

JAN 2018

Investor Presentation

MYQ

A stylized human figure composed of a grid of dots, standing behind the letters 'MYQ'. The figure is rendered in a light orange color, matching the background, and is positioned centrally behind the 'Y' and 'Q' of the 'MYQ' text.

ASX: MYQ

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Corporate Overview

CAPITAL STRUCTURE

| | |
|---|-----------------|
| Ticker | ASX:MYQ |
| Share Price (as at 12 January 2018) | \$1.35 |
| Basic Shares Outstanding ¹ Market Capitalisation | 79.04m \$106.7m |
| Debt | \$0.00 |
| Enterprise Valuation | \$105.4m |

Funds Outstanding & Available

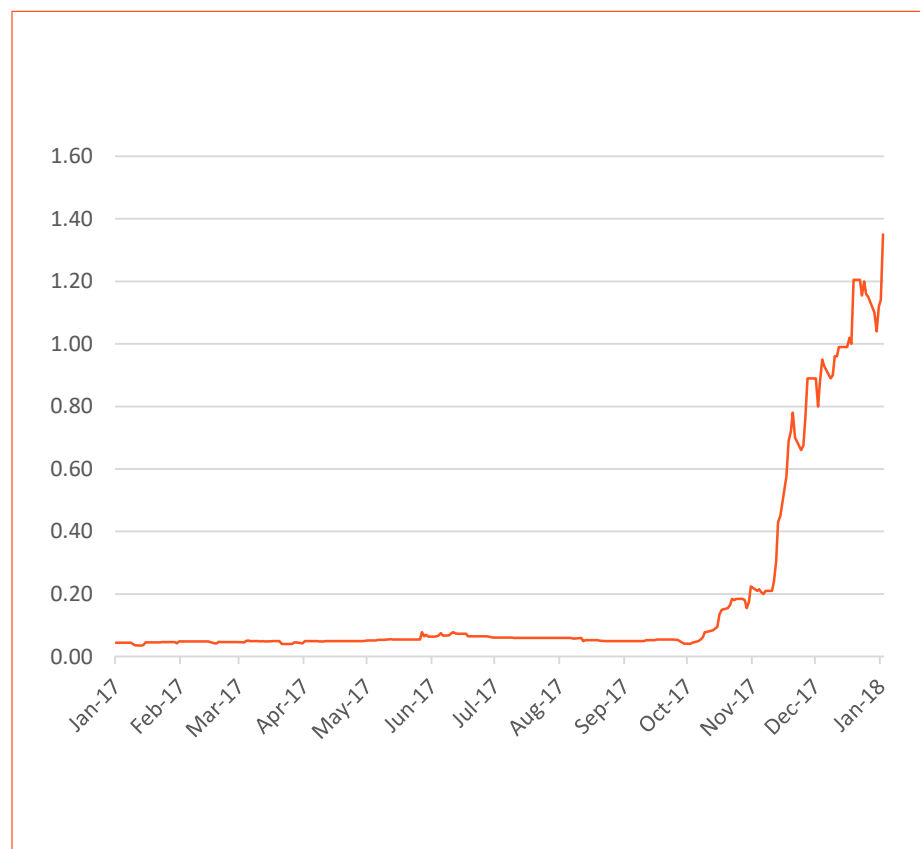
| | |
|-------------------------------------|---------|
| Cash at Bank | \$1.30m |
| Convertible Note facility (undrawn) | \$2.0m |
| Approx. Monthly Burn | \$0.25m |

Performance Rights & Options²

- 15.0m Class A performance rights with various revenue (ex license fees) and EBIT targets
- 15.0m Class B performance rights with various revenue (ex license fees) and EBIT targets
- 20.25m performance rights expiring on various dates
- 9.5m options with various expiry dates and prices

Fully Diluted Shares on Issue 138.79m

12 MONTH SHARE PRICE PERFORMANCE



SHARE HOLDER BREAKDOWN

- ❖ Top 10 Share Holders hold 52.41% of the shares on issue.
- ❖ Top 20 Share Holders hold 64.46% of the shares on issue.
- ❖ Top 50 Share Holder Hold 82.88% of the shares on issue.

IPO

- ❖ Date: August 2015
- ❖ Issue Price: \$0.20
- ❖ Capital Raised: \$6m

MY FIZIQ

About MyFiziq

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

WHAT WE DO

Founded by Vlado Bosanac and Dr Katherine Iscoe in 2014, MyFiziq is a revolutionary technology embedded in a partners app, that uses pictures from your smart phone to create a representation of your body in the form of a 3D avatar with accurate circumference measurements of specific areas (e.g. chest, waist, hips & thighs) that you can store and track over time. Body measurements that track changes in shape or size of the body provide additional and often more useful information than simply measuring weight or BMI.

MyFiziq greatly simplifies the collection and recording of these measurements, and removes the margin of human error present in traditional tape measure methods.

