



William Bradford to join MyFiziq US team as Chief Business Officer

Highlights

- Mr Bradford has joined MyFiziq USA in a full-time capacity.
- Mr Bradford joins MyFiziq in the role of Chief Business Officer.
- Mr Bradford played a key executive role as Chief Digital Officer for Beachbody, LLC.
- Mr Bradford has a unique set of skills and understanding in Digital/Online growth.
- Mr Bradford has held a variety of senior roles with multiple fortune 500 companies in the US.
- Including, being former Chief Digital Officer at Beachbody, LLC, an entity with over US\$1B in revenue.
- Beachbody recently announced its US\$2.9 Billion merger to list on the NASDAQ.

The Board of **MyFiziq Limited** (ASX: MYQ) (“**MyFiziq**” or “**Company**”) is pleased to announce that it has appointed William Bradford in a full-time capacity as the new Global Chief Business Officer for MyFiziq in the USA. William has worked as a key executive lead for multiple fortune 500 companies in the US and is a welcome addition to the currently being formed US MyFiziq team.

About William Bradford

William Bradford is a seasoned industry veteran who has held several prominent executive leadership roles in digital media products and technology. His expertise is in building teams and driving the digital transformation of traditional businesses into new business and consumer engagement revenue models.

Most recently, Bradford was Chief Digital Officer at Beachbody, LLC, where he led the transformation of the company’s media business from a transactional DVD sales model to a multi-platform consumer digital subscription service. He built the strategy and team that launched the product Beachbody on Demand, which is now the core engagement hub for Beachbody’s customers with over US\$1 Billion in annual revenue. Today, the digital service serves millions of customers worldwide and has recently announced a US\$2.9 Billion SPAC merger to list on the NASDAQ.

Previously, he led the digital transformation of Fox Broadcasting from a traditional linear broadcast business to a multi-platform content service, with new monetization and customer engagement models.

His responsibilities included running Fox.com, the Fox Now streaming service, all of Fox’s social platforms, and digital innovations including launching online voting for hit series such as American Idol and The X Factor. He also served as the Chief Product Officer on the Hulu launch team, a joint venture between Fox and NBC. He has held other product leadership roles at Yahoo!, American Online, and technology implementation leadership roles at Oracle Corporation.



Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

“With the timing and process concluding in the US for the MyFiziq entry to the NASDAQ, Bill is an exciting addition to the management team. Bill’s skill and knowledge on how to grow revenue and subscribers is the next most important requirement outside of the technology’s capabilities.

His knowledge and previous successes in transforming companies in the digital space is second to none. He was strategic in Beachbody transforming to a digital business model, which is now seen to be one of the most successful online fitness and nutrition platforms in the USA. Bill is highly respected in the US for his achievements in building digital enterprises and teams to deliver them.

His knowledge and capabilities in the fitness and private digital space will bring MyFiziq into a new chapter in its evolution and the best step we could have taken to achieve our success. Adding Bill’s skills to our senior executive gives us the depth required to achieve all targeted outcomes for the US we are pursuing.

To secure someone of Bill’s skills and reputation says a lot for what we have created here at MyFiziq.”

William Bradford, Chief Business Officer MyFiziq said:

“Having watched the interest and exponential growth of the company throughout the last 12 months, my now fulltime role will afford me the benefit of being singularly focused on the task at hand. We have engaged with some of the largest organisations in the US over the last 12 months and I am pleased with their interest and ongoing engagement. Most organisations have had to pivot in some form due to the global pandemic and from my point of view, this has only strengthened the need for the platform Vlado and the team have built.

I am looking forward to embracing my role and the company becoming more US-centric in its efforts to grow and list on the US exchange. Ever since I saw the technology demonstrated in person, I knew it had enormous potential. The technology is exciting, and I believe I can assist in facilitating relationships not just here in the US, but globally through both my personal network and previous roles.

I am extremely excited to be part of this strong growth story and whole heartedly believe this company has the potential to grow significant revenues and be a takeover target by the icons in the health, fitness, apparel and private equity arena of the US.”

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

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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.

For more information please visit: www.myfiziq.com