

ASX ANNOUNCEMENT

22 November 2021

Strategic Acquisition of CSX Limited

HITIQ Limited provides the attached presentation in respect to the strategic acquisition of CSX Limited.

- ENDS –

Authorised for release by the Board of HITIQ Limited.

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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 management 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.

HIT·IQ

transformative concussion management technology

Strategic Acquisition of CSX Limited

CSX

22nd November 2021



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All figures in this document are in Australian dollars (AUD) unless stated otherwise.

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HIGHLIGHTS

CSX has class leading concussion assessment software & well established customers in Elite and Consumer markets

> **+45,000**
>
> users globally

> **+60**
>
> competitions & leagues globally



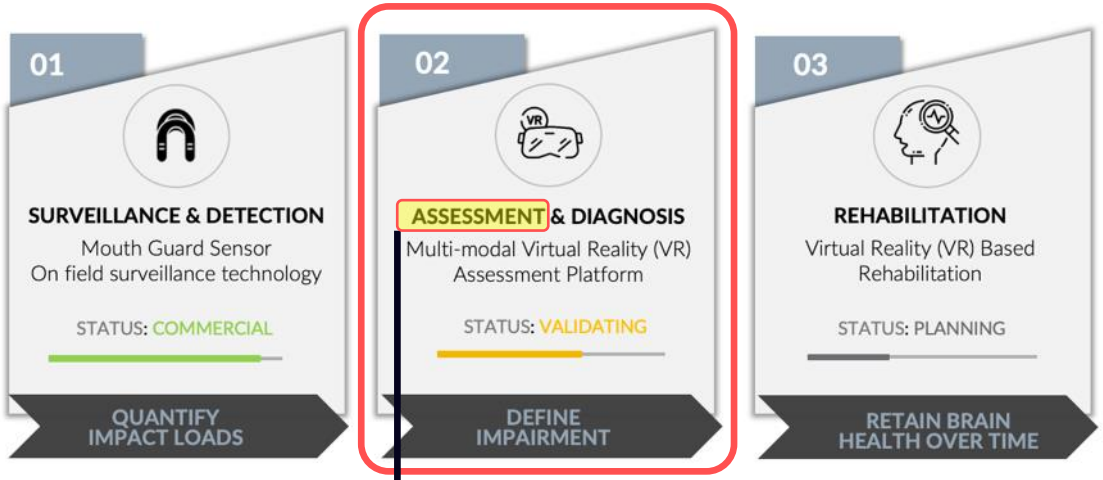
> **+100,000**
>
> concussion assessments performed on CSX platform

> **+800**
>
> customers globally → +600 in elite market
> +200 in consumer/school market (assists in accelerating HITIQ's entry into consumer market)

HITIQ STRATEGY

CSX acquisition accelerates technology platform extension strategy & serves a number of areas within HITIQ's growth plan

PLATFORM STRATEGY >



CSX

GROWTH PLAN >

- **01** Data sourced from diverse market segments
- **02** Platform and Product Technology Extension
- **03** Regulatory Submissions and Clinical Sites
- **04** Furthers International Sales Footprint
- **05** Key Advisory Committees
- **06** Demonstrate Early Traction in Consumer Model
- **07** Distribution Partnerships and M&A Assessment

FAST TRACKS HITIQ'S TECHNOLOGY ECO-SYSTEM

Strengthens HITIQ's market position through addition of CSX Data, Customer Networks and Functionality

☑ **Accelerates development of the HITIQ ecosystem**

With over 45,000 global users, CSX delivers scale through data, customers and functionality which is aligned with HITIQ's platform development strategy to build a comprehensive end-to-end concussion management eco-system.

☑ **Adds compelling value to the HITIQ product offering**

CSX global customer base will accelerate HITIQ's growth strategy by strengthening the offering to existing customers and partners, as well as acquisition opportunities in new markets.

