



MY FIZIQ

Investor Presentation
September 2017

MEASURE. TRACK. TRANSFORM.

ASX: MYQ

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Corporate Overview

Capital Structure

| | |
|--|---------|
| Ticker | ASX:MYQ |
| Share Price (as at 22 September 2017) | \$0.05 |
| Basic Shares Outstanding ¹ Market | 79.04m |
| Capitalisation | \$3.95m |
| Debt | \$0.00 |
| Enterprise Valuation | \$1.95m |

Funds Outstanding & Available

| | |
|----------------------------------|---------|
| Body Composition Technologies | \$1.5m |
| R & D reimbursement ² | \$0.54m |
| Convertible Note facility | \$2.0m |

Notes:

(1) Does not include 15m Class A performance rights, 15m Class B performance rights; 12.5m performance rights expiring on various dates; and 9m options with various expiry dates and prices.

(2) Estimate only, R&D reimbursement application subject to submission / approval.

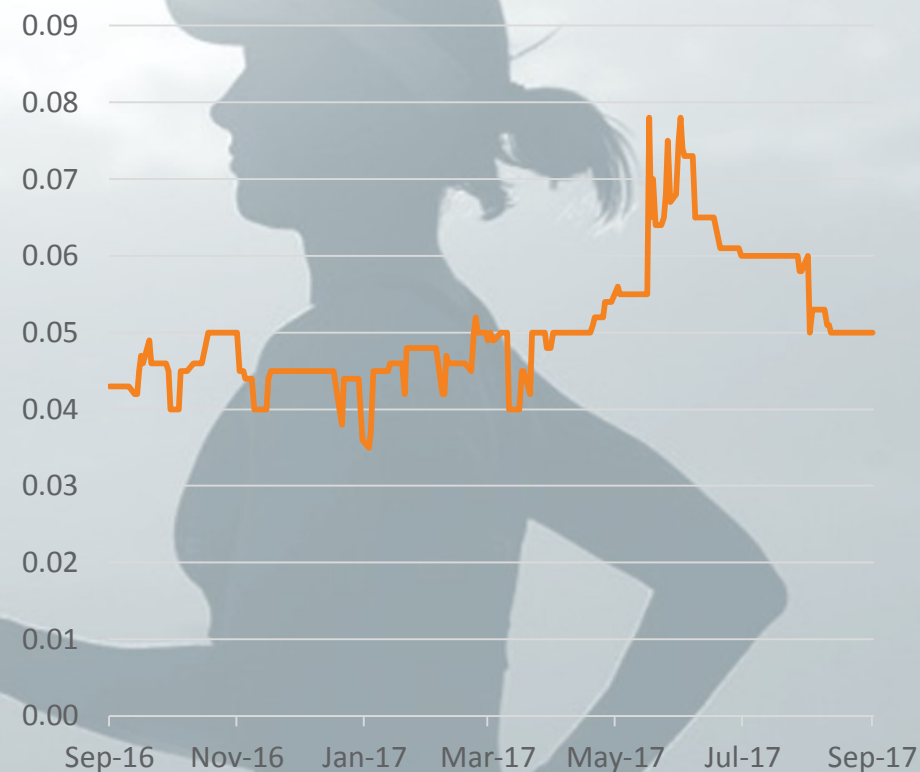
Share Holder Breakdown

287 Share holders

Top 10 Share Holders hold 52.5% of the shares on issue

Top 20 Share Holders hold 72.5% of the shares on issue

12 Month Share Price Performance



The MyFiziq Team



Vlado Bosanac
Co-Founder & CEO

- ▶ Entrepreneur, advisor and business consultant
- ▶ 20+ years venture capital and corporate advisory experience



Dr Katherine Iscoe
Co-Founder

- ▶ Exercise physiologist and weight loss specialist
- ▶ MD of sub-brand "Dr Katherine"
- ▶ BA, MSc, PhD



Terence Stupple
Chief Technology Officer

- ▶ Digital solutions expert with experience at large multinational companies
- ▶ Skilled in strategic planning
- ▶ Extensive knowledge of web technologies



Dr Amar El-Sallam
Snr Technology Engineer

- ▶ 17+ years experience in signal and image processing, computer vision and biometrics
- ▶ BSc, MSc, PhD