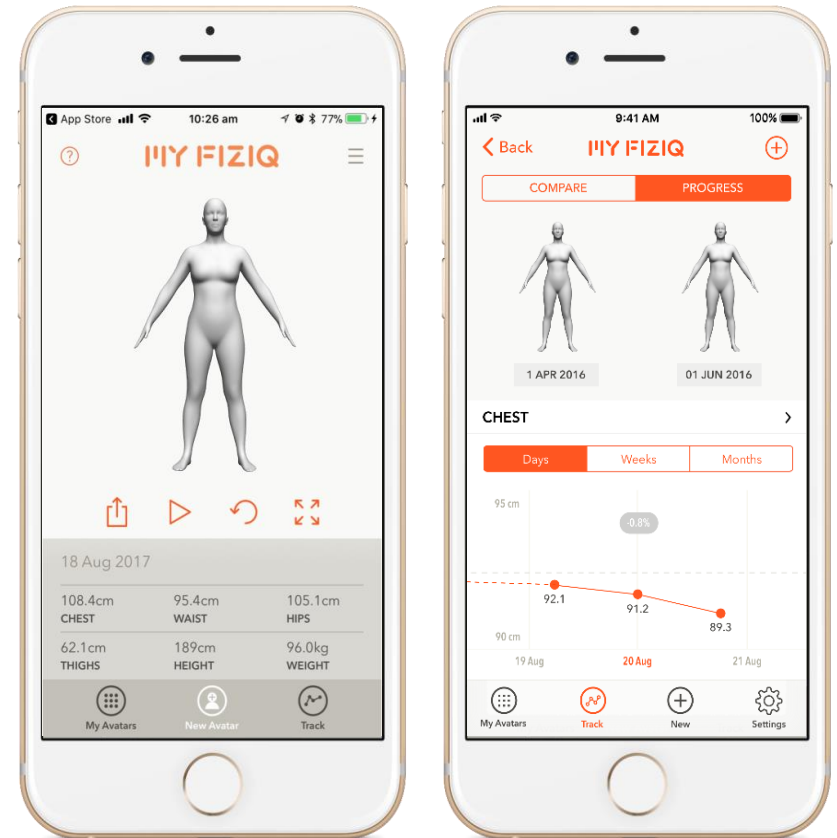
OUR PRODUCT OFFERING

We provide an SDK (Software Development Kit) and white label app to B2B (Business to Business) partners in many industries, including Health & Fitness, Insurance, Clothing, and Medical. Partners embed our SDK into their new or existing apps, and then customize the experience to satisfying their branding requirements.

KEY CUSTOMER VERTICALS

The use of the MyFiziq technology can provide significant benefit to a variety of customer verticals – with very large customer/client bases:

- ✓ Sports & Exercise, Online Digital Training, Apps & Devices, Gyms & Personal Trainers – key additional data to monitor progress of effort.
- ✓ Online Retail Clothing – ability to provide accurate body measurements to the retailer to determine correct size of garment to order – reduce cost of returns.
- ✓ Medical & Insurance – future ability to measure body fat as indicator of health status.

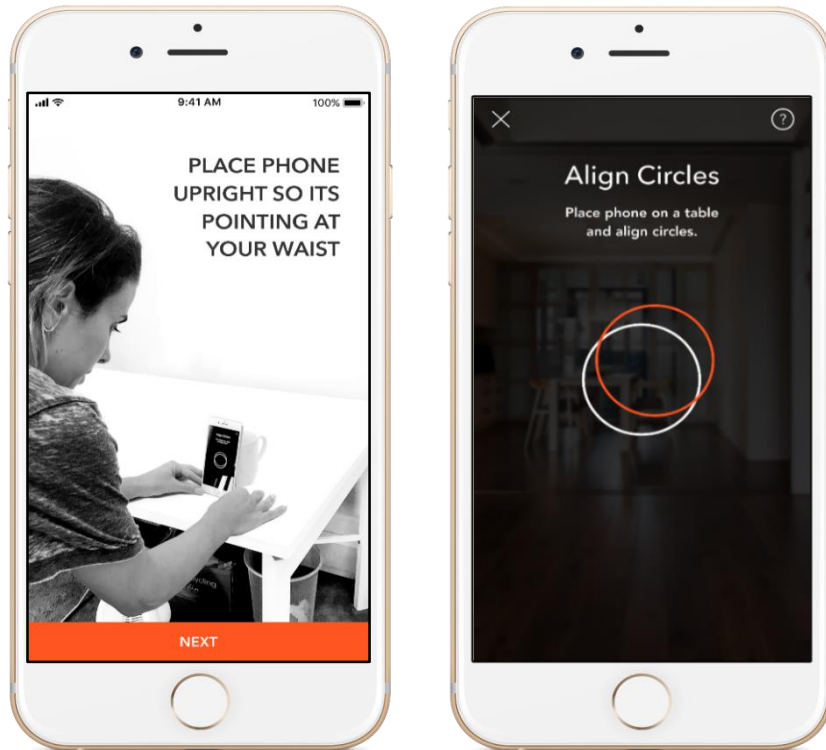


MY FIZIQ

New Single User Update 1.7.0

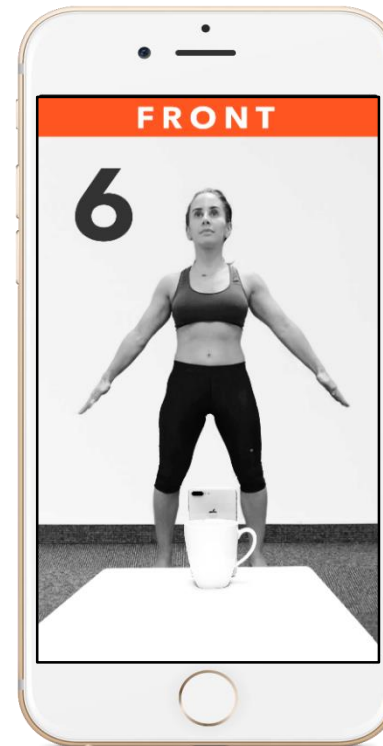
Requires only a *single user* (as opposed to two). Backend optimisation has improved, allowing avatars to be generated in the device resulting in a reduction in storage costs and load times.

