



ASX ANNOUNCEMENT

20 JULY 2022

HITIQ FY'23 STRATEGIC UPDATE

Transformative, concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), announces a summary outline of its FY'23 Business Strategy / Operating Plan. The key initiatives to be focused upon in the upcoming financial year will be supported by a detailed performance indicator matrix aimed at achieving these key 12-month operating milestones.

We also expect to report positive progress upon successful outcomes from these initiatives throughout coming months and throughout the new financial year.

Components of the strategic, operating growth plan include:

01 Expand Consumer Sales Footprint, Growing Non-Professional Revenues

- > Following commencement of initial BUPA program & leveraging elite market footprint, extend reach into new consumer subcategories such as feeder leagues & school segments (grassroots, community campaign);
- > Complete Development phase of Shock Doctor retail product for domestic and international markets; and
- > Extend "CSX" into consumer market globally

02 Grow Elite Market Revenues Both domestically & internationally

- > Continue market penetration of NEXUS product;
- > Penetrate new markets, with ubiquitous CSX product; and
- > Grow CSX usage and position in existing markets.

03 Continue Product & Platform Extension

- > Leverage world-class Scientific & Medical Advisory Council ("SMAC") to drive product value enhancements across HITIQ's concussion eco-system (see ASX 27 April 2022 announcement); and
- > Expanding the collection and use of de-identified brain and impact data to generate increased value.

04 Commence & Progress VR diagnostic tool towards Regulatory approval / clearance

HITIQ Limited

ACN 609 543 213
ASX: HIQ

[HITIQ.COM](https://www.hitiq.com)

Corporate Office

Level 2, 9-17 Raglan Street
South Melbourne VIC 3205

E: investors@hitiq.com

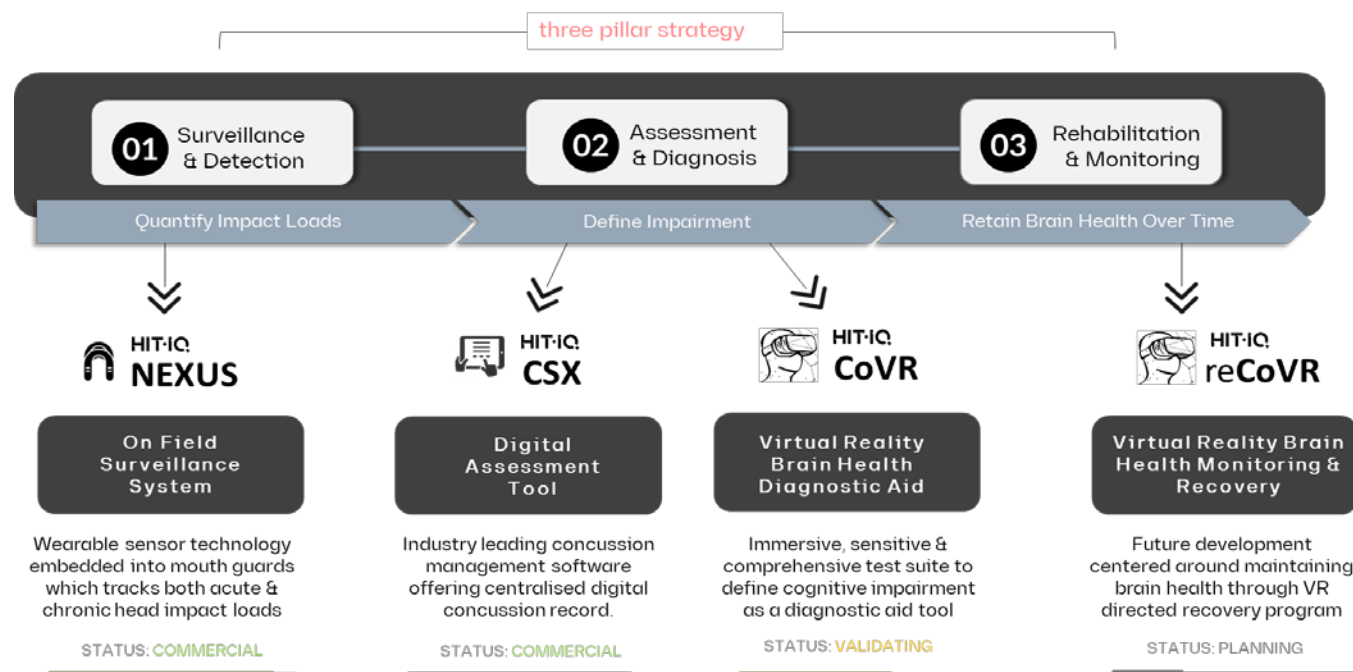
Directors

Otto Buttula
Michael Vegar
Phillip Carulli
Glenn Smith
Aidan Clarke

Non-Executive Chair
Managing Director
Non-Executive Director
Non-Executive Director
Non-Executive Director

Development and Commercialisation of Three-Pillar Strategy Continues

HITI·IQ continues to embrace a strategy centred on delivering a best-in-class concussion management technology platform addressing three clearly identified pillars of the concussion eco-system. The strategy is underpinned by a multi-product approach and designed to leverage the data from sensor technology embedded in the mouthguard into a broader healthcare platform solution around concussion management (assessment and diagnosis) and rehabilitation.



HITI·IQ CEO, Mike Vegar, commented:

"Having laid strong foundations in place during FY'22, we have an exciting opportunity to grow HITI·IQ's presence within the global concussion market with the support of influential customers, partners and an excellent advisory committee. Our team looks forward to delivering further market penetration in both elite and grassroots sports, culminating in solid revenue growth, in what we believe will be an exciting year ahead. This will further entrench the Company's position as a 'go-to-partner' for sporting codes aiming to tackle concussion related issues incurred on the sporting field."

- ENDS -

Authorised for release by the Board of Directors.

For more information, contact:

Mike Vegar
CEO & MD
HITI·IQ Limited
investors@hitiq.com

Elvis Jurcevic
Investor Relations
+61 408 268 271
ej@hitiq.com

About HITI·IQ

HITI·IQ 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. HITI·IQ's product suite utilises high-end technology that will span multiple domains – from early detection and surveillance to assessment and rehabilitation technology tools.

HITI·IQ 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.