☑ **Enhances commercial opportunities for sustainable revenue growth**

Integrating CSX will be accretive to revenue growth by building a meaningful global customer base that is using HITIQ's leading concussion management technology to deliver best-in-class player health outcomes.

"HITIQ and CSX have a shared purpose. We have both built businesses designed to address the serious issue of concussion management. By incorporating CSX data into the HITIQ eco-system platform, we will deliver an even more compelling offering that will ultimately assist our customers to drive better health outcomes for their players and children."

Mike Vegar, CEO – HITIQ

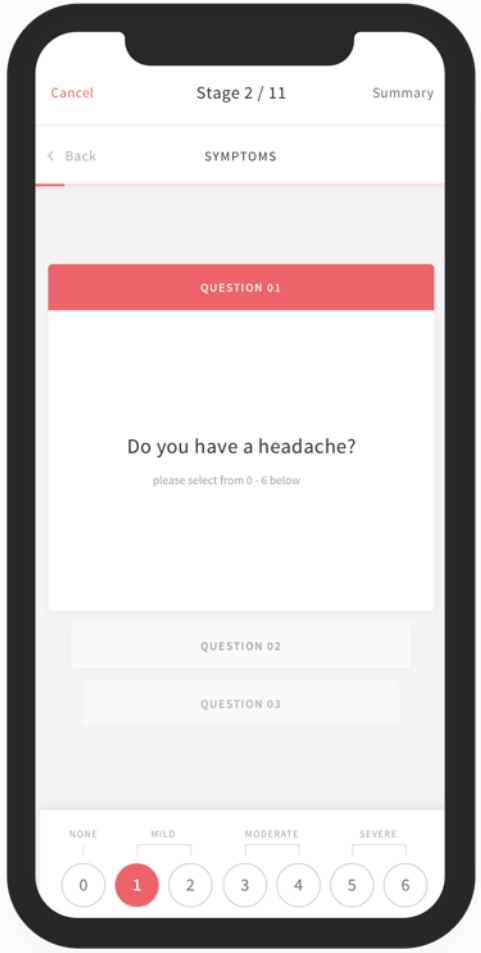
TRANSACTION TERMS

Attractive deal that aligns well with HITIQ's Strategic Plan

Structure	HITIQ Ltd has agreed to acquire 100% of the shares in CSX Ltd
Acquisition price	AUD$0.857M cash, plus AUD$250,000 cash earn out
Financials	CSX derives ~AU$430k annual revenue (2yr FY's) (Break even on a standalone basis)
Team	3 employees (CSX Founder & two key developers will join HITIQ as part of the transaction)

CSX PRODUCT SUITE

Comprehensive assessment applications



Symptom Tracking

Track symptoms at home

Set Your Baseline

Assess cognitive performance in key areas like balance, coordination and reaction time, memory and concentration.

Brain Games

Cognitive games that keep your child interested

Log Suspected Concussions

Quickly log suspected concussions and any point of injury symptoms while checking for red flags. A suspected concussion triggers notifications to the athletes bubble.

Information

Information around concussion to answer your questions and ease concern

Monitor & Analyse

Tracks changes in multiple cognitive areas, connecting your current tests in real-time to your baseline brain health, providing real actionable information about your brain health.

