ASX ANNOUNCEMENT
ASX: HIQ

15 October 2025

US Roadshow – Presentation Slides

HITIQ Limited (**ASX: HIQ**) (**HITIQ** or the **Company**), a leader in concussion management technology, advises Executive Chair, Earl Eddings, and Non-Executive Director Matthew Clayworth will be undertaking a roadshow to potential investors and customers in the US this week.

Copies of the slides to be presented are attached.

For further information, please contact:

Shareholders: investors@hitiq.com

The release of this announcement was authorised by the Board.

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HIT·IQ

PROTEQT

Concussion Management System



End-to-End Brain-Health Surveillance & Management

Turning head-impact data into safer decisions

October 2025

Earl Eddings- Executive Chairman
Email: earl@hitiq.co

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Executive Summary

Data flywheel advantage in a multi-billion US sports health market.

1. What We Do – Brain-Health Surveillance

- **Problem:** Head impacts are often missed in the moment; coaches/parents lack auditable return-to-play workflows.
- **Solution:** Boil-and-bite smart mouthguard + app + telehealth that identifies head impacts, flags risk, and manages recovery with a trackable incident history.
- **Guardrail:** Brain-health surveillance & risk mitigation — not prevention or diagnosis.

2. Why Now & Why Us The Reset + Proof

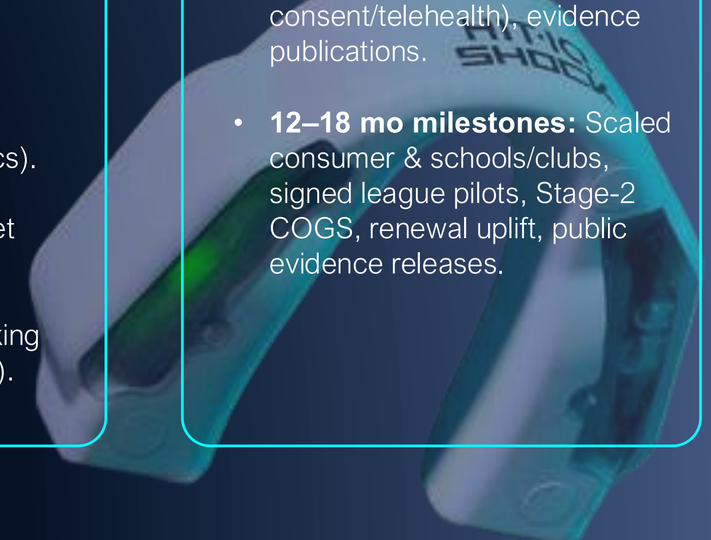
- **Reset:** New leadership; consumer product live; scalable sensor board (volume manufacturing).Immediate fit: Boil-and-bite = instant activation (no lab wait) → faster adoption & reviews.
- **Independent validation**: Lab (Virginia Tech), Field (70k+ video-verified impacts), Biomarkers (Monash).
- **Defensibility:** Retail-grade engineering, largest labelled dataset, privacy-by-design, and insider understanding of sports procurement.

3. US Go-to-Market Consumer → Schools/Clubs → Leagues

- **Ladder:** Consumer retail & e-comm → Schools & clubs (coach portal, consent/telehealth) → League pilots (off-season) → multi-year agreements.
- **Who buys & why:** Parents/athletes (safety, incident history) • Coaches/ADs (workflow, auditability) • Leagues (governance/liability optics).
- **Signals today:** In-market usage, retail onboarding, repeat use, ambassador momentum (forward-looking items subject to contract).

4. Market & Plan Multi-Billion US Opportunity, Clear Milestones

- **Opportunity:** Multi-billion US market for devices and recurring software.
- **Use of funds** (18–24 mo): US GTM, manufacturing scale & COGS, product & data (coach/league tools, consent/telehealth), evidence publications.
- **12–18 mo milestones:** Scaled consumer & schools/clubs, signed league pilots, Stage-2 COGS, renewal uplift, public evidence releases.



