24 March 2025

HITIQ Shifts to Consumer Market with VAFA Partnership

- **HITIQ is shifting its strategic focus to the consumer market, targeting amateur and community-level athletes.**
- **This strategic shift to the consumer market complements ongoing efforts in professional sports.**
- **A three-year partnership with the VAFA marks a key launchpad, driving HITIQ toward a cash flow positive future.**

HITIQ Limited (ASX: HIQ) (**HITIQ** or the **Company**) announces a strategic shift to focus on the consumer market, targeting amateur and community-level athletes of all ages across a variety of sports with its new **HITIQ PROTEQT** system. This shift to the consumer market is a natural strategic step for the Company, running in parallel with its established work in professional sports, taking its world-leading impact detection technology where it can have the greatest impact—in the amateur sporting community, and positioning HITIQ to tap into a vast, accessible market, steering the Company toward a sustainable, cash flow positive future. This direction is reinforced by a significant milestone: a three-year partnership with the Victorian Amateur Football Association (**VAFA**), naming HITIQ as the VAFA's 'Official Concussion Technology Partner.'

The consumer market, encompassing millions of amateur players globally, offers a substantial opportunity driven by increasing concussion awareness and demand for cost-effective safety solutions. Research shows community-level athletes and parents prioritize wellbeing, creating strong incentives for adopting HITIQ's technology, which includes real-time impact detection, symptom assessment, and telehealth support. As part of this shift, HITIQ PROTEQT will be made available to VAFA clubs, monitoring head impacts in real time, flagging potential concussion risks, and guiding players through symptom assessments with telehealth access to emergency physicians and concussion specialists when needed. Players diagnosed with concussion by their preferred medical professional will follow club medical staff guidance and AFL community concussion protocols for return-to-play. Leveraging its extensive elite sports foundation, HITIQ will keep advancing its technology at this level to strengthen offerings for the community market.

HITIQ PROTEQT integrates proven elite-level technology—previously validated by partners like Monash University and Virginia Tech—into an accessible, boil-and-bite smart mouthguard. Priced for broad

uptake and paired with a subscription model, HITIQ PROTEQT offers head impact monitoring, concussion management, and return-to-play guidance, and will be available to consumers this season. The VAFA partnership builds on HITIQ's prior success with the Nexus iMG in this league, providing a proven foundation to drive adoption among amateur players and families.

Earl Eddings, Executive Chairman of HITIQ, said:
"This shift positions HITIQ where the real demand is - grassroots sport. We've built a scalable, consumer-focused product that meets a clear need, backed by world-class technology and partnerships. This is about delivering safety to millions while driving sustainable growth for shareholders. Partnering with the VAFA is a critical step toward bringing HITIQ PROTEQT to life. With the VAFA as our launchpad, we're gearing up to deliver our cutting-edge technology to community sport, starting with their teams and expanding nationwide."

VAFA CEO Jason Reddick said:
"Player safety is a primary priority for the VAFA, and concussion is one of the most serious health issues in the game. So partnering with HITIQ, who are leading the way in impact detection technology that can assist with early flagging of potential concussions, is another step forward. We're happy to help bring this next-level tool to our VAFA community and encourage our clubs to learn more about HITIQ PROTEQT. Any tool that can help players and club medical staff quickly identify a potential concussion and begin assessment and treatment earlier is worthy of consideration."

Stuart McDonald, Senior Research Fellow of Monash University's Department of Neuroscience, said:
"Research with HITIQ's instrumented mouthguards, including our studies in the VAFA, has shown they reliably detect and quantify the forces exerted on the head during collisions. Based on our experience, players have found their previous mouthguards very comfortable, and they also show promise in identifying impacts that may carry a higher concussion risk. While these devices do not diagnose concussion, they could be used to highlight significant impacts that might otherwise have been missed, encouraging appropriate symptom monitoring and medical evaluation."

