



ASX ANNOUNCEMENT
30 January 2025

HITIQ Quarterly Activities Report

December 2024

Highlights

- > **Premier League Partnership Extended:** HITIQ's agreement with the Premier League has been extended by 18 months, with a 60% increase in annual contract value.
- > **Leadership Expansion:** Chris Davis appointed as Chief Marketing Officer, enhancing HITIQ's global marketing and growth strategy.
- > **Funding Secured:** An additional \$3 million secured through the extension of a Convertible Note facility, boosting the Company's production, sales, and global commercialisation efforts.

Operational and Strategic Updates

HITIQ Limited (ASX: HIQ), a global leader in concussion management technologies, achieved significant milestones during the December 2024 quarter, reflecting its ongoing growth trajectory and commitment to delivering world-class solutions in the health and performance sector. The period was marked by a landmark extension of the Company's partnership with the Premier League, alongside a strategic leadership appointment aimed at driving HITIQ's global ambitions and securing an additional \$3 million in funding.

Premier League Agreement Extended

HITIQ reinforced its position as a trusted technology provider in elite sports with the extension of its agreement with the Premier League for an additional 18 months. The new contract represents a 60% increase in annual contract value compared to the previous agreement, underlining the growing recognition of HITIQ's innovative concussion management solutions. The Premier League's decision to continue this partnership signals confidence in the effectiveness of HITIQ's CSX Concussion Assessment Technology, which remains integral to the league's commitment to player safety.

The renewed agreement ensures that HITIQ's cutting-edge technology will remain a core part of the Premier League's concussion management protocols, supporting all 20 teams and their associated academies. The CSX platform securely records and manages head injury incidents, enabling a data-driven approach to player welfare. This extended partnership strengthens HITIQ's growing footprint in elite football, one of the most prestigious sporting ecosystems globally, and demonstrates the adaptability and scalability of the Company's technology in meeting the complex demands of high-performance environments.

The expanded partnership reflects the increasing global demand for reliable, data-centric solutions in concussion management and player welfare. HITIQ continues to set benchmarks in the sports technology sector by delivering tools that empower sports organizations to safeguard their athletes while advancing global awareness around the critical issue of concussion management.

Strategic Leadership Appointment

During the quarter, HITIQ appointed Chris Davis as Chief Marketing Officer, a move aimed at driving the Company's global marketing and customer engagement strategy. With over a decade of experience in digital marketing and data-driven growth, Mr. Davis brings a wealth of expertise to his new role. His prior leadership positions, including Head of Growth at A-Leagues and senior roles at Optus Sport and GroupM, have equipped him with the skills to enhance audience reach, drive revenue, and build loyalty.

Mr. Davis's appointment signals HITIQ's commitment to expanding its global presence and market share. His initial focus will be on positioning HITIQ as a leader in concussion management and player performance technology, leveraging data analytics and strategic content development to scale customer acquisition and reduce associated costs. By aligning the Company's offerings with high-conversion opportunities, Mr. Davis is expected to play a pivotal role in advancing HITIQ's mission to revolutionise concussion care worldwide.

Funding Secured Through Convertible Note Facility

HITIQ strengthened its financial position during the quarter with the extension of its existing Convertible Note facility with its major shareholder, Harmil Angel Investments, the private investment entity of Adam McDougall. The extension increases the maximum subscription amount by \$3 million, bringing the total facility to \$4.6 million. The funding arrangement, which has been extended for 12 months, retains standard Convertible Note terms, including a 12.5% annual interest rate, monthly interest calculation, and a conversion price set at a 10% discount to the prevailing 7-day VWAP of HITIQ shares.

The additional funds raised will be instrumental in supporting HITIQ's operational and strategic initiatives, including:

- Expanding production and manufacturing capabilities to meet growing demand.
- Increasing sales and marketing efforts to enhance brand visibility and customer engagement.
- Accelerating global commercialisation activities to capitalize on the Company's technology leadership.
- Providing general working capital to support ongoing business operations.

This funding underscores the confidence of HITIQ's stakeholders in its ability to scale its impact and deliver value in the concussion management space. By leveraging these additional resources, HITIQ is well-positioned to meet rising demand and drive its global growth ambitions.