1. Phone Placement & Alignment



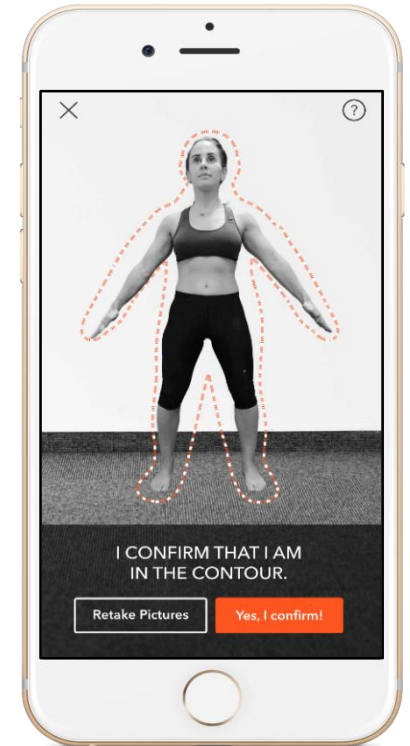
Phone is placed upright on a table and the internal gyroscopes inform the user that the phone is upright when the circles are aligned.

2. Front & Side Photos



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

3. Confirmation



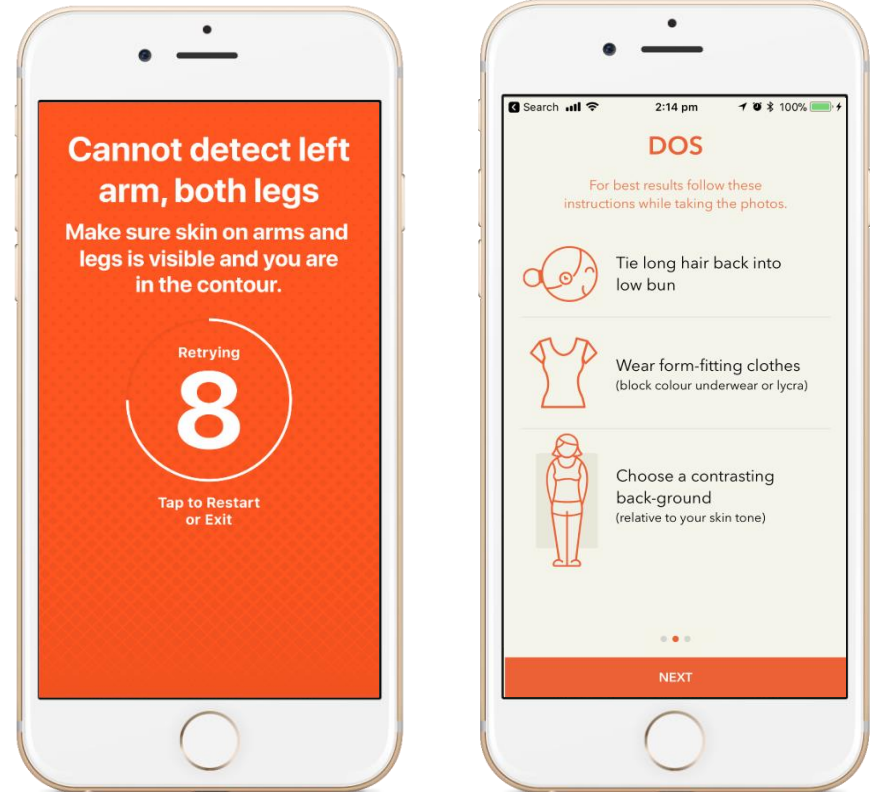
User can confirm their images, or retake pictures.

MY FIZIQ

Instant Feedback

“Along with the instant user guidance messages, the app also includes Dos and Don’ts screens that provide best results information prior to avatar creation. When followed correctly by the user, this information aids in returning successful avatars.”

