



## MyFiziq Completes Definitive Agreements with MVMNT Inc.

**MyFiziq Limited (ASX: MYQ)** (“MyFiziq” or the “Company”) is pleased to announce that the Company has signed definitive agreements with **MVMNT Inc.** (“MVMNT”), which is the digital delivery arm of FitLab LLC.

As MyFiziq’s flagship technology will be integrated into MVMNT’s core mobile technology platform, the MyFiziq solution will be made available to all subscribers within MVMNT’s branded digital training experiences. Commencing with 3 initial previously announced platforms, Mayweather Boxing & Fitness, McGregor F.A.S.T. and Fitocracy.

The first MVMNT partners to integrate MyFiziq’s technology include Floyd Mayweather Boxing and Fitness, McGregor Fast by Conor McGregor, and Fitocracy. With a current combined Instagram reach of over 50 million people globally between Floyd Mayweather and Conor McGregor, MVMNT is confident in the potential of its digital training offerings and the additional value that will be brought to fitness consumers by the integration of the MyFiziq technology.

The terms of the formal agreement and pricing are disclosed as follows.

### Summary of Material Terms of Contracts:

Item	Summary/Details
Parties	MyFiziq Limited (MYQ) MVMNT Inc. (MVMNT)
Conditions Precedent	None
Contracts	MYQ Commercial Contract MYQ Data Processing Agreement MYQ Software Development Kit End User License Agreement MYQ Support Agreement
Description	The MYQ Commercial Contract is the main commercial agreement between the parties pursuant to which MYQ agrees, inter alia, to grant a licence to MVMNT to use MYQ’s licensed software development kits, and related intellectual property to integrate them into the MVMNT platform/technology. In return, MVMNT has agreed to pay certain user fees, data storage fees, and support fees to MYQ.  The MYQ Software Development Kit, End User License Agreement, MYQ Data Processing Agreement and MYQ Support Agreement are supporting agreements related to the MYQ Commercial Contract.
Financial Impact	MYQ does not expect any immediate material financial return as a result of entering into these agreements.  MYQ expects to start generating licence and other fees from the commercial arrangement in the future (which cannot be forecast at this time).



Initial Term	2 years, each term shall be renewed for consecutive further terms of 1 year each (unless terminated at least 90 days prior to expiry of the term).
Termination	The contracts may be terminated in the event that the counterparty is in material breach, suffers an insolvency event or sells its business or a majority of the shares in the counterparty (i.e. change in control). There is no termination for convenience clause.
Governing Law	Western Australia

Under the terms of the Definitive Agreements, MyFiziq will be paid the following volume-based pricing:

**Monthly subscriber fees**

<i>Number of Active Users</i>	<i>Price per Month, per User</i>
0 – 999,999	US\$1.50 per month per user
1,000,000 – 2,999,999	US\$1.00 per month per user
3,000,000 or more	US\$0.80 per month per user

Where new opportunities arise, separate Additional Commercial Contracts shall be created with specific terms for that opportunity including pricing terms as mutually agreed by both parties.

Initial target user numbers under the agreements are as follows.

- Fitocracy; 500,000 active users per month
- Mayweather Boxing & Fitness: 410,000 active users per month.
- McGregor F.A.S.T.: 250,000 active users per month.

NB: the user targets specified above are on a best endeavours basis and set as an initial 12-month target by the partner. MyFiziq relies on the partner to achieve the target numbers undertaken in the definitive agreements.

**About MVMNT**

MVMNT creates integrated fitness solutions with iconic athletes and sport brands. MVMNT has developed a turnkey platform that includes proprietary brand technology, combined with gym franchise operations, branded merchandise and experiential events, resulting in high-value digital and physical training experiences built together from the outset for fitness consumers globally.

\*This announcement has been approved by the board of MyFiziq Limited.

**For more information contact:**

**Vlado Bosanac,**  
Chief Executive Officer  
**MyFiziq Limited**  
E: [admin@myfiziq.com](mailto:admin@myfiziq.com)

**David Tabb,**  
Chief Operations Officer  
**MyFiziq Limited**  
E: [admin@myfiziq.com](mailto:admin@myfiziq.com)



**About MyFiziq:**

MyFiziq has developed and patented a proprietary dimensioning technology that enables its users to check, track, and assess their dimension using only a smartphone privately and accurately.

Our goal is to assist our partners by empowering their consumers with this capability. This in return gives our partners the ability to assess, assist, and communicate outcomes with their consumers when navigating day to day life. Whether this is a personal journey to better health, understanding the risk associated with their physical condition, tracking the changes they are experiencing through training, dieting, or under medical regimes. or simply wanting to be correctly sized for a garment when shopping online. The MyFiziq technology delivers this seamlessly, privately, and cost-effectively in under one minute.

Our partner benefits from our (SAAS) Software as a service pricing solution, that reduces with scale. Integration is made easy with the MyFiziq modular system, based on multiple (SDK's) software development kits, allowing a partner to select the functions, measurements, and displays to suit their individual needs.

MyFiziq has developed this capability by leveraging the power of Computer Vision, Machine Learning, and patented algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivaled in the industry. MyFiziq simplifies the collection of measurements and removes the human error present in traditional methods.

For more information please visit: [www.myfiziq.com](http://www.myfiziq.com)