Financial

The Company had cash reserves of A\$668k as at 31st December 2024.

As advised in Section 6.1 in the Appendix 4C for the period, payments to, or to an associate of, a related party of the entity during the quarter was A\$173,285, comprising:

> Executive Director Salary and superannuation	\$66,170
> Non-Executive Director Fees	\$67,157
> Company Secretarial Fees provided by Fernville Group,	
▪ a related party of Non-Executive Director, Mr. James Barrie	\$10,082
> Bookkeeping, Accounting and Taxation Services provided by Optima Partners,	
▪ a related party of Non-Executive Director, Mr. Philip Carulli:	\$29,876

As per the resolution in the AGM directors also received payment as shares in lieu of outstanding Directors fees.

Conclusion

HITIQ's achievements during the December 2024 quarter reflect the Company's ongoing commitment to innovation, strategic growth, and operational excellence. The extension of the Premier League partnership, the strengthening of its leadership team, and the additional funding secured provide a robust foundation for continued success as HITIQ builds its global presence in concussion management and sports health technologies.

- ENDS -

Authorised for release by the Board of HITIQ Limited.

For more information, contact: investors@hitiq.co

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.

APPENDIX 4C

Quarterly cash flow report for entities
subject to listing rule 4.7b

Name of entity

HITIQ Limited

ABN

53 609 543 213

Quarter ended ("current quarter")

31 December 2024

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
1.	Cash flows from operating activities		
1.1	Receipts from customers	143	532
1.2	Payments for		
	(a) research and development	(383)	(476)
	(b) product manufacturing and operating costs	-	-
	(c) advertising and marketing	(81)	(156)
	(d) leased assets	-	-
	(e) staff costs	(1,134)	(1,952)
	(f) administration and corporate costs	(915)	(1,130)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	1	2
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	-
1.8	Other (please detail if material)	-	-
1.9	Net cash from / (used in) operating activities	(2,369)	(3,180)

2.	Cash flows from investing activities		
2.1	Payments to acquire or for:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	(10)	(19)
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
2.2	Proceeds from disposal of:		
	(g) entities	-	-
	(h) businesses	-	-
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(l) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	(10)	(19)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	292	292
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	2,600	3,000
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	2,892	3,292

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	156	576
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(2,369)	(3,180)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(10)	(19)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	2,892	3,292

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of period	669	669

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	669	156
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	669	156

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	173
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

7.	Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1	Loan facilities	5,497	2,997
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	Total financing facilities	5,497	2,997
7.5	Unused financing facilities available at quarter end		500
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

R&D Finance facility of \$1,397,212 with Keystone Capital Partners Pty Ltd. Secured against R&D Refund. Term 150 days from 14 March 2024 extended until receipt of the R&D refund which was received on 14 January as announced to the market, interest rate 15% per annum. Additionally, the company has entered into a convertible note facility with its major shareholder, Harmil Angel Investments for \$4,600,000 for a period of 12 months at an interest rate of 12.5%, as at 31st December \$500,000 remains undrawn.

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	(2,369)
8.2	Cash and cash equivalents at quarter end (item 4.6)	669
8.3	Unused finance facilities available at quarter end (item 7.5)	500
8.4	Total available funding (item 8.2 + item 8.3)	1,169
8.5	Estimated quarters of funding available (item 8.4 divided by item 8.1)	0.49
<p><i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i></p>		
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1	Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	<p>Answer: Yes, the current level of net operating cashflows are expected to continue for the time being.</p>	
8.6.2	Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	<p>Answer: The company has a further \$500,000 available to draw on its convertible note facility. In addition, the company can access a R&D funding facility and is at an advanced stage of evaluating several capital management alternatives.</p>	
8.6.3	Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
	<p>Answer: Yes, the company expects to be able to continue its operations and meet its business objectives based on expected implementation and completion of the activities outlined in 8.6.2.</p>	
<p><i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i></p>		

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 30 January 2025

Authorised by: The Board of HITIQ Limited
(Name of body or officer authorising release – see note 4)

1.1 Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – e.g., Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.