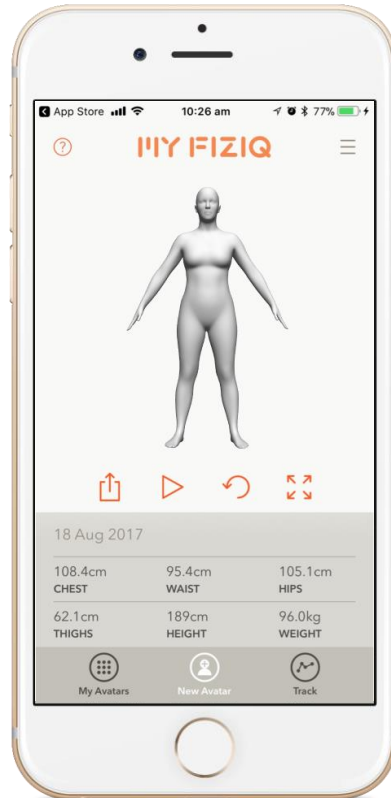
Vlado Bosanac
CEO



User Experience

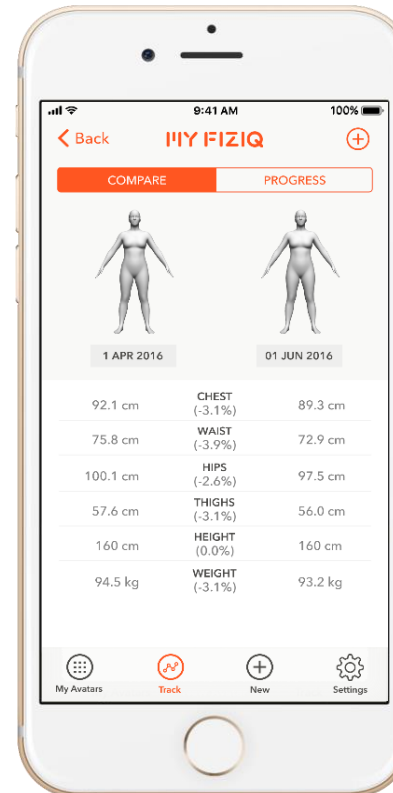
Intuitive mobile interface with accurate progress and comparison tools.

1. Create your 3D Avatar



Simple user interface to provide circumference of major body parts

2. Track your body shape



Compare current body measurements to old avatars

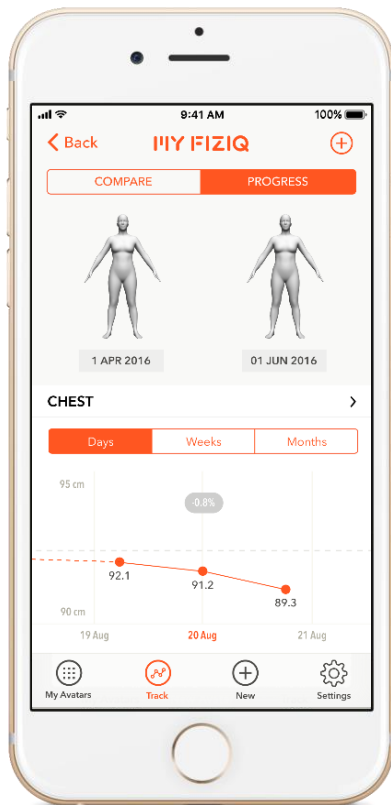
MY FIZIQ

User Experience (Con't)

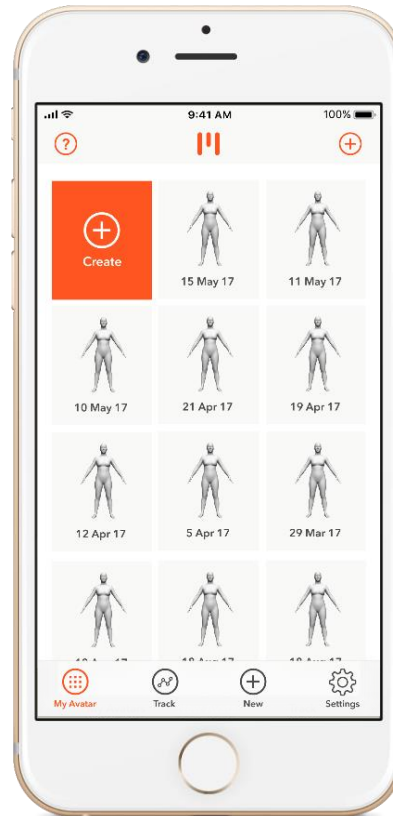
See your progress over time and see a glimpse of the future you.
Visualise the change and stay motivated.

3. Map your changes over time

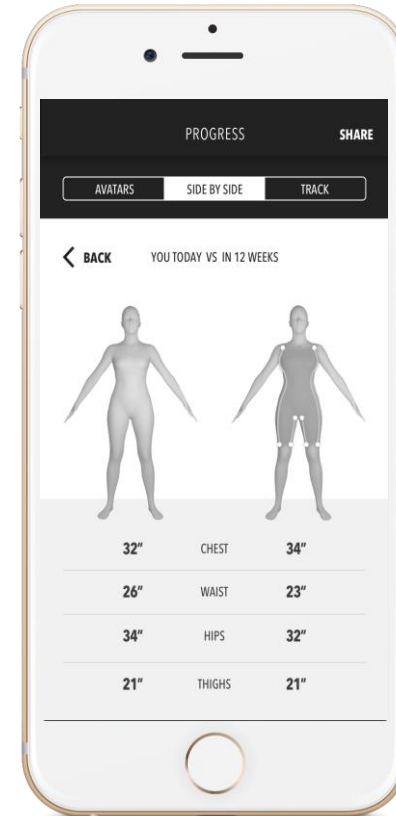
CHART AND TRACK PROGRESS



HISTORIC RECORDS



PREDICTIVE CAPABILITY*



* Future functionality, for illustration purposes only

Accuracy & 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 3000 avatars collected of volunteers

◁ 7 internal studies

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

◁ 3 external studies

1 involving 450+ end users, another involving 100+ end users

1 conducted by a reputable University, and another conducted by a potential B2B client.