The Company's growth strategy includes scaling manufacturing and expanding into key markets starting with Australia. With board renewal, we have brought in sport and consumer expertise, and a refreshed leadership team with global sports tech experience will support this shift, alongside plans to build a leading concussion dataset for stakeholders. With the VAFA partnership as a springboard, this strategic shift sets HITIQ on a clear course for profitability.

Earl Eddings will be presenting the attached slides this week for a non-deal Asia roadshow.

This announcement is authorised for release by the HITIQ Board.

Ends -

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About HITIQ

HITIQ Limited (ASX: HIQ) develops technology to monitor and manage sport-related brain injuries, offering smart mouthguards and software for sports, clinical, and research applications worldwide.

Private and confidential, commercial in confidence



HIT·IQ

Investor Update

March 2025



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Executive Summary

HITIQ is an evidence-based brain care company focused on commercialising impact detecting instrumented mouth guards and associated software as a service (SaaS) applications to better monitor, detect and manage concussion and brain injury in sports

HITIQ Overview	▪ HITIQ is launching PROTEQT, a world-class consumer-centric product targeting amateur athletes and community sports of all ages across a variety of sports. ▪ PROTEQT is underpinned by HITIQ's existing technology and associated software, integrating elite-level capabilities into an accessible solution. ▪ Targeting both domestic and international markets, PROTEQT offers a first-mover advantage as a concussion management system tailored for the volume-centric amateur and community sports segments. ▪ Market-leading platform helping athletes, sporting bodies, and key stakeholders better manage concussions through data. ▪ Flagship product—Nexus Smart Mouthguard—accurately captures and tracks frequency, location, and intensity of all head impact exposures. ▪ Strategic partner to prominent sporting bodies globally, including Australian Football League, English Premier League, NRL, and more.
Validated Tech Stack & I.P.	▪ Significant product R&D investment now validated by globally recognised institutions, including Virginia Tech & Monash University. ▪ Recently approved US patent for IP associated with advanced AI-based data filtering systems. ▪ Technology is formally approved and meets World Rugby specification. ▪ Extensive field validation by Monash University has shown our mouthguard accurately flags concussion risks for amateur athletes with proven reliability.
Future Growth	▪ HITIQ is 'mission-critical' in the fight against concussion, with media and community expectation around solutions. ▪ Inflection point reached with products well positioned for global commercialisation. ▪ Pathway to Medical Device classification within product suite. ▪ Recent strategic review undertaken to develop clear commercialisation strategy, including: 1. Build and leverage key partnerships to drive product penetration into community & amateur ecosystems. 2. Shock Doctor partnership to drive global B2C distribution. 3. Refresh global executive team with sporting technology expertise to drive international strategy. 4. Leverage current customer list to aggressively pursue market share via key hires & robust marketing strategy.

About Us

At HITIQ we build world class concussion management technology that protects what matters most.

We’re your one stop shop for head impact monitoring, assessment and management.

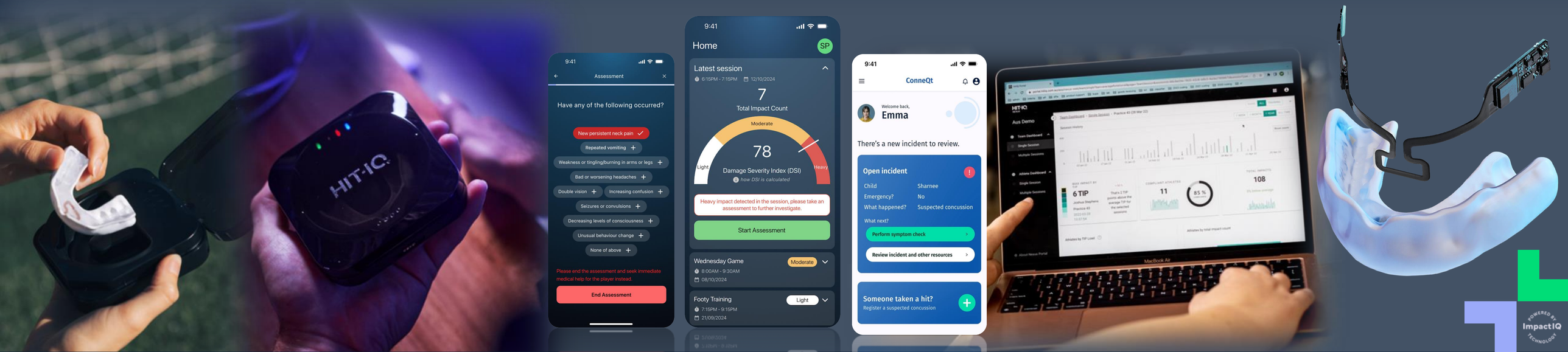
Our products and technology enable you to play with confidence.

