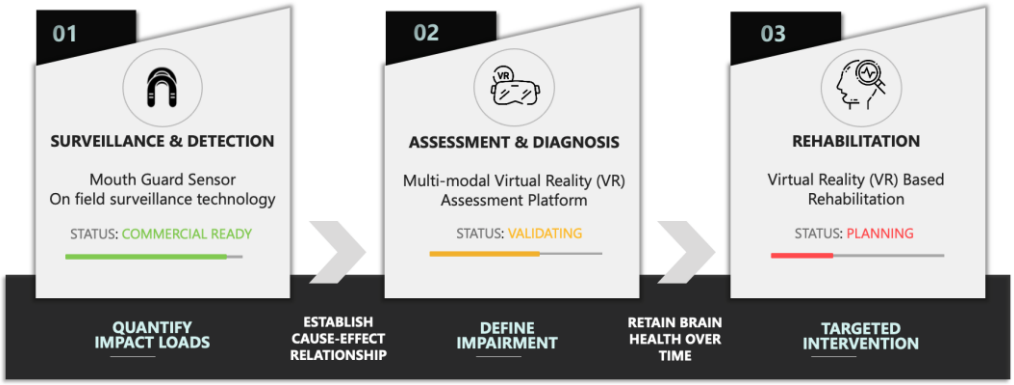


Figure 1: HITIQ's Three-Pillar Strategy

HITIQ CEO, Mike Vegar, commented:

> *"We have an exciting opportunity to transform concussion management globally through the development of our best-in-class concussion healthcare technology.*
>
> *The Company has in place a defined strategy, a strong team to execute, and is now well funded for our next phase to aggressively pursue our goals."*

Global Markets Opportunity

Globally, there is a growing concern surrounding the incidence of sports related concussions and the potential associated health ramifications. Complications can occur from both mismanaged or untreated concussions including prolonged duration of symptoms and increased susceptibility to further injuries. In addition, there is also increased concern around the potential long-term consequences of repeat sub concussive impact exposure.

The Company has secured its first commercial partner, in the Australian Football League (AFL), under a multi-year agreement, commencing for season 2021 and includes establishing a league wide head impact databank. The Women's Australian Football League (AFLW) will be covered from season 2022 onward.

Activities are ongoing with several other trial partners including college football teams within the NCAA, English and Australian Rugby, Rugby League and the UFC with the ambition to replicate it's domestic success abroad.

- ENDS –

Authorised for release by the Board of Directors.

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About HITIQ

HITIQ Limited (ASX: **HIQ**) operates in the healthcare equipment sector, providing and further developing a transformative, end-to-end concussion technology platform. This platform aims to provide a total concussion ecosystem whereby the Company's products support the identification, monitoring and management of sport related brain injury. HITIQ's product suite utilises high-end technology that will span multiple domains – from early detection and surveillance to assessment and rehabilitation technology tools.

HITIQ is targeting a growing worldwide concussion management market including elite and recreational sport, clinical practitioners, military, research, and combat sports. The Company's first commercial partner is the Australian Football League, with current strategy initiatives expanding commercially into Rugby League, Rugby Union, Ice Hockey, Lacrosse, MMA and American Football (particularly the NCAA). The market opportunity globally represents ~500k athletes within the elite market and ~10million in the consumer market.