The Problem: head impacts are missed, decisions lack objective data

The Problem: A Crisis in Grassroots Sports

- Fear of concussion is driving declines in youth sport participation. [4][5]
- 100,000+ concussions annually in Australia; up to 70% go undetected. [1]
- Parents and clubs are losing confidence → safety, participation, and liability pressures. [6][7]

Our Solution: Democratizing Concussion Care

- PROTEQT delivers elite-grade head-impact identification and management workflow to every level of sport—combining advanced sensors, real-time analytics, and telehealth to make head-impact events visible, auditable, and actionable. [8][9]





Why Now? scalable tech, consumer go-live, and policy pressure

Sports procurement is seasonal and multi-stakeholder. Our plan begins consumer/grassroots first where adoption cycles are shortest, then leverages data & trust to enter leagues

1. Breakthrough Innovation Enabling off-the-shelf Scalability

Streamlined Sensor board built into Global mouthguard leader's Shock Doctor EasyFit (Boil & Bite) mouthguard



OFFICIAL MOUTHGUARD
SHOCK DOCTOR
INNOVATION PARTNER

2. Consumer Product Just Launched

PROTEQT Now in market. Additionally, elite appetite is growing — we have experience to re-enter pro tiers.



3. Policy/Liability Awareness is Rising

stakeholders need objective, auditable workflows.



Product Snapshot

World first, end-to-end concussion management solution, empowering athletes to play with confidence and giving parents peace of mind.

Secure, Scalable Analytics – powering athlete, club & industry insights

How PROTEQT works

1. Detect

Embedded sensors in the Shock Doctor PROTEQT mouthguard measure linear and rotational forces in real time, capturing critical data often missed on the field.



2. Assess

Impact data is automatically analysed in the PROTEQT app, flagging concussion risk, tracking symptoms, and building a complete incident record for coaches, parents, and clinicians.



3. Manage

Seamless telehealth integration enables guided recovery and return-to-play, closing the loop from on-field events to medical care.



US Market + Global Growth Opportunity



Single PROTEQT Purchase

TAM ~$5.0B — pricing $250 device. [13][14][15][16][17]

