



ASX ANNOUNCEMENT

23 JUNE 2021

HIQ ESTABLISHES UK & EU BEACHHEAD

- > **HIQ appoints Thomas Mockford as Director of Elite Sales and Strategy - UK & Europe;**
- > **Mr Mockford brings broad experience in the elite sports industry following his most recent position as European Sales Director for Catapult (ASX:CAT); and**
- > **The appointment is effective immediately and is integral to the Company's growth plan in establishing an international sales footprint.**

Transformative, concussion management technology developer, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), is pleased to report that it has now established direct United Kingdom (UK) & Europe (EU) presence, via the appointment of experienced senior sales executive, Mr Thomas Mockford, effective immediately.

Mr Mockford has a deep understanding and a rich network within the elite sports industry having worked as a sports scientist for professional teams including Chelsea Football Club (EPL), GB Basketball and the Houston Rockets (NBA). Most recently, he was the Director of Sales in Europe for Catapult Sports (ASX:CAT), where he built a reputation as a strong performer in the sports wearable technology industry. Mr Mockford joins HITIQ in the newly established position of Director of Elite Sales and Strategy - UK and Europe, with responsibility to accelerate the Company's sales capability within these regions, which represent a large market opportunity for HITIQ.

HITIQ CEO, Mike Vegar, commented:

"The appointment of Tom from such a respected organisation such as Catapult, is a strong indicator of the tail winds prevalent in the concussion management technology category, and in particular a vote of confidence in HITIQ's technology and model.

Tom understands intimately the elite sports environment, and we are absolutely aligned in the vision to aggressively bring our technology to market. We are thrilled to welcome him to the team at such an important phase of the HITIQ journey."

Commenting on his appointment, Thomas Mockford, said:

"I am delighted to join the HITIQ team to establish the Company's commercial operations throughout the UK and Europe. Having been involved in professional sports and the sports technology industry for several years now, I am very excited at the prospect of bringing HITIQ's innovative solutions to the market.

HITIQ has best of breed data and technology for managing concussion and head impact load in sports. This, combined with the Company's broader vision to transform the way the sports industry thinks about player welfare, with respect to brain injury, makes this a perfect harmony."

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Authorised for release by the Board of Directors.

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About HITIQ

HITIQ Limited (ASX: **HIQ**) operates in the healthcare equipment sector, providing and further developing a transformative, end-to-end concussion technology platform. This platform aims to provide a total concussion ecosystem whereby the Company's products support the identification, monitoring and management of sport related brain injury. HITIQ's product suite utilises high-end technology that will span multiple domains – from early detection and surveillance to assessment and rehabilitation technology tools.

HITIQ is targeting a growing worldwide concussion management market including elite and recreational sport, clinical practitioners, military, research, and combat sports. The Company's first commercial partner is the Australian Football League, with current strategy initiatives expanding commercially into Rugby League, Rugby Union, Ice Hockey, Lacrosse, MMA and American Football (particularly the NCAA). The market opportunity globally represents ~500k athletes within the elite market and ~10million in the consumer market.