



## ASX ANNOUNCEMENT

4 JULY 2022

### HITIQ SIGNS MoU WITH SHOCK DOCTOR

- ✓ **Targeting a retail off-the-shelf (self-fit) mouthguard, embedded with HITIQ Impact Sensor Technology under license;**
- ✓ **Partnership aligns with HITIQ's Growth Plan to expand its international sales footprint and gain additional traction in consumer markets; and**
- ✓ **Shock Doctor, Inc. is the world-leader in sports mouthguards across the consumer category with access to over 20,000 retail locations.**

Transformative, concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), is pleased to announce that it has entered into an expanded, exclusive non-binding Memorandum of Understanding (MOU) with Shock Doctor, Inc. This collaboration will see the development of an off-the-shelf, self-fit mouldable mouthguard embedded with HITIQ impact sensor technology. This new product line will be designed for both the professional and consumer sports markets.

#### COLLABORATION MOU AGREEMENT

##### Background

Shock Doctor is the world leader and pioneer in sports performance mouthguards. As part of HITIQ's strategic growth plan, the collaboration with Shock Doctor is designed to leverage the combined expertise to place HITIQ concussion management technology into target customer markets, particularly North America.

##### Key Terms

The parties have signed a non-binding exclusive MOU. HITIQ and Shock Doctor intend to negotiate and enter into an agreement to facilitate the development of a new product category. This category will see HITIQ's impact sensor technology integrated into Shock Doctor mouthguards. Each party will be responsible for its own expenses incurred in connection to each of the following phases.

Key terms of the MOU include:

- > **Development Phase** – Completion of design, prototyping & product validation processes. The expected timeline to complete the activities required in this phase is between six (6) to nine (9) months, with Shock Doctor leading the majority of these activities through their existing tooling and design infrastructure capabilities.
- > **Commercialisation Phases** – Upon completion of the development phase, Shock Doctor will manufacture boil & bite mouthguards for HITIQ to sell to price sensitive markets and HITIQ will grant Shock Doctor an opportunity to become the exclusive licensee to use the HITIQ Technology in respect of boil-and-bite

#### HITIQ Limited

ACN 609 543 213  
ASX: HIQ

HITIQ.COM

#### Corporate Office

Level 2, 9-17 Raglan Street  
South Melbourne VIC 3205

E: [investors@hitiq.com](mailto:investors@hitiq.com)

#### Directors

Otto Buttula	Non-Executive Chair
Michael Vegar	Managing Director
Phillip Carulli	Non-Executive Director
Glenn Smith	Non-Executive Director
Aidan Clarke	Non-Executive Director

mouthguards in the North American markets, based on commercial terms negotiated in good faith between the parties. The parties may also negotiate in good faith for exclusive licensing opportunities in other global markets, including Europe and elsewhere.

### **Partnership Benefits**

Where the long form binding agreement is achieved, the partnership is designed to ultimately deliver several strategic outcomes for HITIQ:

- > Execution of the Company's growth plan outcomes to expand an international sales footprint, distribution partnerships, and traction in lucrative international consumer markets; and
- > Quickly expand customer pathways and availability to a broader global audience.

### **Commenting on the MOU with Shock Doctor, HITIQ CEO, Mike Vegar, said:**

“Partnering with the world leader in performance mouthguards to develop an off-the-shelf retail edition of our technology provides tremendous opportunities to scale into key international consumer markets. Shock Doctor’s sheer scale is unmatched and it’s a testament to our team that a company the size of Shock Doctor has the belief in our IP to tread this path. We look forward to completing the development phase in the coming months and moving into final commercial discussions.”

### **Commenting on the MOU with HITIQ, Shock Doctor SVP of Product Innovation, Jay Turkbash, said:**

For over 10 years Shock Doctor has closely monitored the origins and the evolution of mouthguard impact sensor technology. The expertise and advances of the Team at HITIQ impressed us. Not only with their technology, but with their commitment to provide the most advanced mouthguard impact sensor platform in the world. It made perfect sense to align our manufacturing, marketing and distribution expertise with HITIQ to work together to deliver best in class self-fit sensor mouthguards.

**- ENDS -**

Authorised for release by the Board of Directors.

### **For more information, contact:**

Mike Vegar  
**CEO & MD**  
HITIQ Limited  
investors@hitiq.com

Elvis Jurcevic  
**Investor Relations**  
+61 408 268 271  
ej@hitiq.com

### **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 Shock Doctor**

Shock Doctor, Inc. the undisputed leader in mouthguard technology and the #1 mouthguard in the world, has become a leader in sports protection and performance around the globe. Our continual innovation in performance-driven and protective equipment is trusted by fearless pro and youth athletes. Shock Doctor products are worn by hundreds of professional and college athletes and available in more than 20,000 retail locations.