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AFL SIGNS MULTI-PRODUCT DEAL WITH HITIQ

- > **AFL to use HITIQ's head impact and concussion management technologies in the upcoming 2024 season**
- > **Partnership covers both AFL & AFLW competitions, as well as VFL & VFLW competitions**
- > **Partnership represents approximately 60% of reported operating revenues in FY 2023**
- > **Secures HITIQ's position as the leading provider of sports-related concussion technology in Australia**

HITIQ Limited (ASX: HIQ) (HITIQ or the Company) today announces it has executed a strategic partnership with the Australian Football League (AFL) to supply both its Nexus head impact sensor technology and concussion management platform to the AFL and AFLW competitions for season 2024.

Commenting on the deal, HITIQ Chief Commercial Officer, Damien Hawes, said: "We are thrilled to broaden our collaboration with the AFL, which represents approximately 60% of reported operating revenues for last year. This agreement, encompassing multiple products, reflects the AFL's growing commitment to player safety and wellbeing whilst validating the value our technology brings to the AFL's progressive concussion management practices across different levels of the sport."

The AFL deals are in the form of two 12-month agreements to cover the 2024 season. One agreement for the concussion management platform (approximately 1/3rd of total revenue across both agreements) which is payable up-front and one for the Nexus head Impact sensor technology (balance 2/3rd) which is payable in two equal instalments, 50% up-front with the balance payable on or before 30 June 2024. Standard commercial terms and conditions apply, including termination by either party if there is a breach in any material term of the agreement.

HITIQ's industry leading concussion management platform (CSX) will be mandated for use in the AFL and AFLW and offered for use within the VFL and VFLW competitions.

Implementing HITIQ's world class Nexus head impact sensor technology will allow for the capture and detailed analysis of head impact exposure across the AFL and AFLW competitions.



The use of HITIQ's head impact technology and concussion management platform in this way directly correlates to the recent recommendations by the Australian Federal Parliament Senate Inquiry. Further, HITIQ will continue to take a leadership role in the area by providing access to this world leading technology via the rollout of its consumer product offering Smart Mouthguard and ConneQt concussion platform. More information may be found here: <https://www.hitiq.com/hitiq-smart-mouthguard>.

AFL General Counsel Stephen Meade said "For the AFL, the safety and health of our players is of paramount importance. The AFL is committed to mitigating risk of head impacts across the game, including by taking steps that support the players' health with the best available tools, and rigorous protocols harnessing the power of health technology and evidence-based research. Our partnership with HIT-IQ is an important component in enabling us to fulfill these objectives".

About HITIQ's Nexus

Instrumented Nexus mouthguard - Embedded in a custom fit, custom calibrated mouthguard, HITIQ's independently validated impact sensor captures the frequency, location and intensity of all head impact exposures. For further information please visit: <https://www.hitiq.com/nexus>

About HITIQ's Concussion Management Platform (CSX)

CSX is a cognitive assessment aid that helps track individuals' brain health over time and screen for sudden changes after a potential brain injury that may require additional medical attention. For further information please visit: <https://www.hitiq.com/product/concussion-return-to-play-management>

This announcement is authorised for release by the HITIQ Board.

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For more information, contact: investors@hitiq.com



About HITIQ

HITIQ has an evidenced-based brain care solution company deploying world-class technologies.

Our solutions include a sensor-enabled mouthguard to an AI-enabled data analytics interface and, best in class return to play/work support software.

Our technology enables data driven decisions for thousands of professional and amateur sports players who experience brain impacts, empowers clinicians who care for their brains and enhance concussion management policies for progressive leagues around the globe.

Our customers include the Australian Football League (AFL), English Premier League (EPL), and the National Rugby League (NRL), along with numerous other teams in a variety of sporting codes. We also service universities and research organisations studying the impacts (both short and long-term) of repeat head impacts.