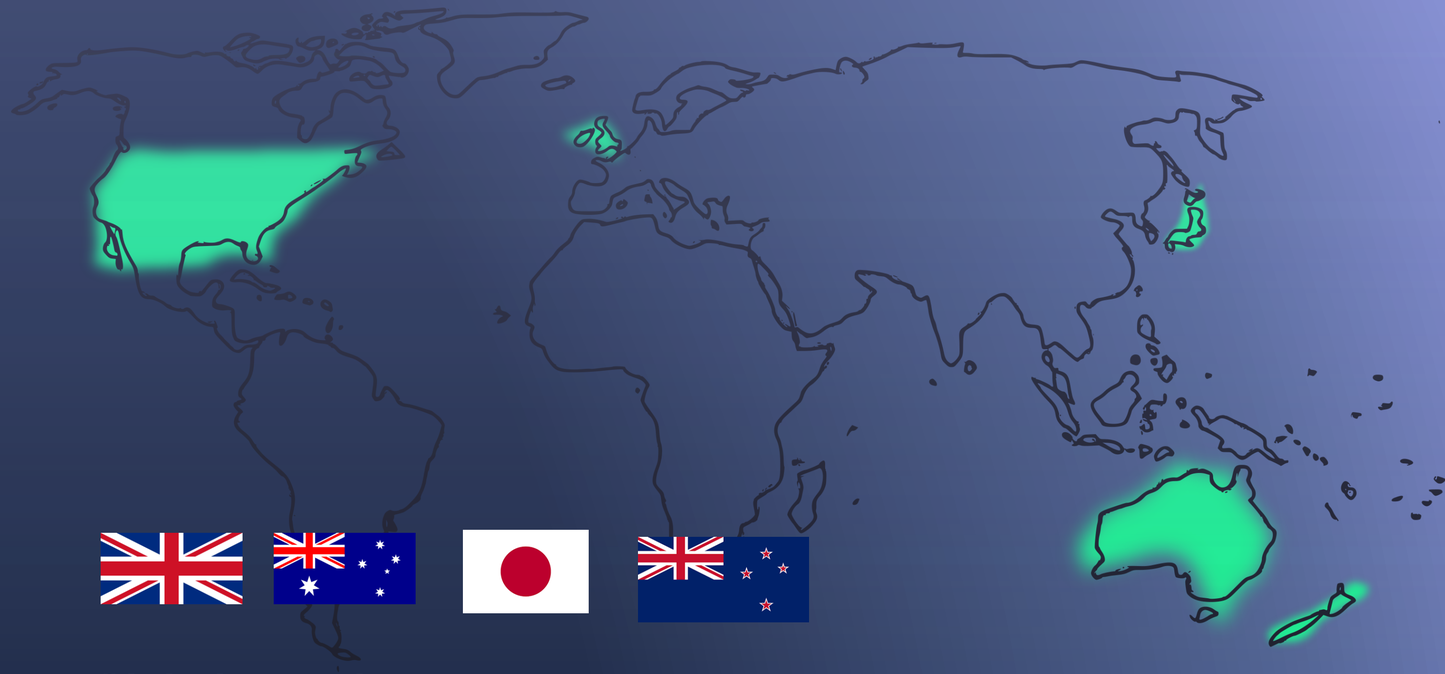
Annual Ongoing Subscription

TAM ~$2.1B/yr — pricing $100 ARPU. [13][16][17]

US 5-Year Modelling (100k Baseline units per year)

≈ $198.2M

- 100k units/yr): $250 includes Year-1 software; $100/yr renewals at 85% renewal.
- Yr1–Yr5: $25.0M, $33.5M, $40.7M, $46.9M, $52.1M



Global growth

TAM ~$12.6B devices + ~$5.3B/yr subscriptions potential

Scale beyond the US.

- Priority regions: UK, AU, JP, NZ, localized via country participation datasets. [18][19][23][24][25]

Validation: Lab, Field, Biomarkers, Battle-tested tech

PROTEQT technology was forged and battle-tested in the arena of professional collision sports globally.

Lab Validation

- Independently tested at Virginia Tech Helmet Lab. [8]
- Exceeded validation thresholds across all metrics (PLA, PRV, PRA). [8]



Field Validation

- Proven reliable in live gameplay with video-verified ground truth. [8][10]
- 93.6% sensitivity detecting head impacts. [8]
- 98.3% accuracy (PPV) during gameplay. [8]





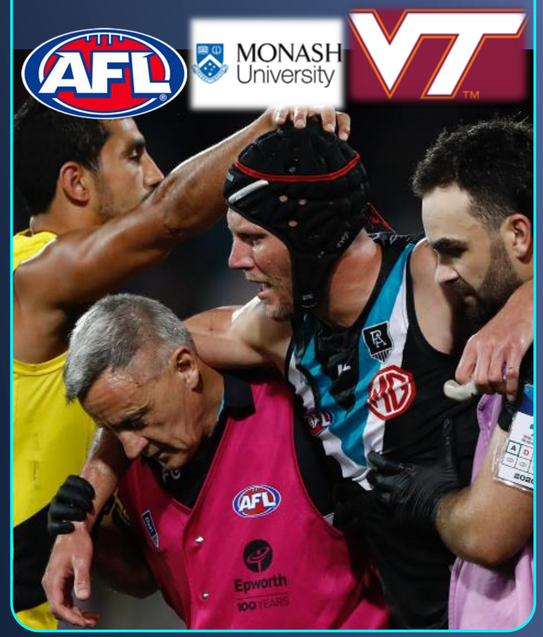
Biomarker Validation

- Monash AFL/AFLW studies: high sensitivity, low false positives. [9]
- Linked measured impact exposure to brain-injury biomarkers, confirming medical relevance. [9]



Battle Tested in the Pros. Proven At Scale

- 70,000+ video-verified head impacts assessed across codes.
- Trusted by elite programs (e.g., AFL, Monash, Virginia Tech). [8][9][10]



The HIT·IQ MOAT

A defensible end-to-end system: exclusive hardware + proprietary data + integrated software at retail scale

Exclusive Hardware

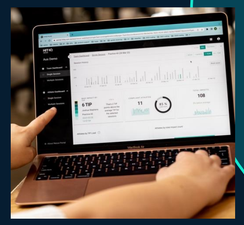
- ✓ Exclusive global partnership with Shock Doctor.



Only scalable boil-and-bite at volume → **immediate use** vs custom-lab weeks

Proprietary Data

- ✓ Proprietary datasets = clinical flywheel.



