ASX ANNOUNCEMENT

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HITIQ Secures Exclusive Three-Year National Partnership with Hockey Australia

Key Highlights

- Exclusive Partnership: HITIQ appointed the exclusive *Official Player Safety Partner* of Hockey Australia for three years
- National Reach: Over 105,000 registered participants (source: Hockey Australia), with approximately 92,000 players aged 12+ targeted for HITIQ's player-safety technology
- Revenue Opportunity: Partnership represents a circa $20–25 million multi-year revenue opportunity from hardware sales and repeat purchases as players upgrade or replace units as part of ongoing longitudinal brain-health monitoring
- Elite Integration: Hockeyroos and Kookaburras to adopt PROTEQT™ technology for training and competition
- Strategic Milestone: HITIQ's first national governing-body partnership in Australia
- Scalable National Model: Creates a template for expansion into additional sports and federations

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Partnership Overview

HITIQ Limited (ASX: HIQ) is pleased to announce an exclusive three-year partnership with Hockey Australia, commencing in 2026. The agreement designates HITIQ as the organisation's *Official Player Safety Partner* and integrates PROTEQT™ across Australia's entire hockey pathway — from grassroots participation through to elite high-performance programs.

Hockey Australia oversees one of the largest structured participation bases in the country, with more than 105,000 registered players. Approximately 92,000 of these players are aged 12+, representing the primary demographic for PROTEQT™. Hockey Australia strongly endorses mouthguards as essential safety equipment. This partnership elevates that standard by embedding a technology-enabled safety framework supported by education, monitoring tools, and player-welfare resources.

Total Addressable Market (TAM) & Revenue Opportunity

This exclusive partnership provides HITIQ with prioritised access to Hockey Australia's 105,000 registered players (source: Hockey Australia), including approximately 92,000 players aged 12+ who form the core target market for PROTEQT™.

The partnership represents a circa $20–25 million multi-year revenue opportunity, driven by:

- Hardware sales, and
- Repeat-cycle purchases as players upgrade or replace PROTEQT™ units to maintain longitudinal tracking of their head-impact exposure.

This commercial model aligns with HITIQ's broader strategy of embedding its technology within nationwide sporting ecosystems. Revenue is expected to be realised over the three-year term through unit sales, device refresh cycles, optional upgrades, and potential expansion of player-education initiatives. The partnership provides a scalable blueprint for extension into additional sports.

Elite Program Integration

Australia's national teams — the Hockeyroos and Kookaburras — will utilise PROTEQT™ across training and competition environments. This rollout will provide coaches, high-performance specialists and medical staff with objective data on individual and team head-impact profiles.

Elite adoption also enables the development of educational content and player-facing engagement tools, lifting awareness of head-impact management across the wider hockey community.

Strategic Significance

This agreement represents a major milestone in HITIQ's strategy to embed PROTEQT™ within structured, high-participation national sports. As HITIQ's first exclusive partnership with an Australian national governing body, it provides powerful validation at both community and elite levels.

By unifying player-safety practices across hundreds of clubs and all performance tiers, the model expands PROTEQT™'s visibility, adoption and data-collection footprint. It also enables the long-term development of population-level datasets on head-impact exposure across age groups and competition levels — insights relevant to broader national and international player-welfare discussions.

Market Context

Hockey is a fast-moving, high-skill and physically demanding sport played widely across Australia, involving frequent close-contact scenarios where head impacts can occur. As a result, hockey is a natural adoption environment for PROTEQT™'s advanced player-safety technology.

The Hockeyroos and Kookaburras — two of the most recognised and consistently successful national teams globally — provide an influential platform for demonstrating the application and value of HITIQ's technology.

Leadership Commentary

Earl Eddings, Executive Chair, HITIQ

"Partnering with Hockey Australia as their exclusive Official Player Safety Partner is a significant milestone for HITIQ. This agreement enables the deployment of world-class brain-health monitoring technology across one of Australia's largest and most successful participation sports. With more than 92,000 players aged 12+ in the core target group, this partnership allows us to support safer participation at every level of the game."

David Pryles, CEO, Hockey Australia

"Player wellbeing is central to our mission. Integrating PROTEQT™ across our pathways empowers participants with better information, education and tools for managing head-impact risk. This partnership allows us to uplift safety standards across the sport — from grassroots to high performance."

About Hockey Australia

Hockey Australia is the national governing body for hockey in Australia, representing over 105,000 registered players and overseeing the internationally recognised Hockeyroos and Kookaburras.

About PROTEQT™

Developed in partnership with Shock Doctor, PROTEQT™ is HITIQ's instrumented mouthguard and analytics platform designed to support detection, assessment and management of head-impact exposure through real-time impact data. PROTEQT™ is targeted at players aged 12+ and supports longitudinal brain-health monitoring.

About HITIQ

HITIQ Limited (ASX: HIQ) develops advanced concussion-management and player-safety technologies for sport, clinical and research environments.

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