

ASX ANNOUNCEMENT

25 MARCH 2022

HITIQ Partners With The German Ice Hockey Federation

- **HITIQ enters a new sports sector confirming a trial agreement with the German Ice Hockey Federation (DEB);**
- **HITIQ's smart mouthguard technology will be deployed into the Men's National and U18s Programs; and**
- **The partnership aims to pioneer an increase in visibility and importance on head impacts in an international sports market where no current management protocols exist**.

Transformative, concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the **Company),** is pleased to announce an agreement with the German Ice Hockey Federation (**DEB**) commencing March 2022. This agreement sees HITIQ's Nexus A9 smart mouthguard technology used in a trial across the Men's National Program and U18s National side.

AGREEMENT OVERVIEW

HITIQ expands its coverage in the elite sports market with a new partnership within international Ice Hockey commencing with the German Ice Hockey Federation (**DEB**). The agreement is in line with the Company's growth plan with respect to sourcing data from diverse market segments and expanding its international customer footprint. The DEB aim to increase visibility and importance on head impact surveillance, effectively pioneering the initiative as the first professional ice hockey body to investigate innovative technology to support this ambition.

Ice Hockey is a lucrative sports market with more than 40 ranked countries within the International Ice Hockey Federation (**IIHF**) and with a global participation rate of more than 1.4m registered amateur players.

The partnership with DEB will see HITIQ technology trialled across the youth and senior men's teams, including:

- **Men's National Ice Hockey Team**

  Will use HITIQ's smart mouthguard technology at the upcoming IIHF Men's World Championships to be hosted in Finland from 13 to 29 May 2022. During the tournament, a selection of the DEB National Men's Team will use HITIQ smart mouthguards while playing a minimum of 7 games against Canada, Switzerland, Italy, Kazakhstan, France, Slovakia and Denmark. The DEB will use the HITIQ technology to quantify head impact exposure across players and positions in training and games, with the data being used by the medical, coaching and performance departments.

- **U18s National Side**

  HITIQ's smart mouthguard technology will also be utilised by the DEB U18s National Side to establish a head impact data bank for each player. The DEB believe there is a meaningful pathway using HITIQ's technology to track the longitudinal head impact exposure of their players throughout their entire professional careers.

Commenting on the innovative partnership, DEB Head of Scientific Development and Education, Karl Schwarzenbrunner said:

> *"We are delighted to partner with HITIQ, who have class leading technology, in this trial we aim to improve our understanding of impact loads on our players in both the training and match environments. We would hope this will further inform on the debate around player load and welfare management going forward."*

HITIQ CEO, Mike Vegar, added:

> *"HITIQ continues to strategically build a global user footprint with the deployment of technology into an exciting new market in Ice Hockey. We look forward to working with the progressive key stakeholders in DEB, to deliver key data and improve their care model across their junior and senior programs."*

- 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 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.