



ASX ANNOUNCEMENT

23 AUGUST 2021



HITIQ TECHNOLOGY DEPLOYED IN US COLLEGE FOOTBALL

- > **HITIQ to deploy its concussion management technology with six Football Bowl Subdivision (FBS) division one US college football programs;**
- > **Program continues to support the sourcing of data from diverse markets designed to build on HITIQ's global head impact databank; and**
- > **Enables a commercial pathway in a key international elite market segment.**

Transformative, concussion management technology company, **HITIQ Limited (ASX: HIQ) (HITIQ or the Company)**, is pleased to announce a division one college football data acquisition program commencing September 2021. This program will see HITIQ head impact technology deployed into six FBS division one college football programs in the United States.

PROGRAM OVERVIEW

The HITIQ college football program will capture all head impacts experienced by 100+ participant players across training and games for the upcoming 2021 college football season. The FBS is the highest level of college football in the US. The program will run for approximately 6 months and aims to quantify and profile head impacts experienced in collegiate level American football players, and will provide HITIQ with a demonstrable data set from a key international customer market.

Participant programs include:

- **Tulane University**; American Athletic Conference
- **University of Tulsa**; American Athletic Conference
- **Georgia Tech University**; Atlantic Coast Conference
- **University of Tennessee, Knoxville**; Southeastern Conference
- **University of South Carolina**; Southeastern Conference
- **Brigham Young University**; FBS Independent School



COMMERCIAL OPPORTUNITY

The collegiate American football market, with close to 900 college football programs, and 100,000 participating players, represents a meaningful component of HITIQ's targeted US market. This initial partnership program lays the foundation for a strong push into this international customer market across the USA, in early calendar year 2022.

The head impact data collected during the program also supports the Company's strategic growth plan with respect to ongoing data acquisition from diverse market segments. The data will be fed into HITIQ's high-value global databank, which forms part of the core technology platform.

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HITIQ CEO, Mike Vegar, commented:

"We look forward to working with our six outstanding university partners to deploy our concussion management technology. The data collected during the program will be value accretive by adding to our global head impact databank.

American football represents a large potential customer segment for HITIQ and this program is an important early step to advance our commercial ambitions in a key international elite market."

- ENDS -

Authorised for release by the Board of Directors.

For more information, contact:

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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.