From elite to grassroots, we’re committed to providing peace of mind and encouraging even greater participation in sport.



Our ImpactIQ Technology

Refined over eight years, our product engineers have developed a comprehensive suite of market-leading concussion management technologies, meticulously fine-tuned and optimised for a variety of athletes and sports.



Across Elite & Grassroots, HITIQ delivers end-to-end Concussion Management Solutions

1. Impact Severity Detection → **2. Symptom Assessment** → **3. Concussion Management**

- Operating at the intersection of three rapidly growing addressable markets **($25b)**

Sport Technology Market
$13.1b

Sport Protective Equipment Market
$9.0b

Cognitive Assessment And Training Market
$3.8b

Concussion Management Market Drivers

1

Growing Consumer Awareness of Concussion Risks

Rising public awareness of concussion dangers is creating demand for accessible safety solutions, particularly among parents. HITIQ's D2C/B2C model offers an instrumented mouthguard and telehealth system with SCAT5 assessments, providing professional-level protection and recovery resources directly to families and amateur athletes



2

Emergence of a Consumer-Centric Solution

HITIQ now offers a consumer product, PROTEQT, designed for individuals, featuring an instrumented mouthguard and concussion management system with real-time monitoring and return-to-play/learn/work guidance. This meets the needs of grassroots athletes and families, opening a new market previously unserved by the business-focused approach

3

Supportive Policy and Research Trends

Government actions, such as the September 2023 Senate report advocating for a National Sport Database and concussion data collection, reinforce the importance of head injury prevention. This policy momentum supports consumer adoption of HITIQ's evidence-based solution, aligning with a broader societal push for safety

Concussion Management Technology Adoption

1

Strong Demand From Amateur Athletes Across All Levels & Ages

Amateur athletes and families, across all levels and ages, and a variety of sports prioritize enjoyment and personal wellbeing over commercial gain, creating a strong incentive to monitor and manage concussion risks effectively. This focus on self-preservation drives higher demand for concussion management technologies, such as HITIQ's PROTEQT instrumented mouthguard, which flags potential concussion risks and provides guidance, telehealth services, and immediate care options. These features resonate with players, parents, and community sports participants, making it a key driver of adoption at this level



2

Slow Demand at Elite Levels

HITIQ remains committed to providing concussion management solutions for elite athletes and organisations. High levels of testing by the relevant organisations result in slower market penetration, however HITIQ continues to make formative steps into this part of the market as demonstrated by the recent Virginia Tech contract.



Amateur and Community Sports solutions, powered by HITIQ’s elite technology



HIT·IQ

PROTEQT

Concussion
Management System

Play with confidence

Product Validation: Key Findings

We conducted thorough consumer research to align branding, features, and messaging.

CONDUCTED REAL INTERVIEWS → WITH PARENTS & ATHLETES → FROM TARGET SPORTS & COHORTS

1
Increased Awareness and Concerns about Concussion Risks

2
Parents are often ‘in the dark’ about the true impact of head knocks

3
Limited knowledge of Concussion Management protocols

4
High demand for Concussion Management Tools like HIT IQ

Feedback indicates a strong demand for the HITIQ PROTEQT product across key cohorts and sports!