* Within a controlled environment

The Competitive Landscape

MyFiziq offers significant advantages both as a standalone or complementary solution.

| | MY FIZIQ | Traditional scales | Standard Tape Measure | Medical Body Scanner | 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 modelling | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ |
| Low cost (<\$1) | ✓ | Depends | ✓ | ✗ | ✗ | ✗ | Depends |

Customer Verticals

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

Under the B2B subscription model MyFiziq has 3 price points

| PRICE POINT | APPLICABLE CUSTOMER VERTICALS | BASE COST* (USD) |
|----------------------|--|-------------------------------------|
| Per user, per month | Sports & Exercise, Online Digital Training, Apps & Devices, Gyms & Personal Trainers | US\$1.50 (Per user / month) |
| Per policy, per year | Medical & Insurance | US\$1 (Per policy / year) |
| Per garment sold | Clothing | 5% (Gross sale price per garment)** |

Garment returns due to "Wrong Sizing on item" is estimated to cost \$62.4B worldwide

* Partners will have a sliding cost scale based on volume, the higher the volume, the lower the cost per unit

** Partners will have a sliding scale based on volume, the higher the volume the lower the % per garment sold with a floor of 3% per garment from 5m garments per annum and above

Per User, Per Month Customer Engagement Model

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

UNDER THE B2B PER USER, PER MONTH SUBSCRIPTION MODEL.

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.

| USERS PER MONTH: | 0 – 999,999 | 1M – 2,999,999 | 3M – 5M |
|--------------------------------------|--------------------|-----------------------|----------------|
| Price Per User, Per Month | USD \$1.50 | USD \$1.00 | USD \$0.80 |
| Number of Active Users to Break-Even | 153,000 | 230,000 | 286,000 |

ASSUMING

| | | | |
|---------------------------|----------|----------|----------|
| Price Per User, Per Month | US\$1.50 | US\$1.00 | US\$0.80 |
| Direct Cost of Sales | 10% | 10% | 10% |
| Break Even Achieved | Apr-18 | May-18 | Jun-18 |

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

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



Market Segments – Focus on B2B2C models

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

SPORTS, EXERCISE & CLOTHING



ONLINE DIGITAL TRAINING



APPS & DEVICES



GYMS & PERSONAL TRAINERS













MEDICAL & INSURANCE



SPORTS TEAMS & ORGANISATIONS



Recent mHealth transactions

| | | | | |
|---|---|--|---|---|
|  |  |  |  |  |
| <p>Amazon acquires Body Labs</p> | <p>Vector Watch acquires 3TS</p> | <p>Catapult acquires XOS digital</p> | <p>Fitbit acquires Coin Inc</p> | <p>Fitbit acquires FitStar</p> |
| <p>US \$70-100m</p> | <p>A\$20m</p> | <p>US\$60m</p> | <p>undisclosed</p> | <p>US\$18m</p> |
| <p>Oct 2017</p> | <p>Jan 2017</p> | <p>July 2016</p> | <p>May 2016</p> | <p>Mar 2015</p> |
|  |  |  |  |  |
| <p>Under Armour acquires MyFitnessPal</p> | <p>Under Armour acquires Endomondo</p> | <p>Strava Series D Funding</p> | <p>Facebook acquires Moves</p> | <p>Under Armour acquires MapMyFitness</p> |
| <p>US \$475m</p> | <p>A\$85m</p> | <p>US\$18.5</p> | <p>undisclosed</p> | <p>US\$150m</p> |
| <p>Feb 2015</p> | <p>Feb 2015</p> | <p>Oct 2014</p> | <p>Apr 2014</p> | <p>Dec 2013</p> |

Joint Venture Update

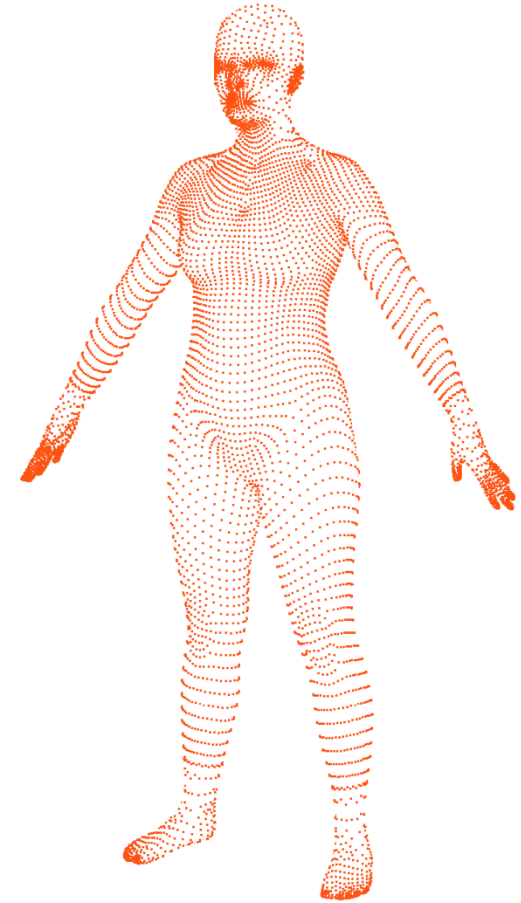
MyFiziq Secures \$5 million Joint Venture & Enters Global Medical Diagnostic Market

UPDATE HIGHLIGHTS

- ◁ Initial license payments received of \$1,500,000 (ex GST).
- ◁ 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.



MY FIZIQ

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.