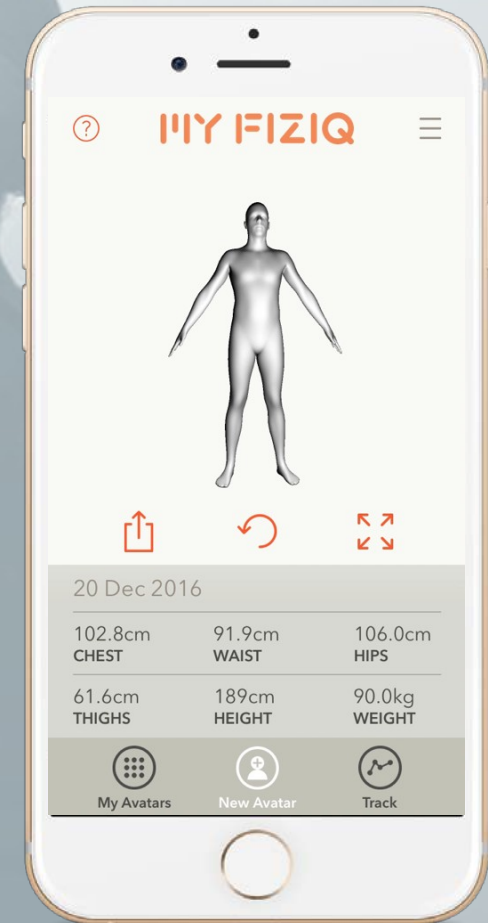
Supported by:

- ▶ **Phillip Cooper**, Senior App Developer
- ▶ **Luke Cleland**, Senior Cloud Developer
- ▶ **Adam He Xiao**, App Developer
- ▶ **Artur Lohrer**, Machine Learning Expert

MyFiziq Overview

A revolutionary mobile solution to accurately measure the body and track progress over time

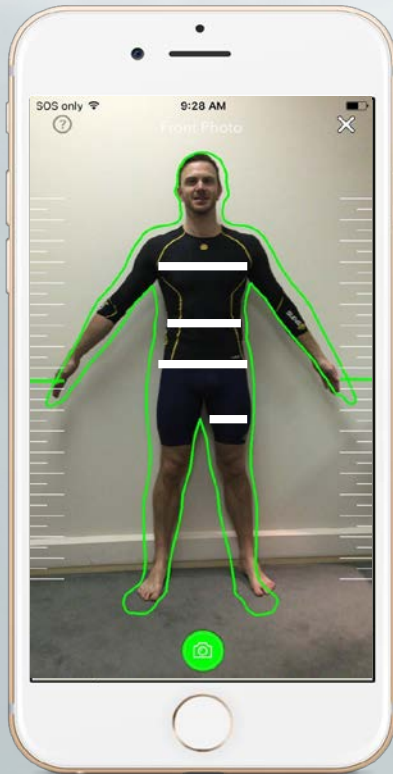
- ▶ **Simple and fast** – intuitive on-screen instructions with rapid avatar creation via the cloud
- ▶ **Accurate** – body measurements including chest, waist, hips and thigh, to 97% accuracy
- ▶ **Superior solution** – multiple advantages as a standalone or complementary measurement tool
- ▶ **Privacy guaranteed** - all images encrypted for user privacy
- ▶ **Track progress over time** - data and image storage for historical comparisons
- ▶ **Mobility and convenience** – mobile technology in the privacy of your own home
- ▶ **Integration** –potential to combine with data feeds from other exercise/nutrition apps
- ▶ **Low cost market access** – rapid penetration through a “business to business to consumer model” (B2B2C) – allowing licensing or white label for **clients to market MYQ directly to their customers**
- ▶ **Affordable subscription models** – tailored for clients and partners business needs
- ▶ **Cross platform** - available on Apple iOS with plans for Android – can be rolled out in global markets
- ▶ **Patent protection** – multiple patent applications pending for business use
- ▶ **Scalability and speed** - runs on Amazon Web Services (AWS) to ensure speed, security and scalability
- ▶ **Cloud environment** – AWS Lambda current state allows up to 10 million+ users per B2B account and a delivery time per avatar of less than 80 seconds



Current Avatar Creation

Requires 2 people to create a 3D avatar

1 Front Photo

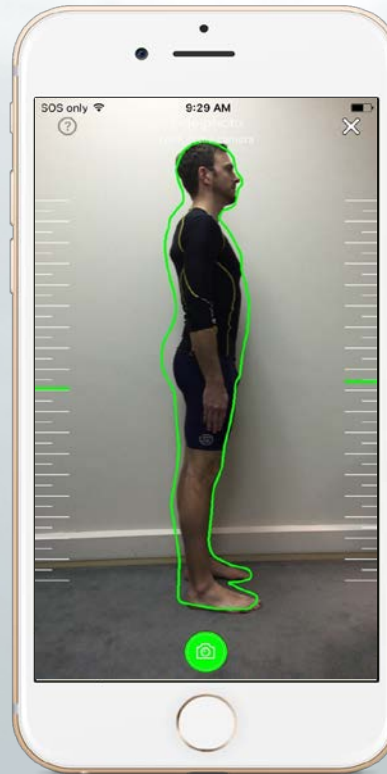


Ensure your body is inside the contour.