“This is fantastic…certainly peace of mind for parents.”

“Reassuring for parents to know the level of impact, it sounds really good, it’s really exciting product”

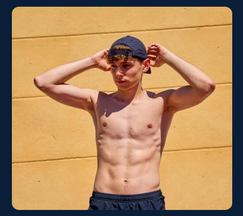
“I think that is amazing and feel it is so needed and I think its a cool innovation”

“It looks great, we have to wear a mouth guard anyway so why not put a check in there”

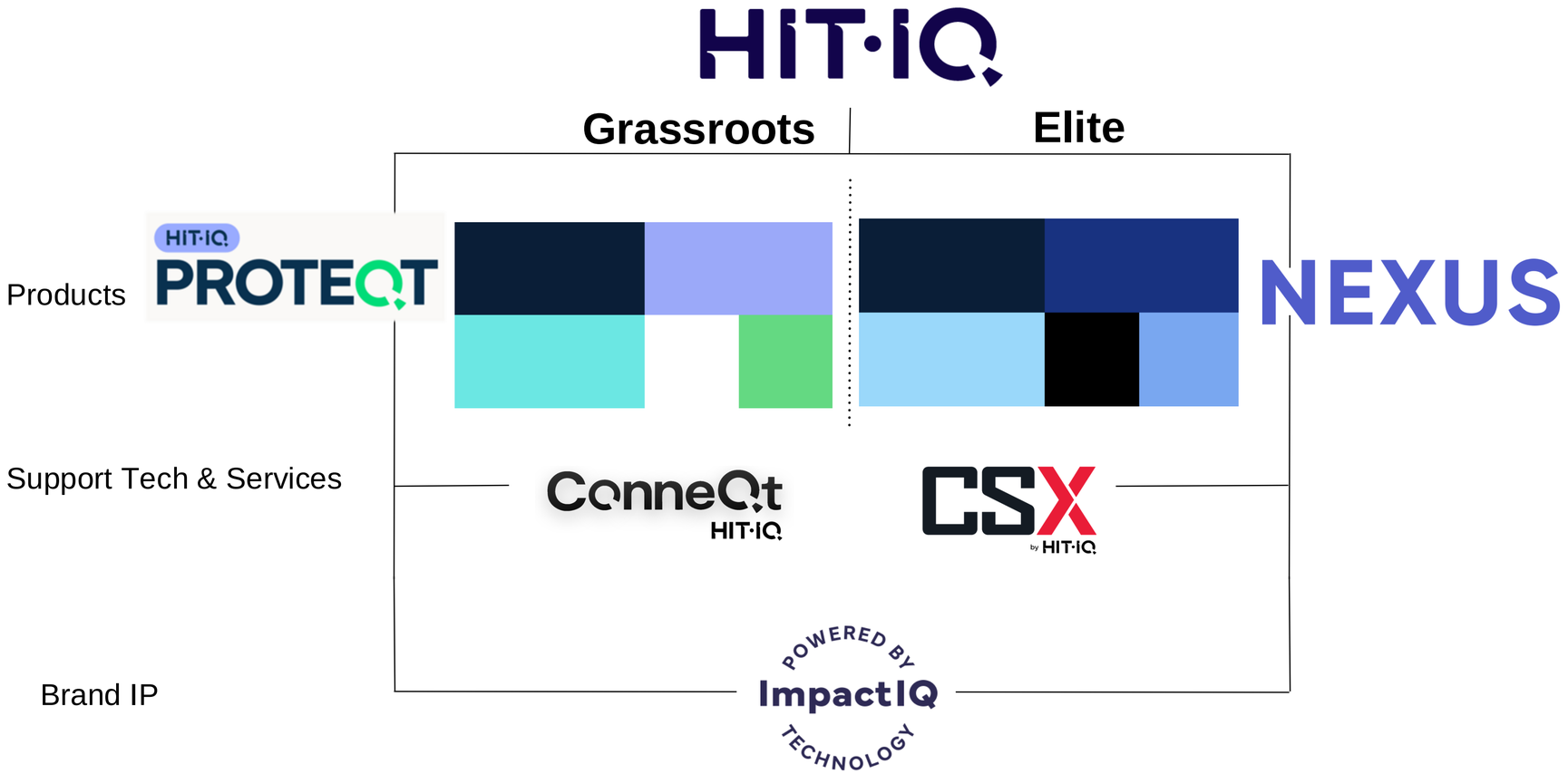
“I think it is great, really easy to use, everyone wears mouthguards so easy to incorporate”