MY FIZIQ

India Strategic Partnership

MyFiziq enters strategic partnership with India based sports business identity Ravi Krishnan

ANNOUNCEMENT HIGHLIGHTS:

- ◁ Licence payment of US\$1M to be paid to MyFiziq for marketing rights in the Indian market upon a successful completion of financing by Indian partner.
- ◁ Payment of US\$500,000 to expedite Android development.
- ◁ Ravi Krishnan, former head of IMG South Asia, current Co-Founder and CEO of Stepathlon to drive the integration into the mass India market and seek opportunities to expand to other India-based platforms.
- ◁ Initial target Stepathlon 620+ companies and more than 349,000 employees.

WHAT WILL THE PARTNERSHIP DELIVER?

- ◁ MyFiziq will integrate its platform into a number of India-based health, fitness, wellness and sporting organisations that Mr Krishnan advises.
- ◁ The initial target will be the Stepathlon platform across its 620+ partner companies and more than 349,000 employees. This initial application will showcase MyFiziq's functionality to the ever-growing market in India, with a population of over one billion.
- ◁ The parties then contemplate that MyFiziq will provide white-label solutions to multiple verticals in India, including the weight loss industry, gyms, online health & fitness, supplement companies and sporting organisations.
- ◁ Subject to Mr Krishnan successfully completing financing for the Indian side of the business opportunity in 1st Quarter 2018, MyFiziq will receive a license fee of USD\$1M for the rights to the Indian market and will also be paid a further USD\$500,000 to expedite the development of the Android application, which is the dominant mobile device/phone used in India.

* Please refer to ASX announcement "Binding Term Sheet Signed with Ravi Krishnan" released on 27 November 2017.

Mayweather Boxing + Fitness Strategic Partnership

MyFiziq Enters Strategic Partnership with FitLab LLC for the Mayweather Boxing + Fitness digital training app

ANNOUNCEMENT HIGHLIGHTS:

- ◁ MyFiziq will be integrated into FitLab's client's mobile app, Mayweather Boxing + Fitness.
- ◁ Workouts based on the training system of Floyd Mayweather, the world champion boxer with an aggregate social media following of 41,000,000.
- ◁ Mobile app provides global access to the Mayweather training system, ahead of Mayweather Boxing + Fitness opening gyms worldwide in 2018.

WHAT WILL THE PARTNERSHIP DELIVER?

- ◁ FitLab, LLC will integrate MyFiziq's revolutionary body shape tracking application into Mayweather Mobile and deliver MyFiziq to Mayweather's fans (currently 41 million social media followers in aggregate) and the broader fitness enthusiast community, who will be able to track changes in their body shape using the MyFiziq technology as they follow Mayweather's fitness programs through his new mobile training application. MyFiziq will be an integral part of Mayweather's offering and a key point of difference to other digital training platforms.
- ◁ Subject to the parties carrying out a consumer pricing survey, it is intended that the MyFiziq product will be offered to users under a monthly subscription model of between US\$0.80 and US\$1.50 per month depending on user subscription numbers.
- ◁ It is further agreed by the parties that their intention is to have a market ready product available no later than 30 June 2018 but with a target delivery of late Q1 2018. The Term Sheet is otherwise non-exclusive to Mayweather Boxing + Fitness.

* Please refer to ASX announcement "Binding Term Sheet with FitLab LLC - Mayweather Training App" released on 12 December 2017

MY FIZIQ

MyFiziq Board



Peter Wal

Non-Executive Chairman

- ▶ Partner Lawyer, with 19+ years experience in: capital markets, corporate and strategic advice, securities law, commercial law and contract law
- ▶ Non-executive director of a number of ASX listed companies
- ▶ LLB B. Comm MAppFin FFIN



Vlado Bosanac

Co-Founder & CEO

- ▶ Entrepreneur, advisor and strategy consultant
- ▶ Over 20 years experience in venture capital and private equity
- ▶ Successfully funded 10+ start-ups
- ▶ Extensive public company experience
- ▶ Highly experienced in execution



Dr Katherine Iscoe

Co-Founder & Executive Director

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



Mike Melby

Non-Executive Director

- ▶ Fitness industry executive
- ▶ Tech company founder (PayDivvy - acquired by Higher One, TapIt – acquired by VC-backed Phunware)
- ▶ Investment banker and private equity investor
- ▶ MBA Entrp. Man, BA, Political Economy



Kevin Hart

Company Secretary

- ▶ 30+ years experience in accounting / the management and administration of public listed entities
- ▶ Fellow of the Institute of Chartered Accountants
- ▶ B.Comm

Supported by:

- ▶ Brian Kirkbride – Strategic advisor

MyFiziq Team



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

- ▶ 22+ years experience in signal and image processing, computer vision, machine learning and biometrics
- ▶ BSc, MSc, PhD
- ▶ 60+ conference and journal publications, of which 35+ publications relevant to MYQ



David Tabb
Operations Manager

- ▶ 15+ years experience in IT operations, training, quality and risk management
- ▶ BSc, Cert IV in Training & Assessment



Gary Smith
Vice President North America

- ▶ 10+ years experience as a fitness / health executive
- ▶ BA Financial Accounting and Law

SUPPORTED BY:

- ▶ Phillip Cooper, Senior App Developer
- ▶ Luke Cleland, Senior Cloud Developer
- ▶ Ryan Snowden, Snr. Product Designer
- ▶ Amita Bajaj, App Developer
- ▶ Sean Smith, App Developer
- ▶ Adam Phoenix, App Developer
- ▶ Neeraj Dhungel, Computer Vision and Machine Learning Engineer
- ▶ Iman Abbasnejad, Computer Vision and Machine Learning Engineer

