



ASX ANNOUNCEMENT

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Bupa Dental Trials HITIQ Technology with Junior Rugby

- > **Bupa Dental trials HITIQ concussion management technology in an Australian first Junior Rugby Pilot Project;**
- > **The initiative is aiming to revolutionise junior sport safety by enhancing concussion management protocols that can lead to better long term health outcomes for young players;**
- > **The technology has been deployed in a pilot including 100 junior players from the Wests Bulldogs Rugby Club who have been fitted with HITIQ mouthguards; and**
- > **The trial will conclude later this year where a review will determine the potential to expand the technology offering across the Bupa Dental clinic network, which represents Australia's largest dental network.**

Transformative, concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), has entered into an arrangement with Bupa Dental for a trial of its concussion management technology with junior rugby players. This is the first time hi-tech mouthguard technology has been made available to junior Rugby players in Australia to monitor head impacts, with the aim of enhancing grassroots concussion safety protocols.

Concussion is a growing concern at professional rugby level with one concussion being recorded every 1.6 games according to recent reports¹. The HITIQ mouthguards, currently used by professional AFL, Rugby and NRL players, is embedded with force measuring sensors that record and interpret head impacts and the accumulation of force from hits sustained during a game.

This Junior Rugby Pilot involves up to 100 players from the Wests Bulldogs in Toowong, Queensland, being fitted for the mouthguards at Bupa Dental Brisbane and Toowong dental practices. In the event that a junior player sustains a head impact above a pre-determined threshold during a game or training, the parents of the player receive a text message with a link to a head injury symptomology assessment. If the player fails the assessment, they will be advised to follow club concussion protocols and seek medical treatment.

At the conclusion of the trial later this calendar year, Bupa Dental will consider extending the offering more widely, under commercial terms.

Commenting on the trial, Bupa's Managing Director of Health Services, Dr Dwayne Crombie, said:

"This is a landmark trial that bridges the gap between dental care and general healthcare and safety for junior athletes. While the importance of an expertly fitted mouthguard for young players is widely acknowledged, we know very little about the effects of game-day collisions on their developing brains with most concussion-related research being undertaken on elite level adult players.

This has the potential to be a truly transformational offering and we proud to be the first dental practice to offer HITIQ's technology to Australian children."

¹ <https://www.abc.net.au/news/2021-06-05/rugby-leagues-existential-crisis-concussion/100192676>

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HITIQ CEO, Mike Vegar, commented:

“We look forward to partnering with one of Australia’s largest dental networks for this trial, using our data led concussion management technology that has the potential to inform local and international sports bodies’ understanding on how to make junior sport safer.

“Increasingly, one of the major barriers to junior sport participation is parental concern over concussions and head impacts. Our artificial intelligence enabled mouthguard technology, not only gathers accumulative data for analysis, but can also assist in game-day concussion assessments and faster linkages to medical assistance.”

- ENDS -

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 management 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.

About Bupa

Bupa is a diverse health and care group which has been committed to a purpose of longer, healthier, happier lives for close to 70 years.

In Australia and New Zealand, Bupa supports more than 6 million customers through a broad range of health and care services including health insurance, aged care, rehabilitation, dental, optical, medical, hearing and medical visa services.

Employing more than 22,000 people, we believe that we can make a real difference to the lives of Australians and New Zealanders through our values, purpose and the way that we deliver personalised care.

As we are not listed, we are able to have our profits reinvested into improving the quality of health and care services. Since 2002 we have reinvested approximately \$6bn in Australia and New Zealand, while the Bupa Health Foundation has invested over \$35 million to support more than 100 health and care projects.