Amateur and Community Sports Addressable Market

Over 800,000 athletes across our key sporting segments

BUYER	The Protective Parent 	The Protective Parent	Self Purchase
USER	The Rising Star 	The Aspiring Champion 	The Casual Competitor 
AGE	“Youth athletes” 10-14	“Teenagers and Young athletes” 15-19	“Amateur competitor ” 20-45
SEGMENT SIZE	225k	225k	582k

We've redesigned the HITIQ product ecosystem to access a broader consumer market.



PROTEQT How it works

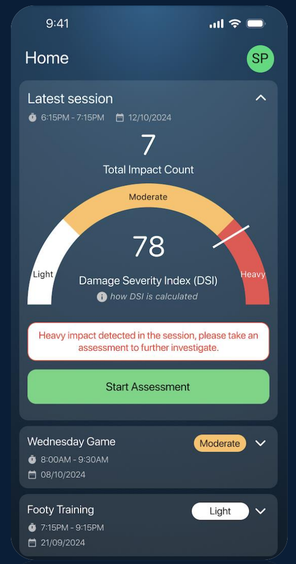
PROTEQT is your one stop shop for head impact detection, assessment and management.

Detect

head impact quantity & severity

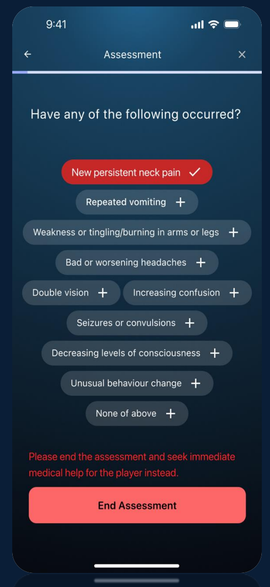


Powered by SHOCK DOCTOR



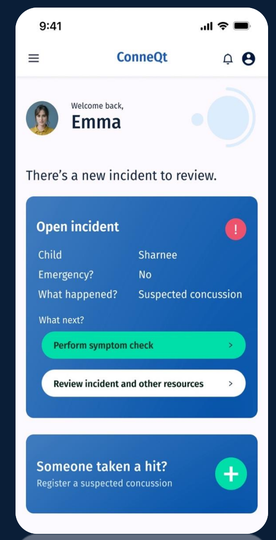
Assess

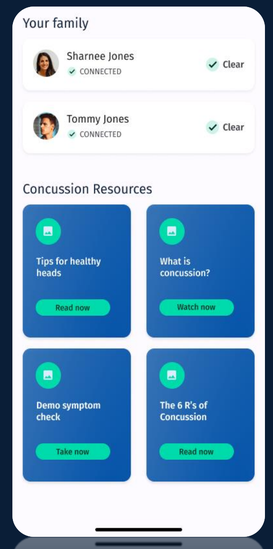
concussion symptoms in real time



Manage

return to play safely with specialist care





Powered by ImpactIQ Technology

PROTEQT An Accessible, Easy-Fit Mouthguard

HIT·IQ

PROTEQT

powered by

SHOCK DOCTOR



Did you know, globally, 95% of mouthguards are boil-and-bite fitted.

To access this substantial market, we've entered an exclusive partnership with market leaders Shock Doctor, to develop a groundbreaking instrumented boil & bite mouthguard.

