HITIQ Enters UK Consumer Market with PROTEQT Launch

11 July 2025

Key Highlights

- **UK Consumer Market Launch**: PROTEQT concussion management system launches August 4, 2025
- **NHS Integration**: Direct connection to NHS 111 telehealth services providing free assessment and guidance
- **Global Expansion**: First international consumer market entry for HITIQ's concussion management technology
- **Strategic Appointment**: Chris Lord, International Brand Manager Shock Doctor, appointed as UK Brand Liaison

Revolutionary Concussion Management System Debuts August 4

HITIQ Limited (ASX: HIQ) is pleased to announce its entry into the UK consumer market with the launch of the PROTEQT co-branded concussion management system, marking a significant milestone in the company's global expansion strategy.

Market Opportunity and Revenue Potential

The UK market presents a significant opportunity for HITIQ:

Total Addressable Market (TAM): The UK represents approximately 2.02 million participants across Rugby Union and Rugby League - the main collision sports market - with Hockey and Combat Sports also representing substantial participation levels, as previously outlined in our 12 June 2025 ASX announcement regarding additional details of the Shock Doctor manufacturing agreement.

Revenue Structure: HITIQ's business model includes both upfront product sales and ongoing annual subscription revenue. The annual subscription ensures players receive a new instrumented mouthguard each year and benefit from continuous innovation as HITIQ develops enhanced versions of the technology, keeping users on the latest and greatest system.

Production Capacity: With production underway for 2025 and manufacturing capacity for up to

100,000 units in 2026, HITIQ is positioned to meet significant market demand as adoption grows across UK community sports.

NHS 111 Integration: A Game-Changer for UK Athletes

The PROTEQT app has been specifically adapted for the UK market, incorporating integration with NHS 111 telehealth services.

What is NHS 111? NHS 111 is the UK's free, non-emergency medical helpline providing 24/7 health advice and triage services. By integrating PROTEQT with NHS 111, UK athletes gain immediate access to qualified medical professionals who can assess concussion symptoms and provide appropriate guidance - all at no additional cost to the user.

Why This Matters for HITIQ: This integration creates a unique value proposition in the UK market, as PROTEQT becomes the only concussion management system offering direct connection to the national healthcare system. This differentiation strengthens HITIQ's competitive position and may assist to drive higher adoption rates among UK athletes and their families who value such integrated healthcare solutions.

Strategic Brand Liaison Appointment

HITIQ has engaged Chris Lord, European Brand Manager for Shock Doctor, to act as UK Brand Liaison following formal authorisation from United Sports Brands (USB) Europe. The liaison appointment facilitates joint marketing initiatives, PR coordination, and brand alignment between HITIQ and Shock Doctor across the UK market, ensuring all activities remain aligned with the co-branded product strategy.

Leadership Statements

Earl Eddings, Executive Chair, HITIQ: "Our UK market entry represents a pivotal moment for HITIQ as we expand our revolutionary concussion management technology into global consumer markets. The UK launch demonstrates our ability to adapt elite-level technology for community athletes while integrating seamlessly with established healthcare frameworks like NHS 111. This marks the beginning of HITIQ's international growth strategy, bringing proven technology to rugby and contact sports communities worldwide."

Chris Lord, International Brand Manager Shock Doctor - Sales and Marketing and UK Brand Liaison for HITIQ: "I'm excited to support HITIQ's global expansion and the introduction of groundbreaking concussion management technology to UK athletes. The PROTEQT system's integration with NHS 111 services creates an unprecedented safety solution, combining Shock Doctor's proven chassis design with HITIQ's advanced sensor technology and direct access to qualified medical guidance."

Market Impact and Global Growth Strategy

The upcoming UK launch positions HITIQ to serve contact sports communities worldwide, with the UK serving as a strategic entry point for broader international growth. The system extends elite-level technology to international consumer markets, offering community athletes worldwide advanced concussion management capabilities previously available only at professional levels.

For further information, contact: Shareholders: investors@hitiq.com

This announcement is authorised by the Board of HITIQ Limited.

About HITIQ

HITIQ Limited (ASX: HIQ) pioneers concussion management technology, delivering smart mouthguards and software for sports, clinical, and research applications globally. Its PROTEQT system enhances athlete safety across elite and community sports.

About Shock Doctor

Shock Doctor, a company under the umbrella of United Sports Brands, is the world's #1 mouthguard brand, available in over 20,000 retail locations. Trusted by athletes globally, it delivers innovative, performance-driven protection.