



ASX ANNOUNCEMENT

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HITIQ Signs First Commercial US Collegiate Customer

Mercer University Lacrosse to use Nexus Impact Sensors in the 2023 Season

- > **Mercer University, a NCAA Division-1 athletic program, set to utilise HITIQ's Nexus Impact Sensor Technology in Season 2023;**
- > **Nexus technology to be used by Mercer Men's and Women's Lacrosse programs; and**
- > **Data collected will provide unique insights into the head impact analytics for the sport of Lacrosse.**

Transformative concussion management technology company, HITIQ Limited (**ASX: HIQ**) (**HITIQ** or the **Company**), is pleased to announce a commercial agreement that will see the Nexus impact sensor technology utilised by Mercer University Lacrosse for 2023 season.

Revenue to be generated under the agreement represents approximately 10% of HITIQ's operating revenues reported for the year ended 30 June 2022.

Lacrosse – Fastest Growing Sport in USA

Lacrosse is a highly athletic, dynamic game and has approximately 800,000 core participants and over two million casual participants in North America. The number of teams within the wider college sports landscape is well over 500 and a recent study carried out by the National Collegiate Athletic Association (NCAA), college sports' largest governing body, found Lacrosse was officially the fastest growing sport in America over the past 15 years. Lacrosse has been the focus of substantial investment at all levels and now has two professional leagues.

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Mercer Agreement

Mercer has purchased <100 subscriptions for the use of the HITIQ hardware and software platform for their Men's and Women's lacrosse players. The adoption of Instrumented Mouthguards by Mercer University in Lacrosse shows an initiative to greater understand head impact exposure in Lacrosse, serving as a catalyst for the enhancement of athlete wellbeing.

Commenting on the agreement, HITIQ CEO, Mike Vegar, said:

“We are delighted to partner with Mercer in their quest to enhance their student-athletes wellbeing, with our world class technology. We are also pleased to expand our technology into North America and generate our first commercial revenues in this key market. We look forward to using this catalyst as a means of generating further momentum in the US and are in ongoing discussions with other parties and sports.”

Dr. Rachel Le, serves as the Coordinator of Clinical Education in the Master of Athletic Training Program said:

“Utilising the HITIQ technology will allow us to further mitigate head impacts and improve sport safety with our Lacrosse athletes. Additionally, we chose to use HITIQ technology systems due strong evidence supporting accurate impact biomechanics as well as enhanced fitting for our athletes.”

- 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.