Circumference Measurements:

1. Chest
2. Waist
3. Hips
4. Mid Thigh

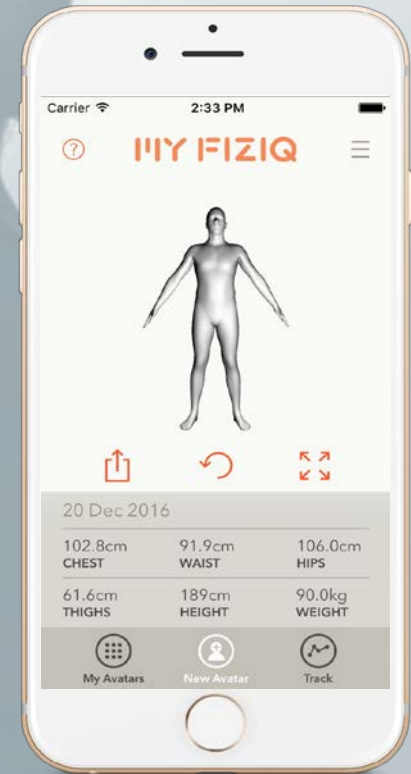
2 Side Photo



The image will highlight green when properly aligned.

2 mins

3 Create Avatar

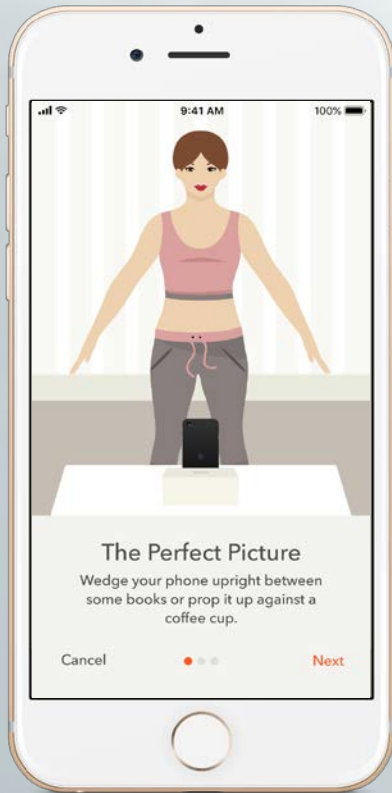


Wait while the magic happens.

New Single User update

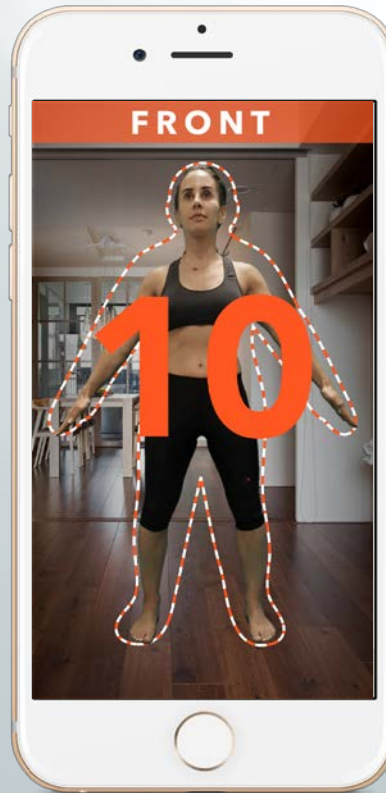
Front camera process to create a 3D avatar prototype.

1 Phone Placement



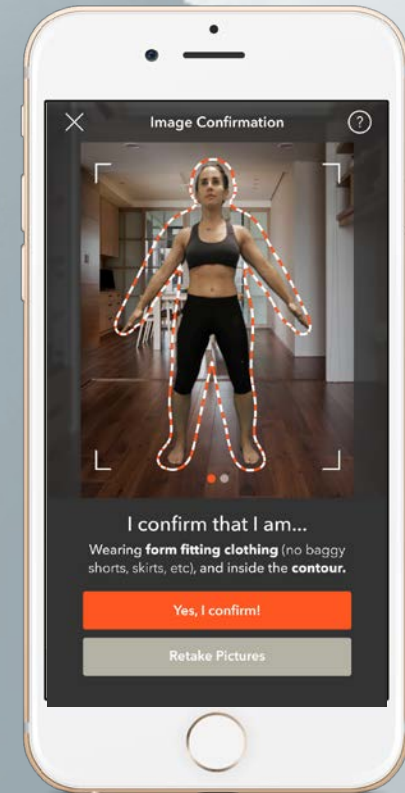
Phone is aligned vertically on a table.