Designed for comfort, protection, and impact accuracy, this innovation provides amateur and community level athletes, across all ages and levels, from Alice Springs to Melbourne, easy access and utility.



POWERED BY ImpactIQ TECHNOLOGY

PROTEQT A Clear & Engaging Product Identity

- ✓ ”PROTEQT" is designed to be straightforward and easily remembered. It aims to support athletes of all levels and provide assurance for parents.
- ✓ It combines HIT IQ's advanced Impact IQ technology with the dynamics of sport while remaining adaptable for future products or campaigns (e.g., PROTEQT Your Game and Play with Confidence).

BRAND SYSTEM

Hero Brand →

Product →

Descriptor →

Emotive Connector →

HIT·IQ

PROTEQT

Concussion
Management System

Play with confidence

POWERED BY ImpactIQ TECHNOLOGY

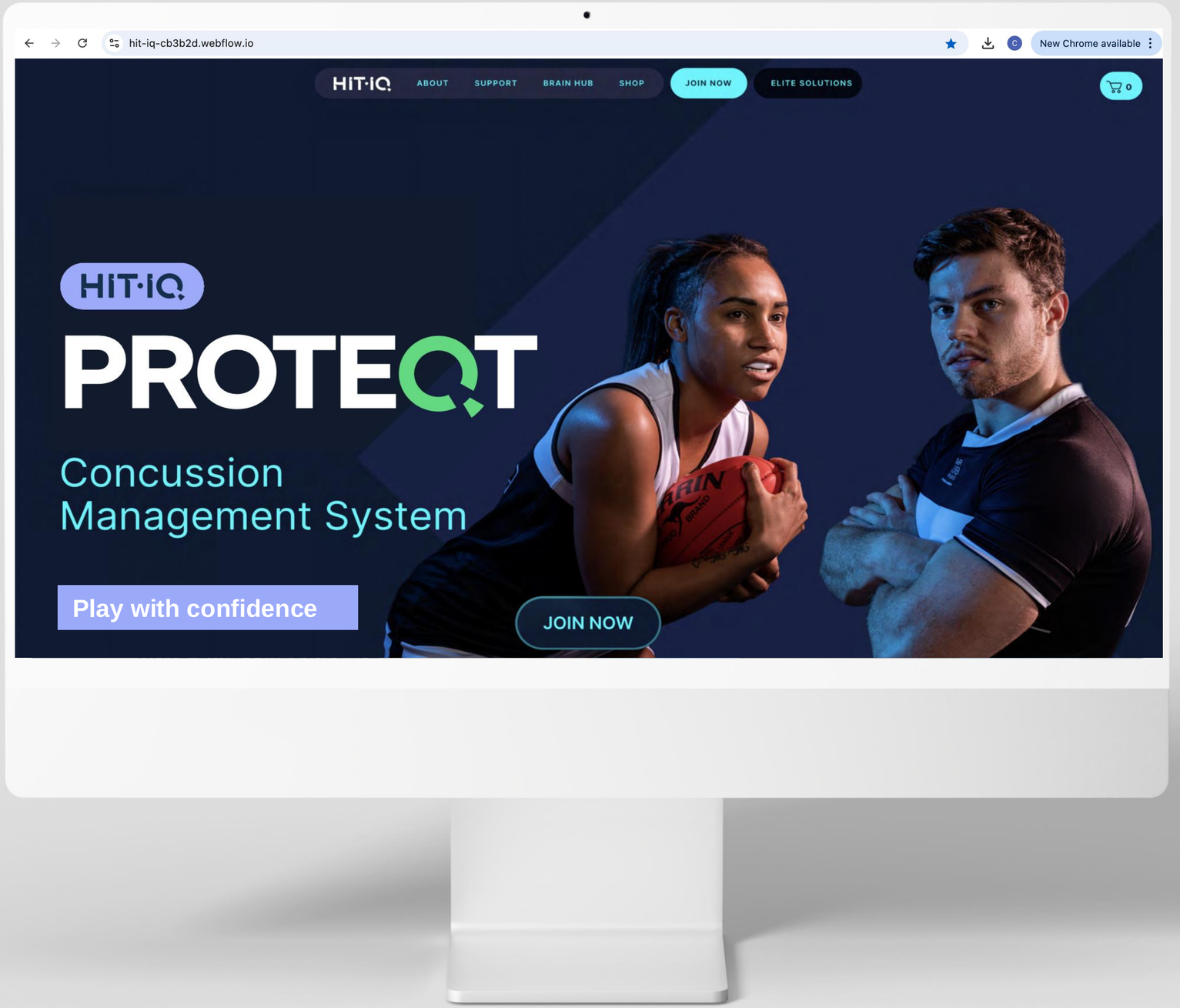


PROTEQT Packaging

The new packaging of HITIQ PROTEQT ensures a premium, reassuring, and engaging user experience from the first interaction.



New Consumer First Website



PROTEQT SaaS Model Underpins Customer Lifetime Value

After the initial purchase, users will pay an annual subscription fee that provides them with a new mouthguard each year and access to the Impact IQ technology, including the app.

Age 14



10+ years of athlete retention delivering strong lifetime value

Age 28





Y1 Single Purchase

ALL YOU NEED TO GET GOING

Your HIT IQ GO Smart Mouthguard

Charging station including USB cable and wall plug

1 Year App Subscription



Ongoing Subscription

INCLUDES

New Mouthguard every year

12 Months Access to HIT IQ GO App and ConneQt.

Latest Technology – guratanteed

Download on the App Store

GET IT ON Google Play

