**ASX ANNOUNCEMENT**
**ASX: HIQ**

28 May 2025

# HITIQ Partners with AFL Barwon to Expand PROTEQT in Community Sports

## HIGHLIGHTS

- Three-year partnership with AFL Barwon, naming HITIQ as Official Concussion Technology Partner, targeting the growing concussion management market.
- Reaches over 25,000 players across 50+ clubs, accelerating PROTEQT adoption in regional Victoria.
- Broad digital and event exposure, boosting brand engagement with community sports audiences.
- Complements VAFA partnership, solidifying PROTEQT's launchpad, with further agreements in negotiation.

**HITIQ Limited** (**ASX: HIQ**) (**HITIQ** or the **Company**), a leader in concussion management technology, is pleased to announce a three-year partnership with AFL Barwon, naming HITIQ as the Official Concussion Technology Partner from 30 April 2025 to 31 December 2027. Building on the Victorian Amateur Football Association (**VAFA**) partnership, this agreement advances HITIQ's consumer market strategy, positioning the PROTEQT smart mouthguard as a cornerstone of athlete safety in regional sports.




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**AFL Barwon Partnership**

AFL Barwon oversees 25,000+ football players and 570+ teams across 50+ clubs in Victoria, with a robust digital platform and deep community ties. This partnership amplifies PROTEQT's presence through targeted campaigns and direct club engagement, meeting regional demand for innovative concussion management solutions. It aligns with AFL Barwon's focus on inclusive initiatives, such as the All-Abilities Football League, enhancing HITIQ's impact on player welfare.

**Strategic Impact**

Together with VAFA's 15,000+ players and Westfield Sports High School, this partnership strengthens HITIQ's reach in Australia's community sports market. PROTEQT, a boil-and-bite smart mouthguard, integrates advanced impact sensors, symptom assessment, and telehealth services, addressing the urgent need for accessible concussion management at the grassroots level. HITIQ targets 100,000+ athletes aged 12 and over in the first year of PROTEQT's commercial rollout, commencing this month.

Existing agreements with the AFL, United Kingdom Sports Institute, and English Premier League underpin HITIQ's elite sports credibility, fuelling its consumer market expansion. With additional community and regional football, rugby league, and rugby union partnerships nearing completion, HITIQ is poised for significant growth.

**Leadership Perspectives**

Earl Eddings, Executive Chairman of HITIQ, said:

"Partnering with AFL Barwon marks a pivotal step in delivering PROTEQT to regional athletes. Combined with our VAFA collaboration, we're building a scalable network to lead concussion management in community sports, driving substantial value for shareholders."

Lisa Patterson, Region General Manager of AFL Barwon, said:

"We're excited to partner with HITIQ as we continue to prioritise player safety and wellbeing across our region. This partnership provides access to innovative technology that strengthens our approach to concussion management and education. It reflects our ongoing commitment to embracing innovation and evidence-based practices that support the long-term health of our community."

**Driving Growth**

HITIQ is fast-tracking PROTEQT's rollout through its elite sports track record, validated technology, and partnerships with VAFA and AFL Barwon. With a strong pipeline of further agreements, the Company is set to lead the global concussion management market, delivering sustainable growth and innovation.

For further information, please contact:

Shareholders: investors@hitiq.com

**The release of this announcement was authorised by the Board.**

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**About AFL Barwon**

AFL Barwon governs football and netball competitions in Victoria, supporting 25,000+ players across 51 clubs with 1300+ teams. Committed to responsible governance, it fosters inclusive sporting environments through initiatives like the All-Abilities Football League and dedicated Indigenous, Inclusion and Mental Health awareness Rounds.