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ASX ANNOUNCEMENT

Western Australian Football Commission extends HITIQ relationship with new sales order

Highlights

- ✓ **HITIQ has extended its relationship with the Western Australian Football Commission (WAFC), further cementing HITIQ's leadership in the Australian Football community;**
- ✓ **WAFC acknowledges that the precision and reliability of the data collected by HITIQ mouthguards has been instrumental in their approach to player performance and welfare;**
- ✓ **Sales order from WAFC will assist HITIQ with closing additional sales orders over the near term; and**
- ✓ **Revenue from the sales order represents approximately 10% of total operating revenues reported for the year ended 30 June 2023.**

HITIQ Limited (ASX: HIQ) (HITIQ or the **Company)**, is pleased to report a new sales order from the Western Australian Football Commission (WAFC) for the 2024 WAFL season.

WAFC Executive Manager, Game Development and Community Football, Troy Kirkham, outlined that: *"As a leading organisation in Australian football, we at the West Australian Football Commission are constantly seeking innovative ways to enhance player safety and performance. Across the 2023 season, we had the opportunity to integrate HITIQ's Nexus Solution instrumented mouthguard technology into our programs. The decision to implement this technology has been transformative for our clubs and teams".*

The HITIQ Nexus solution is designed to ensure the highest level of player performance in parallel with being the ultimate in brain impact measurement and support. The data from season 2023 has not only heightened the understanding of on-field dynamics but also enabled the WAFC to proactively follow up with players who may be at risk of injury, ensuring timely and potentially earlier interventions.

Commenting on the WAFC's decision to extend the relationship, HITIQ Executive Director and Interim CEO, Glenn Smith, said: "*We applaud the leadership demonstrated by the WAFC in this area. Overall player performance and brain welfare are not mutually exclusive and the use of the Nexus Solution in season 2024 will continue to demonstrate this".*

Mr. Kirkham also went on to add: *"The user-friendliness, robustness and fit of the mouthguards have been praised by our players and coaching staff alike. Their ability to seamlessly integrate into our daily routines without hindering player performance, or negatively impacting the workload of staff or volunteers, has been a key factor in their success.*

Given the significant benefits we observed last season, it was an easy decision to continue our partnership with HITIQ for the 2024 season. We firmly believe that this technology is a vital tool in our ongoing commitment in prioritising player safety, health and wellbeing. We look forward to another successful season with HITIQ at the forefront of our player health and safety initiatives".

Revenue from the sales order represents approximately 10% of total operating revenues reported for the year ended 30 June 2023 with the order to assist HITIQ's goal to close additional sales over the near term.

This announcement is authorised by the Board.

Ends

For more information, contact:
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About HITIQ

Whether what our customers do is a profession or a passion, HITIQ has an evidenced-based brain care solution personalised to their needs. Our promise is to precisely measure and help support the highest level of care when our customers' brains experience an impact.

We do this via our world-class Nexus Solution. A suite of tools from a sensor-enabled custom fit mouthguard to AI-enabled data analytics interface and, best in class return to play/work support software. This technology is keeping thousands of professional and amateur sports players in control of their performance, along with putting the power back in their hands when it comes to caring for their brains.

Our customers include the Australian Football League (AFL), English Premier League (EPL), and the National Rugby League (NRL), along with numerous other teams in a variety of sporting codes. We also service universities and research organisations studying the impacts (both short and long-term) of repeat head impacts.

Safely play on, with HITIQ.

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