



MyFiziq Signs Binding Term Sheet with The Original Fit Factory (creators of TRUCONNECT and TV.FIT)

Highlights

- Binding term sheet signed with The Original Fit Factory Ltd.
- The TRUCONNECT platform provides 1,000's of workouts to 2 million users globally¹.
- The Original Fit Factory developed the world-leading; TRUCONNECT and TV.FIT fitness and wellbeing platforms available through iOS and Android app stores across 71 countries.
- The Original Fit Factory have both B2C and B2B solutions with a combined reach across their combined B2C and B2B ecosphere of approximately 60 million end users.
- MyFiziq's body tracking technology will be integrated into The Original Fit Factory's B2C and B2B offerings.

MyFiziq Limited (ASX: MYQ) (MyFiziq) is pleased to inform its shareholders that the company has signed a binding term sheet with The Original Fit Factory Ltd (**The Original Fit Factory**), a UK based technology company that has developed a flexible and at home health and fitness platform for both end users and B2B partners.

The Original Fit Factory's flag ship product TRUCONNECT is a world-leading app tackling fitness and mental health, available in 71 countries, across 7 continents. The TRUCONNECT app is available for Apple and Android smartphones and is a digital workout buddy that provides workouts to suit everyone, enabling users to workout whenever and wherever they want.

The Original Fit Factory and MyFiziq will collaborate to integrate MyFiziq's body tracking application into The Original Fit Factory's B2C and white label B2B offerings across fitness and wellbeing, medical, corporate wellness, and insurance sectors where The Original Fit Factory has access to approximately 60 million end users globally. The initial integration will commence immediately to bring MyFiziq's technology into the TRUCONNECT platform ready for New Year's resolution fitness and wellbeing programs.

Under the terms of the binding terms sheet, the parties will work together to deliver a market ready integration into The Original Fit Factory platform by the 31st of January 2021. In parallel to this, the parties have agreed to conclude all formal agreements within 60 days of signing the binding terms sheet. Under the terms of the agreement, The Original Fit Factory has agreed to use best endeavours to deliver a minimum of 1,000,000 active users within the first 12 months of launch. There are no penalties if this target is not achieved.

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

"Industries globally have been forced to fast track their digital transformations due to COVID-19 and a visible requirement in remote access for consumers. The health and fitness industry is no exception, with many gym chains, and early digital providers adapting their flexibility to end users to meet the unique situation COVID-19 has created and the growing adoption of remote training and activities. David and his team at The Original Fit Factory, with their focus on providing flexibility to individual, are leading the digital innovation curve as evidenced by their recently reported user growth to 2 million users, with projections to reach 5 million users on their platforms² in 2021.

¹ <https://www.fittechglobal.com/fit-tech-news/TVFIT-Truconnect-David-Weir/346381> - accessed November 18, 2020.

² <https://www.fittechglobal.com/fit-tech-news/TVFIT-Truconnect-David-Weir/346381> - accessed November 18, 2020.



The UK is currently recording only 15 – 17% of the population participating in gym or fitness classes³, I am pleased to be working with David and The Original Fit Factory team to provide flexible health and fitness program options to the other 83 – 85% of the population. Allowing them to not only reach their goals but to track them using our technology. I urge our shareholders to look at the links we have provided to understand the depth and validity of the TRUCONNECT platform.”

David Weir, CEO and Founder of The Original Fit Factory said:

“I believe we are building the world’s best online wellness community, and a key part of our value proposition is our focus on the individual, which is why all of our programmes are designed to be motivational and adaptable, with modifications available to suit all skill levels, that individuals can access to workout whenever they want, and wherever they are.

MyFiziq’s technology furthers our vision to be the best online wellness community globally as it enables us to provide our users with the capability to capture and track their body composition and dimensional changes in-line with our TRUCONNECT programs through the TRUCONNECT application, in 71 countries, across 7 continents from anywhere they are, be it at work, home, or the gym.”

Summary of Material Terms:

Item	Summary/Details
Parties	MyFiziq Limited (MYQ) The Original Fit Factory Ltd (The Original Fit Factory)
Conditions Precedent	None
Agreement	Binding Term Sheet
Formal Agreements to be concluded	<p>The main commercial agreement between the parties pursuant to which MYQ agrees to grant The Original Fit Factory the right to use and MYQ’s licensed Software Development Kits (SDKs) and related intellectual property to integrate them into the partner platform/technology.</p> <ul style="list-style-type: none">• Commercial Agreement,• The Software Development Kit, End User License Agreement,• Support Agreement,• Data Processing Agreement are support agreements related to the CompleteScan Contract. <p>Under the terms of the binding term sheet, all the aforementioned agreements will be concluded no later than the 17th of January 2021.</p>
User Target	Under the terms of the binding term sheet, The Original Fit Factory will use its best endeavours to target 1,000,000 active users within the first 12 months. There are no penalties for not achieving this target.
Financial Impact	<p>MYQ does not expect any immediate material financial return as a result of entering into this agreement.</p> <p>MYQ expects to start generating licence and other fees from the commercial arrangement in the future (which cannot be forecast at this time).</p>

³ <https://www.statista.com/topics/3411/fitness-industry-in-the-united-kingdom-uk/> - accessed November 18, 2020.



Governing Law	Australia
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About TRUCONNECT (by The Original Fit Factory)

TRUCONNECT is a flexible and at home health and fitness app. TRUCONNECT provides users with the flexibility and convenience to steam workouts via their smart-phone anywhere any time, be it during a lunch break, or via their TV within the comfort of their living room, or even through a tablet in the playroom with the kids.

Designed for all ages and levels, TRUCONNECT allows people to work out in their most comfortable environment and at their own pace, whether users are looking for a high-intensity workout, to really get their blood pumping, something to help them lose weight ready for summer, or a yoga session to boost their physical and mental wellbeing, it's all available through the TRUCONNECT app.

Inactivity raises the risk of heart disease, type-2 diabetes, some cancers and can also damage emotional wellbeing. Yet research shows that in Britain, 37% of people do no exercise⁴ and only one in seven belong to a gym. The Original Fit Factory built TRUCONNECT to change that.

TRUCONNECT believes that regular exercise can increase not only your physical health but can be exceptionally advantageous to your mental wellbeing.

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

For more information contact or visit please visit: www.myfiziq.com:

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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.

⁴ <https://www.kantar.com/uki/inspiration/sport-leisure/37-per-cent-of-people-in-the-uk-never-exercise-or-play-sport/> - accessed November 18, 2020.