Investment Highlights & Future Milestones

- ◁ **Superior solution** – multiple advantages as a standalone or complementary measurement tool, intuitive on-screen instructions with avatars results generally expected within 80 seconds.
- ◁ **Accurate** – body measurements including chest, waist, hips and thigh, to 97% accuracy.
- ◁ **Track progress over time** - data and image storage for historical comparisons.
- ◁ **Mobility & convenience** – mobile technology in the privacy of your own home.
- ◁ **Cloud environment enables scalability & speed** - runs on Amazon Web Services (AWS) to ensure speed, security and scalability. AWS cloud infrastructure capable of supporting millions of B2B users for multiple MyFiziq partners.
- ◁ **Patent protection** – Full Australian patent granted, multiple patent applications pending for business use.
- ◁ **Integration** – potential to combine with data feeds from other exercise/nutrition apps.
- ◁ **Cross platform** - available on Apple iOS with plans for Android – can be rolled out in global markets.
- ◁ **Affordable subscription models** – tailored for clients and partners business needs.
- ◁ **Low cost market access** – rapid penetration through a “business to business to consumer model” (B2B2C) – allowing licensing or white label for clients to market MyFiziq directly to their customers.
- ◁ **Significant market size** – Truly global applicability, simple language customisation and multiple client verticals with multinational brands with large customer/client bases
- ◁ **Management** – Founders and team are passionate and driven to achieve the rapid scaling and commercialisation of the MYQ solution
- ◁ **Contracts and Partnerships** – proven engagement model with existing contracts and more anticipated

APPENDICES

MyFiziq IP – Patent Protection

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

MYQ has been granted full patent status for Australia and has entered the national/regional phase in the following jurisdictions: 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.