2 Front & Side Photos



Automated countdown begins where the front and side pictures are taken.

3 Confirmation

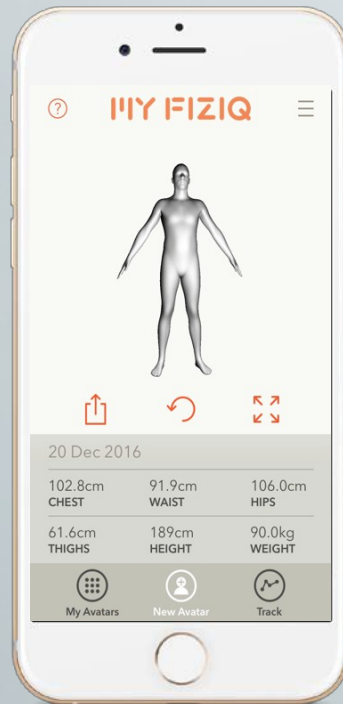


User can confirm their images, or retake pictures.

User Experience

Intuitive mobile interface with accurate progress and comparison tools

1. Create your 3D Avatar

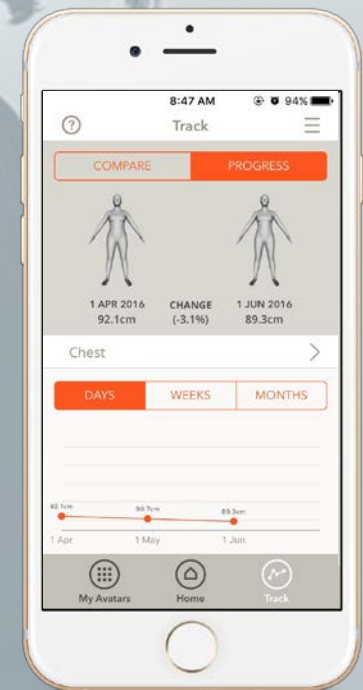


- ▶ Easy user interface to provide circumference of major body parts
- ▶ Fast avatar creation

2. Track your body shape



- ▶ Compare current body measurements to old avatars



- ▶ Chart and track progress of improvement in body measurements

Visualise the change and stay motivated

User Experience

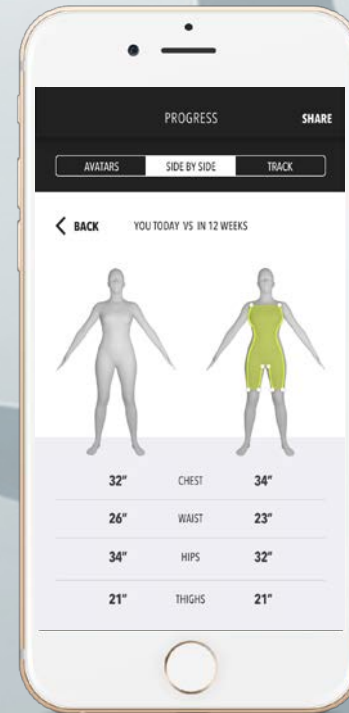
See your progress over time and see a glimpse of the future you

3. Map your changes over time

Historic records



Coming soon - predictive capability*



*for illustration purposes only

Accuracy and Repeatability

Key Metrics and Data Collection Studies

Key Metrics (as at 19 June 2017)

- **Accuracy 97%**

Mean accuracy in comparison to ISAK approved anthropometric tape measurements captured under controlled conditions. This accuracy is comparable to a tape measure as used by a qualified ISAK expert.

- **Repeatability 98%**

The mean repeatability percentage of multiple circumference measurements taken from multiple avatars of the same person. In layman's terms this means when you create multiple avatars within a short period of time, you will get incredibly consistent results.