The HIT IQ GO app is compatible with both Apple IOS and Android

JOIN NOW

POWERED BY ImpactIQ TECHNOLOGY



PROTEQT Marketing Playbook



We'll provide confidence and peace of mind, guiding customers through our HITIQ ecosystem, driving user engagement and focussing on long-term lifetime value.

Chris Davis- Chief Marketing Officer

Customer Centricity and Targeting

Integrated Omnichannel Experience

Value Delivery and Product Innovation

To Play with Confidence







Provide Peace of Mind



A Unique & Sizable Growth Opportunity

Lucrative Growth into Addressable Markets

FY26 **Australia:**
- ✓ **~1 million** amateur collision sports players
- ✓ TAM = Y1 $349mil , recurring subscription thereafter

FY26 **UK:**
- ✓ **~5 million** grassroots collision sports
- ✓ TAM = Y1 $1.75B, recurring subscription thereafter

FY27 **US:**
- ✓ **~30 million** youth/amateur collision sports players
- ✓ TAM = Y1 $10.47B. recurring subscription thereafter

Total Addressable Market (TAM): Year one across all three regions = **$12.57B**, with **$5.36B/year** recurring at full adoption, offering significant growth potential as sales expand.

Scalable, High Margins

Scaling to grassroots volumes slashes per-unit costs and boosts profitability:

- ✓ **Production:** High-volume manufacturing of mouthguards reduces material and assembly
- ✓ **Software:** The telehealth and resource platform, a fixed-cost asset, scales with minimal added expense, increasing software margins as users grow.
- ✓ **Retention:** The annual renewal (covering mouthguard, software, and warranty) drives recurring revenue, lifting gross margins.

With increased volume, we project net **margins to consistently increase** creating a high-profit, subscription-based model.

