ASX ANNOUNCEMENT

5 March 2026

PROTEQT™ Launches Across Major Retail Networks with National Marketing Campaign

Multi-Channel Distribution and 1,000+ Advertisement Campaign Drive Market Expansion

Key Highlights

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• Multi-Channel Retail Expansion: PROTEQT™ now available through rebel stores, Chemist Warehouse Marketplace, and Amazon Marketplace Australia

• Major Marketing Campaign: Sports Entertainment Network agreement delivering 1,000+ advertisements across February-May 2026

• International Sales: First international rugby club order (80 units to Kinross Rugby Club, Scotland) demonstrates initial interest in global rugby markets

• Electronics Retail Partnership: NARTA agreement provides access to major Australian electronics retailers

Retail Distribution Expansion

HITIQ Limited (ASX: HIQ) is pleased to provide shareholders with an update on PROTEQT™'s retail distribution expansion and marketing campaign launch.

PROTEQT™ is now available through multiple complementary channels:

Direct-to-Consumer - HITIQ.com

Sporting Goods - rebel stores nationwide and online platform

Health & Wellness - Chemist Warehouse Marketplace

E-Commerce - Amazon Marketplace Australia

Electronics Retail - NARTA agreement provides access to major Australian electronics and technology retailers

This multi-channel strategy maximises market coverage across sporting goods, health & wellness, e-commerce, and technology retail categories.

National Marketing Campaign

HITIQ has executed a marketing agreement with Sports Entertainment Network (SEN), Australia's largest sports radio network, running February through May 2026. The campaign delivers over 1,000 commercial advertisements across Melbourne, Sydney, and Brisbane networks, with integration into premium AFL and NRL broadcast programming. The campaign targets contact sports participants, coaches, and safety-conscious parents during peak equipment purchasing periods.

Sales and International Expansion

Sales have been generated across national sporting organisation partnerships, direct-to-consumer channels, retail distribution, community sports clubs, and elite sports programmes, with sales accelerating as retail distribution expands and the 2026 contact sports pre-seasons commence.

HITIQ has also secured its first international rugby club order, with Kinross Rugby Club in Scotland purchasing 80 PROTEQT™ units. This demonstrates initial interest from established rugby markets and provides a reference customer for broader international expansion discussions.

Leadership Commentary

Earl Eddings, Executive Chair, HITIQ:

"This update demonstrates momentum building behind PROTEQT™ across distribution, marketing, and

sales. Our multi-channel retail strategy provides comprehensive market coverage, whilst the Sports Entertainment Network campaign delivers targeted exposure during peak engagement periods. Sales are accelerating as our first major marketing campaign reaches target audiences during the critical pre-season purchasing period. The Kinross Rugby Club order shows early interest from international rugby markets. Together, these developments position PROTEQT™ for continued growth as we execute our commercialisation strategy."

About PROTEQT™

PROTEQT™, co-developed with Shock Doctor, is HITIQ's concussion management and athlete safety solution that delivers real-time head impact data through an instrumented mouthguard and analytics platform.

About HITIQ

HITIQ Limited (ASX: HIQ) develops concussion management and athlete safety technology for sport, clinical, and research applications worldwide. The company combines smart mouthguards and analytics platforms to deliver data-driven safety solutions.

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