Data Collection Studies

- **Over 1200 avatars collected of volunteers**

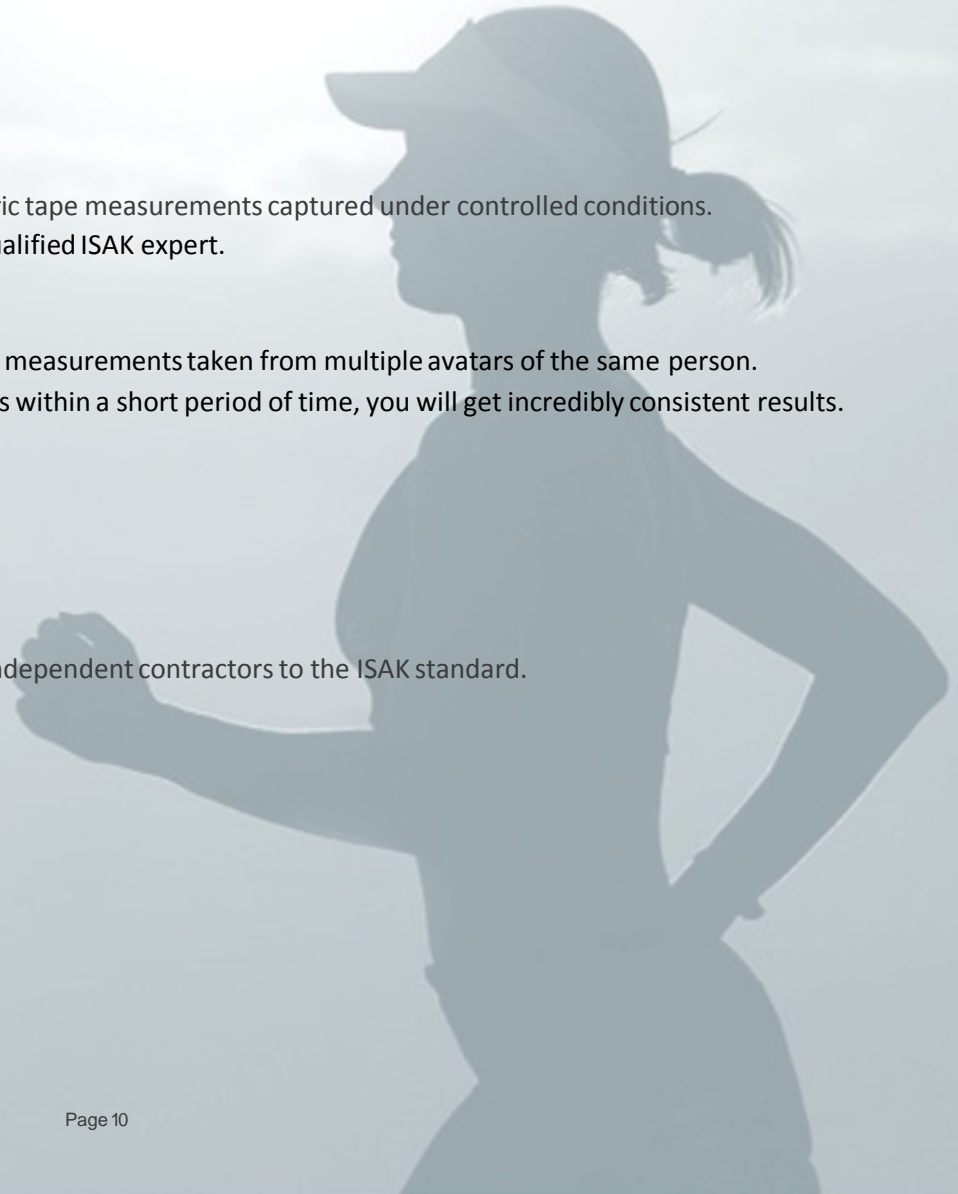
- **5 internal studies**

Physical measurements captured in internal studies done by independent contractors to the ISAK standard.

- **2 external studies**

1 involving 100+ end users

1 conducted by a potential B2B client.

