

ASX ANNOUNCEMENT

20 DECEMBER 2021

HITIQ SIGNS EXCLUSIVE PARTNERSHIP WITH BUPA DENTAL CARE

- **HITIQ has entered into an exclusive partnership with Bupa Dental Care, Australia's largest dental network, to offer its industry leading concussion management technology to the consumer market;**
- **The partnership aims to revolutionise junior and community sport safety by enhancing concussion management protocols that can lead to better long term health outcomes; and**
- **HITIQ's technology will be accessible to customers from Bupa Health Insurance's 4 million+ membership-base along with the general public through Bupa Dental Care practices in early CY2022.**

Transformative, concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), is pleased to announce it has signed an exclusive commercial partnership with Bupa Dental Care to provide HITIQ technology to its Australian customer base.

BUPA DENTAL AGREEMENT

Bupa Dental led a recent trial of HITIQ concussion management technology in an Australian first Junior Rugby Pilot Project (ASX Announcement 21 July 2021). The objectives of the trial were successfully met and concluded the growing need to enhance grassroots concussion safety protocols. HITIQ technology, previously only commercially available for the elite sports market, will now be made available to consumers in partnership with Bupa Dental Care, in time for the regular community AFL, Rugby League and Rugby Union seasons.

Key terms under the deal, include:

- HITIQ smart mouthguard technology being offered exclusively for 12 months through Bupa Dental Care's network and customer base.
- Health insurance policy holders will qualify for reimbursement under eligible extras cover for the technology; and
- Bupa Dental Care will commence a marketing campaign in early CY2022, where customers can access the technology at many practices across its Australian network. A marketing campaign will also target the general public.

In the consumer environment, HITIQ technology is delivered through a smart mouthguard system which is paired with an easy-to-use mobile application. The system provides an alert following the detection of any significant head impact, and then directs the parent to assess their child using HITIQ's newly acquired CSX concussion injury screening tool. Based on the results of the screening tool, the user may be directed to an appropriate medical professional for further assessment. Where a player is subsequently diagnosed with a concussion by a medical professional, the HITIQ application provides ongoing guidance on management of concussion symptoms, as well as recognised return-to-play protocols.

Commenting on the partnership, Bupa's Managing Director of Health Services, Dr Dwayne Crombie, said:

> *"The results from our initial trial were extremely promising and we look forward to working with HITIQ to offer this solution across our Australian dental practices. We're proud to be the first dental network to offer the HitIQ solution to Australians to help make community sport a safer experience."*

HITIQ CEO, Mike Vegar, added:

> *"'We are excited to formalise this relationship with Bupa Dental Care on the back of a successful proof of concept phase earlier in the year. Our founding vision was based on building technology that could have meaningful impact on the health outcomes of athletes across the world, amateurs and children included. Together with Bupa Dental Care, we are making significant strides towards realising that vision and allowing the grassroots markets access to our technology platform. Our goal is to provide easy-to-use technology, which parents can use to more easily identify risk and implement the appropriate interventions."*

- ENDS –

Authorised for release by the Board of Directors.

For more information, contact:

Mike Vegar	Elvis Jurcevic
CEO & MD	**Investor Relations**
HITIQ Limited	+61 408 268 271
investors@hitiq.com	ej@hitiq.com

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.

About Bupa

Bupa is an international healthcare group which has been committed to a purpose of helping people live longer, healthier, happier lives and making a better world for more than 70 years.

Bupa Asia Pacific operates in Australia, New Zealand and Hong Kong, supporting about 6.5 million customers through a broad range of health and care services including health insurance, aged care, dental, medical, optical and hearing services.

Employing more than 20,000 people in the region, we believe that we can make a real difference to the lives of customers through our values, purpose and the way that we deliver personalised care.

Since 2002, we have reinvested approximately $6 billion in the region, with the Bupa Foundation investing over $34 million to support more than 130 health and care projects.