GP Code

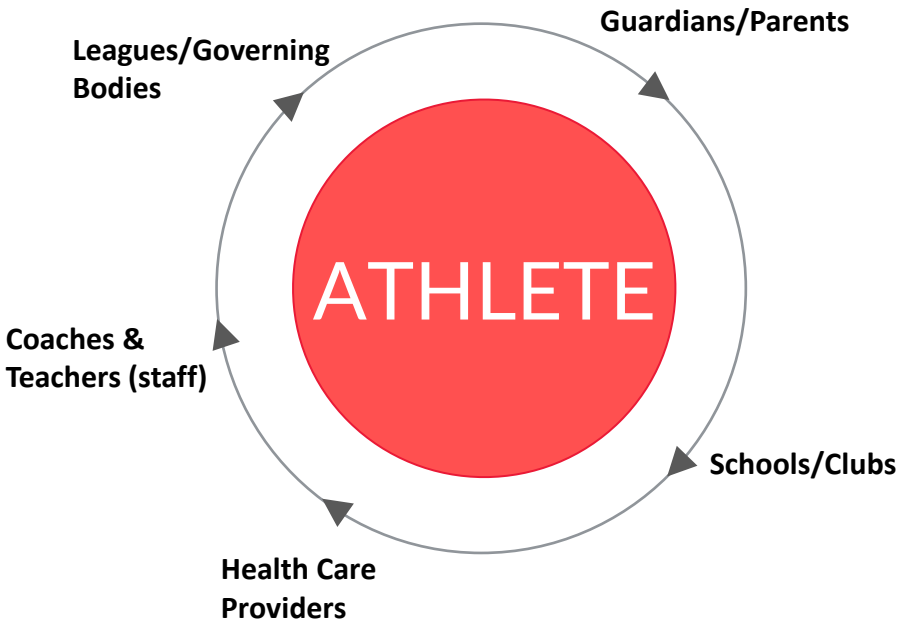
Share your profile with your GP for a comprehensive understanding

Share Reports

Results sync instantly across all devices and linked accounts, so you can also share with your healthcare provider.

CSX PRODUCT SUITE

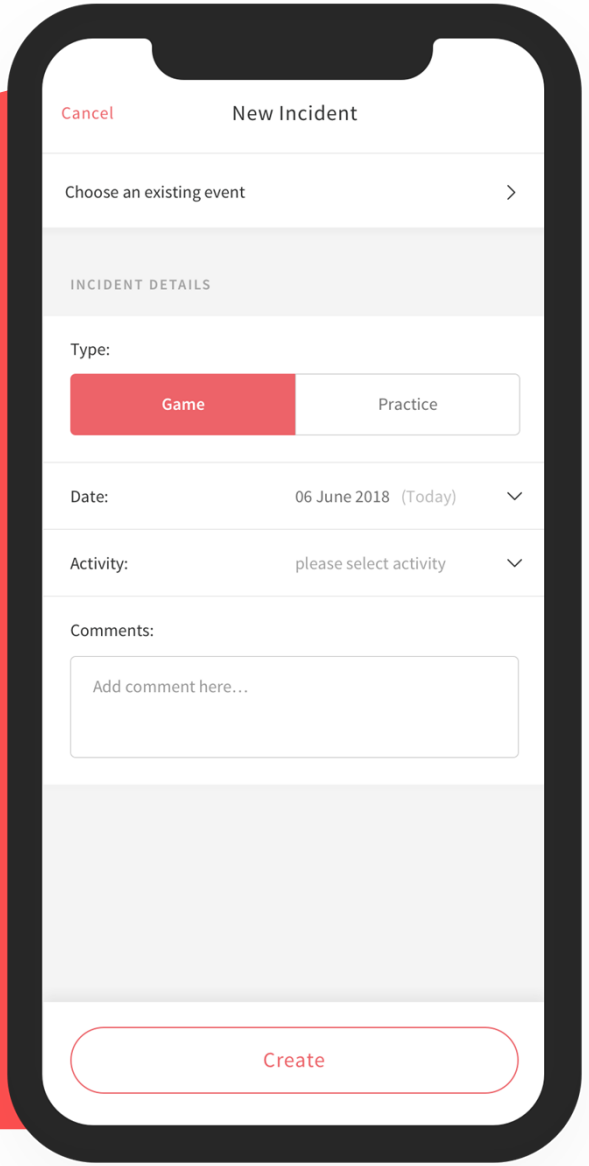
CSX Connected Care “Bubble”



Connecting all groups together.

All parties are always aware of the status of the child and if they should be returning to play or not.

Children often play in multiple sports and have a variety of guardians that are responsible for the child at different times. The bubble connects guardians, coaches and the sporting organisations together ensuring any change in the athletes status is recorded and everyone is informed.



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