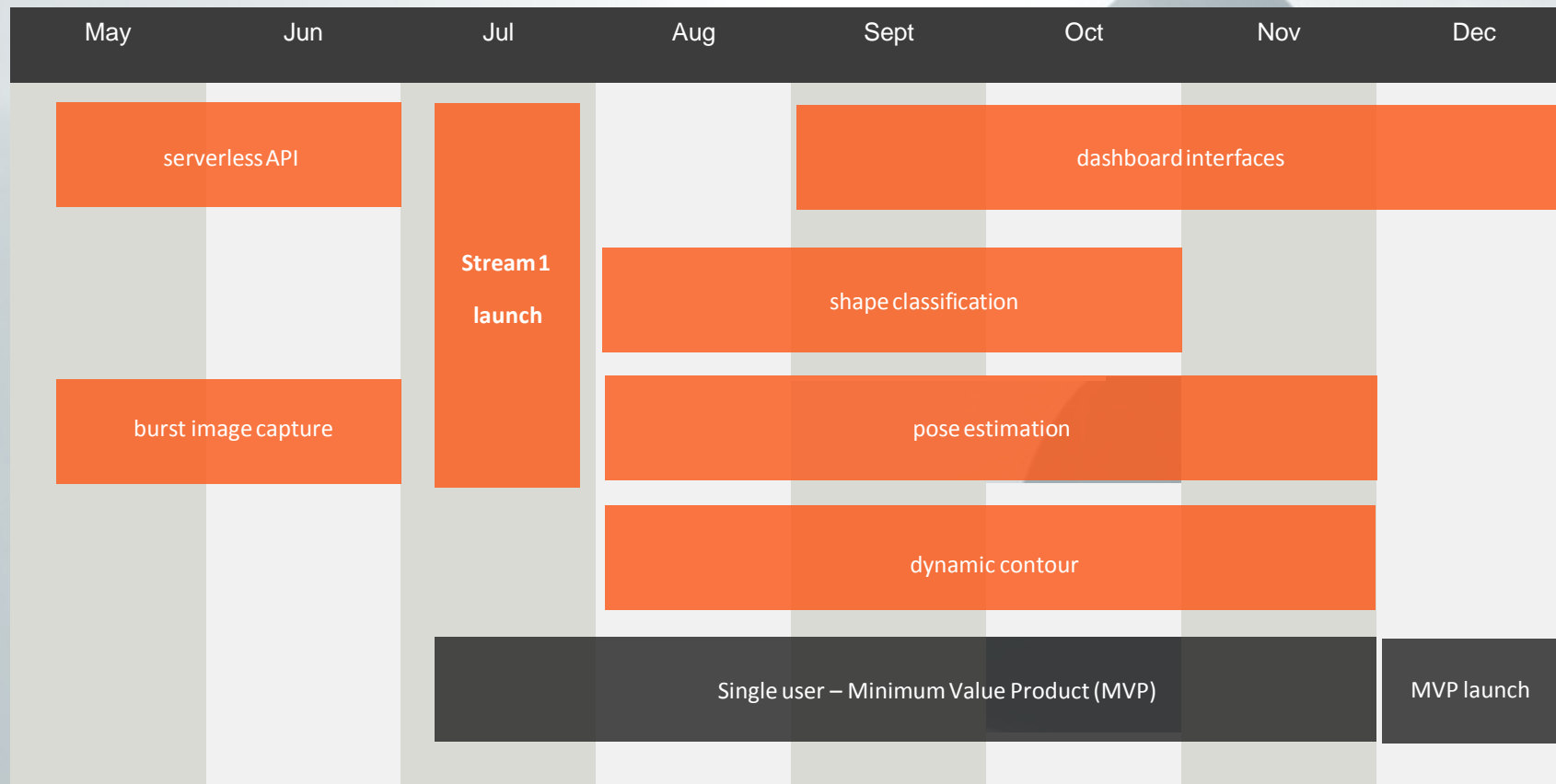



Technology Update


- **New Serverless Architecture** – MyFiziq’s core functionality has been migrated to modern AWS services. The avatar creation process has been redeveloped as an AWS serverless Lambda application, whilst user management is now handled by AWS Cognito. The new architecture design supports multiple tenants, can rapidly scale to handle huge spikes in demand, and facilitates an overall reduction in running costs.
- **Analytics pipeline** – A custom analytics collection process has been implemented to allow partners to capture and monitor SDK metrics, avatar creation data and user demographics via their preferred analytics tools. Supporting dashboard interfaces are currently in development.
- **Machine learning** – MyFiziq’s state-of-the-art classification model is complete. The model refines initialisation estimates as part of the overall Avatar Creation Process. Research and development continues on a pose estimation model which should further improve segmentation and overall accuracy.
- **Burst-mode app released** - To improve result repeatability the MyFiziq app now captures multiple compressed images for parallel processing. The results are then normalised to mitigate any potential outliers during the process.
- **Single user experience** – Front-camera ‘alpha’ PoC completed. ‘Beta’ version in development prior to both functional and user testing being conducted.

Technology Roadmap

A high level roadmap of key technological advancements






 Stream 1 : Dual user (Machine Learning and Initialisation)

 Stream 2 : Single User Implementation

The Competitive Landscape

MyFiziq offers significant advantages both as a standalone or complementary solution

| | MY FIZIQ |  |  |  | Home scanning equipment | Scanning booths | Other Apps and Online Programs |
|-------------------------------------|----------|---|--|---|-------------------------|-----------------|--------------------------------|
| Mobile capability | ✓ | Not practical | ✓ | ✗ | ✗ | ✗ | ✓ |
| Accurate circumference measurements | ✓ | ✗ | User dependent | ✗ | ✓ | ✓ | Depends |
| User can interact with avatar | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | ✓ |
| Rapid feedback (< 5 minutes) | ✓ | ✓ | ✓ | ✗ | ✓ | ✗ | ✓ |
| Automatic historical tracking | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | ✓ |
| Predictive modeling | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ |
| Low cost (< \$1) | ✓ | Depends | ✓ | ✗ | ✗ | ✗ | Depends |

Joint Venture Update

MyFiziq Secures \$5 million Joint Venture & enters Global Medical Diagnostic Market

Update Highlights:

- The initial funding of \$1.5 million will be made available by the 22 November 17.
- Remaining license payment \$500,000 Q1 18.
- Joint Venture company established in both Singapore and Australia as Body Composition Technologies (BCT).