Integrated Software

- ✓ Integrated workflow: hardware + software + SCAT6/DSI telehealth.



Defensible Competitive Advantage

Competitor Market reality

- Two players: HITIQ (boil-and-bite; immediate fit; scalable) vs Prevent (custom-lab; multi-week workflow).[12]

Implications

- First to mass adoption wins the data flywheel → better models → better UX → more league leverage.

1. Proprietary Sensor Platform

Patented, in-mouth technology validated in elite programs captures granular, real-time impact data that competitors cannot easily replicate.

2. Data Network Effect

With **70,000+ verified impacts** and counting, PROTEQT holds one of the world's largest proprietary concussion datasets. Every new user strengthens our insights and deepens our structural advantage.

3. Full-Stack Ecosystem

By integrating hardware, analytics, clinical workflows, and telehealth, PROTEQT delivers a complete solution where competitors offer only single-point tools.

4. Sticky and Scalable

Once deployed athletes, clubs and schools rely on longitudinal data and recovery tools — embedding PROTEQT into their workflows and raising switching barriers.

5. Positioned to Lead a $12.6B Market

Combining device revenue with recurring data and telehealth services, PROTEQT is positioned as the trusted category leader as regulation, awareness, and liability pressures rise.



Activation to Adoption: US GTM & Proof

Cracking sport with a US-first playbook: instant boil-and-bite activation → grassroots proof → league leverage.

1. Why now

- Sport is hard to sell into (seasonality, multi-stakeholder approvals, risk-averse) — we're insiders, not outsiders.
- Boil-and-bite = immediate activation → real reviews → grassroots proof → leverage up to leagues.
- Now vs before: scalable sensor board; consumer product live; elite appetite returning; privacy/governance built-in.[12]



2. US GTM motion

- Consumer retail & e-comm — instant fit, UGC, fast feedback loops.
- Schools & clubs — packs, coach portal, telehealth workflow, auditable incident history.
- League pilots (off-season) — procurement-aligned trials; dashboards; data-driven ROI → multi-year agreements.



3. Proof so far

- Consumer product launched and in market across multiple regions.
- Retail onboarding progressing; channel partners ready for scale.
- Independent validation complete: lab (Virginia Tech), field (video-verified), biomarkers (Monash). [8][9]



4. Adoption signals

- Positive early adoption in consumer & grassroots (schools/clubs) with repeat usage and strong feedback.
- Frictionless fit accelerates time-to-value vs custom workflows. [12]
- Ambassador & content building awareness and trust. [21]

Today 7NEWS





Roadmap, Revenue Mix & Use of Funds

We'll drive US-first growth by seeding users with hardware, compounding high-margin subscriptions, and deploying funding into GTM, manufacturing scale, product/data, and clinical proof to deliver scaled consumer & schools/clubs, signed league pilots, Stage-2 COGS, and renewal uplift

1. Sequencing
(procurement-aware; US pull-forward option)

- UK hard launch: Sep '25
- AU/NZ: Feb '26
- North America: Feb '27 (option: pull forward late FY26 with incremental capital).
- Match code calendars; sell off-season; show live user data, not promises.

2. Revenue mix path

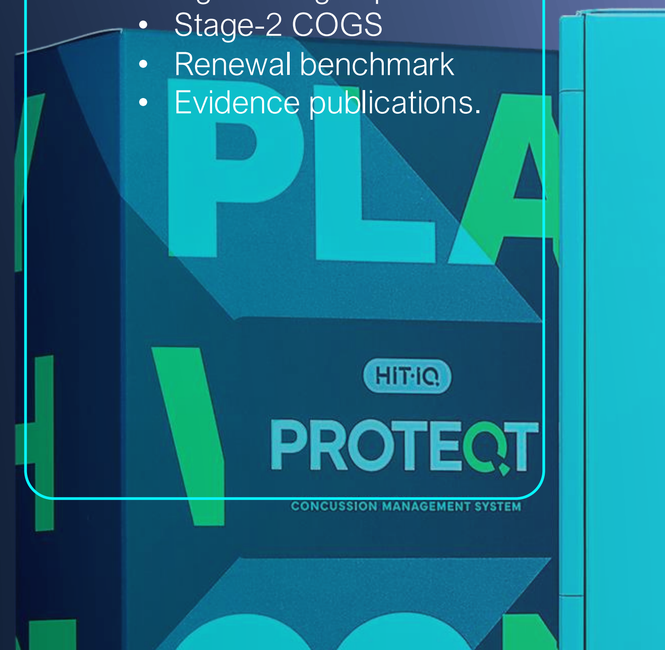
- Hardware ($250) seeds users and incident history.
- Software ($100/yr) compounds via renewals; margin improves as mix shifts.
- COGS step-down with Stage-2 manufacturing.

