



ASX ANNOUNCEMENT

19 JULY 2022

AFL RENEWS AND EXPANDS WITH NEW CONCUSSION ASSESSMENT AGREEMENT WITH HITIQ

- ✓ **AFL executes 2-year renewal of its CSX concussion assessment agreement with HITIQ and expands with ancillary new agreement covering the VFL;**
- ✓ **The new agreements enable alignment of critical head impact assessment protocols to more than 2,000 players across the AFL, AFLW and VFL; and**
- ✓ **Forms part of a broader partnership, that continues with the AFL with respect to concussion management.**

Transformative concussion management technology company, HITIQ Limited (ASX: **HIQ**) (**HITIQ** or the **Company**), is pleased to announce that it has renewed its CSX Concussion Assessment agreement with the Australian Football League (**AFL**), which includes an ancillary agreement expanding the scope to include players from the Victorian Football League (**VFL**). The renewal covers the calendar years of 2022-23.

BACKGROUND

HITIQ has a broad concussion management partnership with the AFL that includes products and services for head impact surveillance and detection through an instrumented mouthguard and the CSX Concussion Assessment Technology (**CSX**). This agreement renewal covers the CSX services component, which delivers the ability for the AFL to record and manage all player concussions across the league. HITIQ acquired CSX in November 2021 as part of its plan to accelerate its technology platform development.

AFL AGREEMENT RENEWAL

HITIQ has signed a renewal of the CSX Concussion Assessment subscription agreement with the AFL for a further two (2) years, covering the 2022 and 2023 seasons, with a new ancillary agreement covering the VFL for the same period. Under the agreements, the existing concussion assessment services will be retained and further expanded covering:

- > concussion assessment functionality to 2000 players, comprising 18 AFL teams, 14 AFLW teams (increasing to 18 AFLW teams in 2023) and 21 VFL teams; and
- > expansion with the addition of the VFL competition allowing for greater continuity of player head injury management across both the professional and semi-professional competitions.

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

Directors

Otto Buttula
Michael Vegar
Phillip Carulli
Glenn Smith
Aidan Clarke

Non-Executive Chair
Managing Director
Non-Executive Director
Non-Executive Director
Non-Executive Director

Whilst the CSX Concussion Assessment component is not considered material to HITIQ's overall revenues, contributing less than 10% of the revenue from the broader concussion management services partnership with the AFL, the agreements are important in the context that they validate the decision by HITIQ to acquire the technology to complement its core concussion management platform to provide greater end-to-end platform value to existing and new clients.

With the inclusion of the VFL, the administration of head injury events in that league is expected to be completely transformed through the digital recording, player baselining and communication pathways provided by CSX. Furthermore, the VFL rollout of CSX will mean a more seamless transition for the care and guidance of players when they move between the two levels of competition. The CSX application will improve communication across competitions, ensuring consistency of reporting and better management of recovery and return to play protocols.

HITIQ CEO, Mike Vegar, added:

“We are pleased to see our technology platform achieve a greater footprint into other levels of competition to deliver access to the AFL’s strong concussion management protocols. In both renewing and expanding the scope of the agreement, we see this as an endorsement of the value our technology delivers in redefining the concussion management process.

We look forward to continuing to develop and expand upon the strong relationship we have built with the AFL and their affiliates and pursuing other semi-professional leagues, as well as school and community sports.”

- ENDS -

Authorised for release by the Board of Directors.

For more information, contact:

Mike Vegar	Elvis Jurcevic
CEO & MD	Investor Relations
HITIQ Limited	+61 408 268 271
investors@hitiq.com	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.