Full Patent
Granted in
Australia

MY FIZIQ

The Market

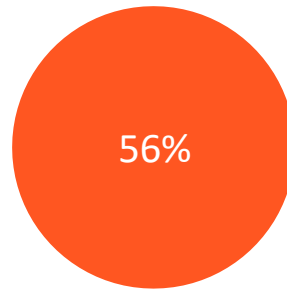
2014 global weight loss market



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

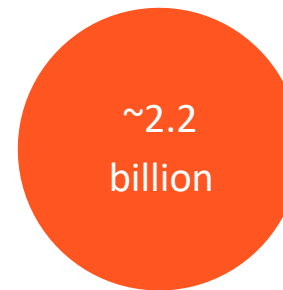
Australians trying to lose weight



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

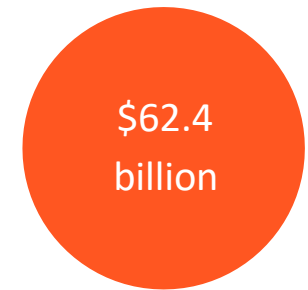
Estimated smartphone users in 2016



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

Estimated cost of wrong size returns in 2015



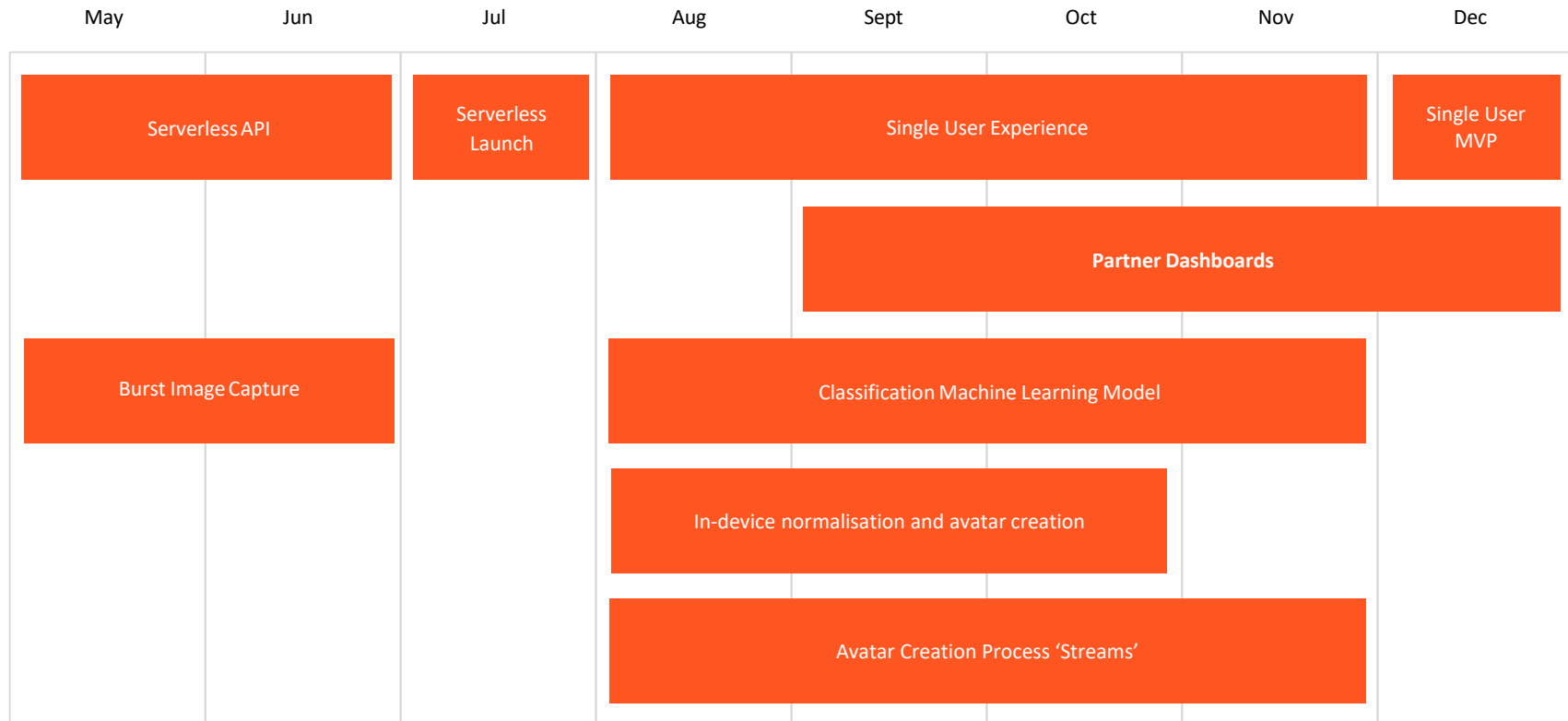
CLOTHING RETURNS

- ◁ Wrong size returns equates to nearly 0.5% of total sales worldwide
- ◁ Clothing companies increasing looking to digital solutions to reduce costs of return

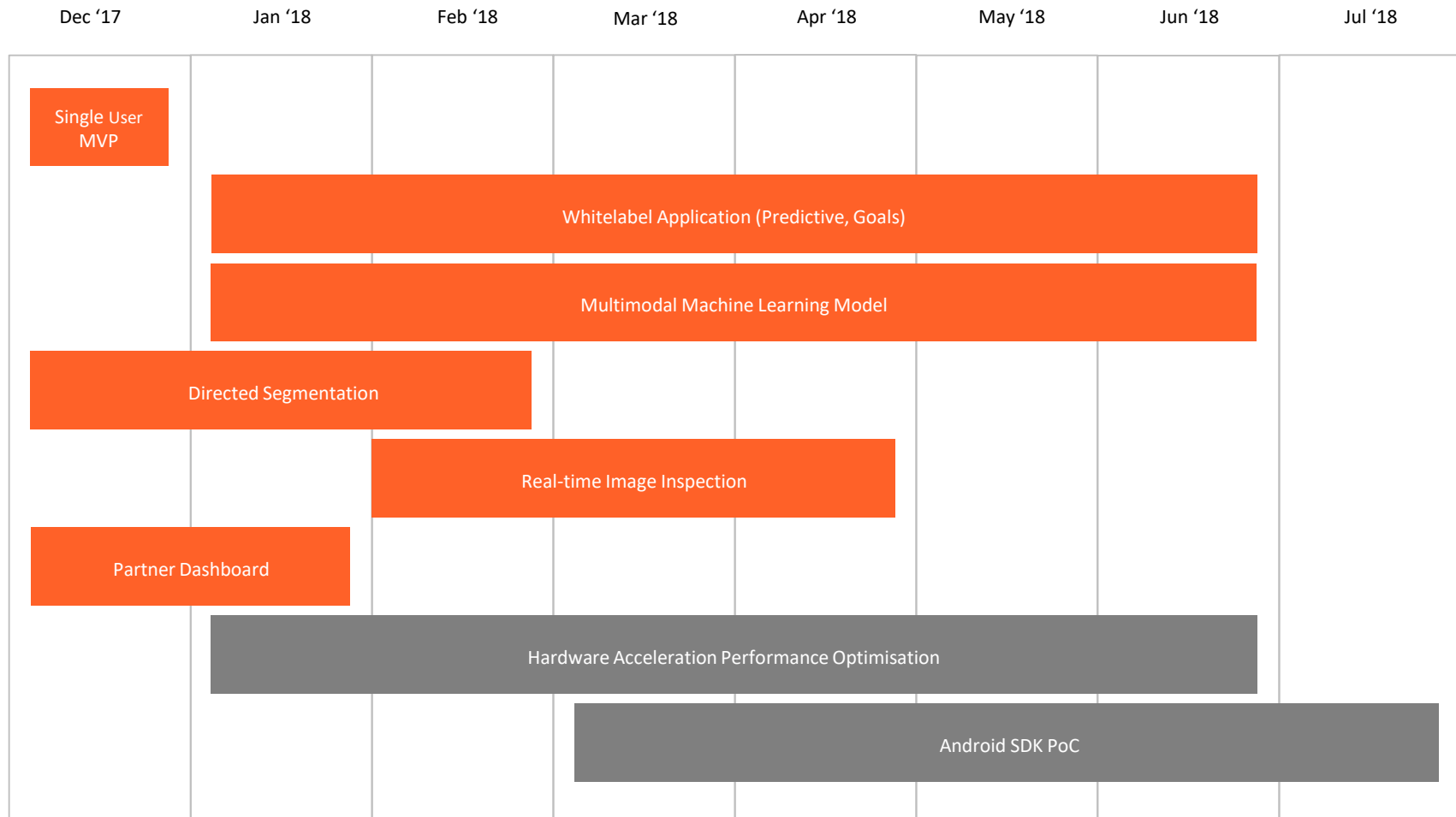
MY FIZIQ

2017 Technology Achievements

A high level roadmap of key technological advancements made in 2017



Tech Research & Development Roadmap '18



- Development
- Research



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