3. Use of funds (18–24 months)

- US GTM (consumer marketing, retail enablement, school/club sales pods, league BD).
- Manufacturing scale & COGS (tooling, yields, QA).
- Product & data (coach portal, league dashboards, consent/privacy, telehealth).
- Clinical & regulatory (US-centric evidence publications). [8][9]

4. 12–18 month milestones

- Consumer channels scaled
- School/club footprint
- signed league pilots
- Stage-2 COGS
- Renewal benchmark
- Evidence publications.

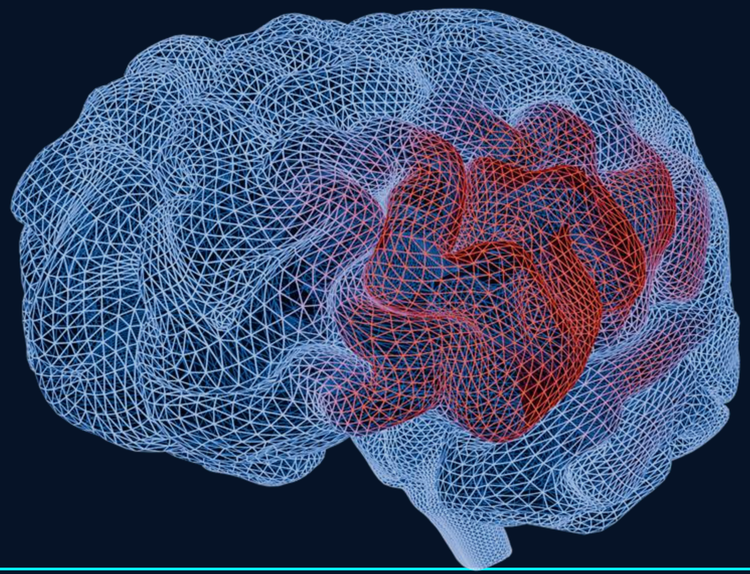


Candid Context & Risk Mitigation

We've reset the company (new leadership, scalable consumer product) and are now executing a US-first brain-health surveillance strategy—driving off-season league pilots, education/telehealth adoption, a steady validation cadence, Stage-2 COGS + software mix improvements, and privacy-by-design going forward.

Candid context

- **~10 years in market:** publicly listed; leadership change complete.
- **Past constraints:** no consumer product and non-scalable workflow — now fixed.
- Focused on brain-health surveillance & risk mitigation (no prevention/diagnosis).



Risks & mitigations

- **League procurement cycles** → beachhead in consumer/schools; sell off-season; pre-commit pilots.
- **Behaviour change & education** → coach/parent toolkits; telehealth workflow; ambassadors. [21]
- **Category noise** → independent lab + field + biomarker validation; public data releases. [8][9][10]
- **Hardware margins** → Stage-2 manufacturing; software mix shift. Youth privacy → privacy-by-design; consent flows; school/league protocols.



Board & Management

Execution is about people. We have experienced leadership, global expansion capability, and governance that reduces execution risk

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



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)



Tom Christian
Head of Product
- Canberra Raiders: Managed athlete performance and health Technology Lead and Sports Scientist/Physiotherapist.
- Sports Tech Expert: background in technical support and management for companies like Catapult Sports and GPSports Systems.



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.



Mikayla Winfield-Smith
Customer Support Specialist
- Key member of HITIQ's customer support team, specialising in client service and technical assistance.
- Enhances user satisfaction and drives operational excellence through a collaborative approach.



Tash Reeve
Community Activations Coordinator
- Supports HITIQ's community sports initiatives, coordinating activations, events, and outreach with local clubs and players.
- Brings enthusiasm and strong organisational skills to enhance delivery of grassroots projects and community impact.

Thank You



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