What will the JV deliver?

- \$2 million in license payments to MyFiziq.
- A further \$3 million of development capital to BCT.
- BCT have also agreed to pay MYQ to develop the initial commercial application to a total of \$420,000 over 12 months.
- MyFiziq, working together with Body Composition Technologies to develop and deliver a revolutionary diagnostic tool for the medical sector, allowing an up to date record of the patient's body composition to be directly uploaded to their medical practitioner's or insurer records.
- The first application will deliver body shape along with body fat estimates. The goal is to replace out of date body mass index (BMI) as a measure of an individual's body composition for the health and life insurance sector.
- This will enable insurers to more accurately understand how policy holders are trending with their body weight and composition, which directly correlates to their management and risk of developing chronic health conditions.
- Discussions with the health sector have indicated a strong desire for such a technology to monitor a policy holder's current health trends.
- The goal is to provide insurers and also policy holders with a tool that will give them accurate and up-to-date feedback on their current and future health status.

Transactions in mHealth

A selection of recent transactions in the mHealth sector...



VECTOR
3TS

Vector Watch
acquires
3TS

A\$20m

Jan 2017




Catapult.
XOS
DIGITAL

Catapult
acquires
XOS
digital

US\$60m

July 2016



fitbit. COIN

Fitbit
acquires
Coin Inc

undisclosed

May 2016



fitbit.
FITSTAR.

Fitbit
acquires
FitStar

US\$18m

Mar 2015




myfitnesspal

Under
Armour
acquires
MyFitnessPal

US\$475m

Feb 2015




UNDER ARMOUR
endomondo

Under
Armour
acquires
Endomondo

US\$85m

Feb 2015




STRAVA™

Strava

Series D
funding

US\$18.5m

Oct 2014



f M

Facebook
acquires
Moves

undisclosed

Apr 2014



MINDBODY.
lymber

MindBody
acquires
Lymber Wellness

undisclosed

Feb 2014



UNDER ARMOUR
mapmyfitness

Under Armour
acquires
MapMyFitness

US\$150m

Dec 2013

Fitocracy Strategic Partnership

MyFiziq Enters Strategic Partnership With Leading Fitness App, Fitocracy

Announcement Highlights:

- Strategic partnership with initial potential annual revenue of up to US\$9 million per annum*.
- MyFiziq will be integrated into Fitocracy's Fitness Community and Personal Coaching application.
- Fitocracy is an online fitness and social network, with over 2 million users, that aims to help users improve their fitness and wellness and is ranked in the top 5 social fitness platforms in the world.

What will the partnership deliver?

- Fitocracy and MyFiziq will collaborate to offer MyFiziq's revolutionary body shape tracking application to the Fitocracy community.
- Fitocracy's current user base of over 2 million users will be able to track changes in their body shape and dimension using the MyFiziq technology as they follow Fitocracy's coaching programs.
- MyFiziq will also be an integral part of Fitocracy's offering and a key point of difference to other new branded apps in partnership with top brands and athlete influencers, including Floyd Mayweather.
- The term sheet includes an initial target of 500,000 user base in the Fitocracy / MyFiziq solution within 12 months of the new offering commencement.

* Please refer to ASX announcement "Strategic Partnership with Leading Fitness App Fitocracy" released on 15 September 2017.

Market Segments – Focus on B2B2C models

MyFiziq has the potential to enhance a range of exciting industries with huge customer bases:

Sports & Exercise



NIKE adidas

lululemon

asics

UNDER ARMOUR

Reebok

Online Digital Training




BEACHBODY

LESMILLS

Weight Watchers

jenny CRAIG

Apps & Devices



STRAVA

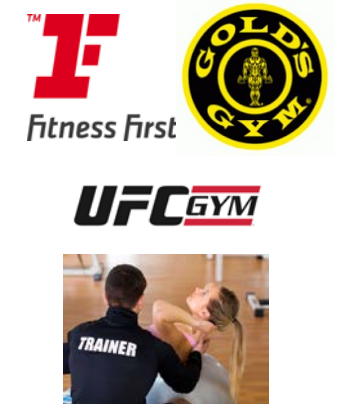
fitbit. NIKE +

Apple myfitnesspal

GARMIN

TOMTOM

Gyms & Personal Trainers



Fitness First

GOLD'S GYM

UFC GYM

TRAINER

Medical & Insurance



hbf

ZURICH

MetLife

Sports Teams/Organisations



AFL

NFL

NBA

UFC

Premier League

NBL

Customer Engagement Model

B2B2C “white label” – MyFiziq provides mobile technology to clients which then markets to their own customer base