PROTEQT Product Launch Timeline

FY25 OBJECTIVES

1 WARM & GENERATE
Market interest with consumer announcement

2 SOFT LAUNCH
Consumer product in controlled grassroots ecosystem

3 TEST & OPTIMISE
Product capability through robust customer feedback

FY26 OBJECTIVES

1 SCALE AUS MARKET
Through increased marketing channel activation

2 UK/EU LAUNCH
Through grassroots channel distribution

3 PREP FOR US FY27 ROLLOUT
Through continued product development

Soft Launch

Scale

MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT

AFL GRASSROOTS SEASON: 5 – 29

RUGBY UNION GRASSROOTS SEASON: 26 – 29

RUGBY LEAGUE GRASSROOTS SEASON: 8 – 20

Growth Strategy

Refresh Board & Executive Team with Global Focus

- ✓ Management team to be refocussed in newly corporatised structure to deliver strong financial outcomes
- ✓ New roles to be established including Chief Financial Officer, Chief Marketing Officer and Head of USA
- ✓ Board renewal process underway

Launch into the Amateur & Community Sport Market

- ✓ Launch HITIQ PROTEQT into the grassroots market, providing a Scalable, consumer-focused product that meets a clear need, backed by world-class technology and partnerships

Scale into AUS, UK/EU & US Markets

- ✓ Starting with Australia, unlock large commercial growth opportunity across key global markets
- ✓ Build support infostructure to drive product adoption and user advocacy
- ✓ Drive brand trust and community partnerships to foster strong customer loyalty and grow lifetime value \

Scale Manufacturing Capacity

- ✓ Recapitalised business to take advance of global opportunities
- ✓ Expand manufacturing capabilities to meet production expectation for B2C market
- ✓ Lower consumer price point to be affordable for all amateur sportspeople (via Boil-and-Bite product), whilst maintaining efficacy of the product

Become the Global Source for Concussion Data

- ✓ Leverage dataset to provide market leading concussion datasets to key stakeholders, including government, sporting bodies, healthcare providers and sports teams

Board & Management

Board



Earl Eddings
Executive Chairman
- Former Chair of Cricket Australia and Director of the International Cricket Council
- Non-Executive Director of Sports Tech Company MSL Solutions
- FGIA, GAICD, Grad.Dip Risk Management, B.A.S (PE)



Jennifer Tucker
Non-Executive Director
- Experienced executive and director in the consumer products and health sectors.
- Former Director of Merchandise, Bunnings and Executive General Manager, Yates (DuluxGroup).
- Non-Executive Director of National Heart Foundation, CAD Frontiers and Cranky Health.



Phil Carulli
Non-Executive Chairman
- Chartered Accountant and Managing Director of Optima Partners
- HITIQ Non-Executive Director and CFO since August 2018
- Non-Executive Director of Soar-Earth Limited



Matthew Clayworth
Non-Executive Director
- Senior Investment Advisor at Wilson's Advisory
- Representative for Harmil Angel Investments
- Previously Vice President, Morgan Stanley



James Barrie
Non-Executive Director
- Professional Company Secretary and Non-Executive Director
- Founder of Fernville Group
- Range of senior executive positions in ASX20, ASX100, microcap.

Management



Alex Patchett
Vice President- Operations USA
- 15+ years experience in healthcare
- Committed to delivering innovative solutions and exceptional results for HITIQ15+ years in healthcare and technology, starting in the dental industry.



Damien Hawes
Chief Commercial Officer
- Former Chief Commercial Officer **Catapult (ASX: CAT),** Head of League Wide and Media Partnerships & Commercial Director of GPSports Systems (acquired by Catapult in 2014)



David Erikson
Chief Technology Officer
- Experienced **medical device** product developer & technology leader with more than 20 years of experience ranging from start-ups to multi-nationals including **Intel & AMD**



Andrew Hart
Chief Financial Officer
- Experienced CFO with a strong track record of building inclusive teams, establishing scalable processes and delivering exceptional business performance



Chris Davis
Chief Marketing Officer
- Former Head of Growth of the A-Leagues, Digital Sales at Optus Sport
- 10 years consulting, designing and delivering growth marketing strategies



Yohan Jayasinghe
Head of Production
- Expertise in production, engineering, and operations.
- Instrumental in developing and producing HITIQ's hardware.
- Vast experience at delivering engineering solutions from design to deployment.

Thank You