Indicative Financial Outcomes - Sensitivity**

| | 375,000 | 300,000 | 250,000 | 200,000 |
|--------------------------------------|----------------|----------------|----------------|----------------|
| Number of Active Users to Break-Even | | | | |
| Assuming: | | | | |
| Upload price of > | \$0.80 | \$1.00 | \$1.20 | \$1.50 |
| Uploads per user / month > | 1.00 | 1.00 | 1.00 | 1.00 |
| Direct Cost of Sales | 10% | 10% | 10% | 10% |
| Break Even Achieved > | Jul-18 | May-18 | Mar -18 | Jan-18 |

Under the B 2 B subscription model.

NB: Break even numbers are based on full operational monthly burn of \$300k

Companies will have a sliding scale based on volume of active users per month. All organisations will have the app available behind a payment wall under subscription. Prices are based on a per month cost allowing the consumer to use the app without limitation.

| | | |
|--------------------|-----------------------|----------------|
| 0 – 999,000 | 1m – 2,999,999 | 3m – 5m |
| \$1.50 | \$1.00 | \$0.80 |

**Example for illustration only - This is not a forecast

The Market

Huge obesity market supported by growing awareness

Market Size

- ▶ Large and prevalent obesity issue globally
- ▶ 2.1 billion estimated to be overweight, globally
- ▶ Increase in obesity mainly 20-40 year olds – represent bracket for primary app users

**US\$672
billion**

2014 global weight loss market

Growing Awareness

- ▶ 56% of Australians and 51% of Americans are trying to lose weight
- ▶ 45% of women and 23% of men in the healthy weight range think they are overweight
- ▶ 91% of women are unhappy with their bodies

56%

Australians trying to lose weight

Mobile Health

- ▶ Australians spend on average 10 hours+ engaging with their internet connected devices every day
- ▶ 269 billion app downloads, worth US\$76.5 billion predicted in 2017
- ▶ Growing mHealth market – mHealth projected revenue of US\$49.1 billion by 2020
- ▶ Remote mHealth monitoring apps predicted to have highest market potential

**~2.2
billion**

Estimated smartphone users in 2016

MyFiziq IP – Patent Protection

MyFiziq Ltd (MYQ) has prosecuted an International Patent Application under the Patent Cooperation Treaty having 53 claims.

MYQ has now entered the national/regional phase in the following jurisdictions: Australia, Canada, China, Europe, India, Japan, New Zealand, Singapore, South Korea, and the United States of America.

Protection Being Sought

Under independent claim 1, the protection sought is broadly directed to a device operable to receive an input representing a selected body (human or otherwise), display that input representation on a screen of the device, produce a *skeleton* (specific to the user) that will appear on the display screen, allow the user to align representation of the body with the user-specific skeleton, segment the representation when aligned with the user-specific skeleton, generate a second representation of the body which is based from the initial input into the device, and then display this second representation on the screen.

Dependent claims 2-33 are directed to more specific features of the device of claim 1.

Under independent claim 34, the protection sought is broadly directed to a method which echoes the substance of the features of claim 1, but in a more activity based manner.

Dependent claims 35-47 are directed to more specific features of the method of claim 34.

Under claims 48-50, the protection sought is for implementations of the method of claim 34 via a computer-readable storage medium, a computer means, and a data signal.

Under claim 51, the protection sought is broadly for a system using the device of claim 1.

Under claims 52 and 53, the protection sought is broadly for a method of using the device of claim 1 to achieve an objective.

What does all this mean?

MYQ has sought to protect its ability to use a mobile device to capture a user specific input to further create and deliver an output specific to the user by way of an image or images (taken by the device). In implementations of the MYQ technology, the output may provide the user with specific dimensions for the mapping/tracking of anatomical change.

Investment Highlights and Future Milestones

- I Unique technology / Advancing into Medical Diagnostic
- II First B2B partnership announced with a Q1 2018 launch
- III Multi-billion dollar market and growing annually
- IV Easy to use technology
- V B2B business model with SDK built
- VI Code allows easy extension, modification and scalability
- VII Q2 2018 Second B2B Launch

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