



MyFiziq Signs Binding Term Sheet with Hong Kong based Fit Capital Ltd

Highlights

- **Further expansion into Asia**
- **Social Fitness Goal Betting**
- **Multiple training systems**
- **Endorsed by Fitness champions and influencer throughout Asia**

MyFiziq Limited (ASX: MYQ) (MyFiziq) is pleased to announce it has further expanded its reach into Asia today signing a binding term sheet with Fit Capital (**Fit Capital**), which will see the MyFiziq platform integrated into the multi-dimensional training platform, Stryde Fitness App (**Stryde**).

Stryde is focused on assisting its subscribers with setting goals using a goal setting algorithm and attaining those goals through engagement and P2P fitness goal betting via in-app currency ('donuts'), which users can spend to earn fitness products as prizes. Created upon a common belief, personal achievements and the self-discipline to breakthrough boundaries and obstacles are a feat of courage often overlooked. Founded by fitness enthusiasts and businessmen, Leon Lee (the former head of product at a Hong Kong science park incubated company) and Alex Chung (a marketing, PR professional and personal trainer). The company's vision is to create a platform on which users can feel accountable towards their fitness goals and, more importantly, a proverbial 'roof' to shout to the world their personal successes.

Fit Capital and MyFiziq will collaborate to integrate MyFiziq's revolutionary body tracking application into Stryde. Stryde's users will be able to track changes in their body shape and dimension using the MyFiziq technology as they follow Stryde's coaching, fitness and nutritional programs in their chosen activities. It is intended that MyFiziq will be an integral part of Stryde's offering and a key point of difference to other platforms.

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

"This agreement is further broadening and extending our push into Greater Asia. Having the opportunity to work with the Fit Capital team, along with their incredible knowledge and background, is further validation of our technology. The founders are deeply entrenched in fitness and are a strong reflection of their product and programmes. Fit Capital is working with some of the biggest names in the Asian fitness market. We believe Fit Capital's current and future strategy into the online health and fitness arena reflects both our target market and desired method to market."

The MyFiziq pricing model below forms part of the binding term sheet with Fit Capital and has been structured to create customer engagement through a very non-invasive pricing plan to entice their audience.



This model is further explained below:

Corporate Wellness	
Volume 0 – 100,000 active users	US\$2.50 per month per user
Volume 100,001 – 250,000 active users	US\$2.25 per month per user
Volume 250,001 – 500,000 active users	US\$1.99 per month per user
Volume 500,001 – 1,000,000 active users	US\$1.50 per month per user
Volume 1,000,001 – 3,000,000 active users	US\$1.00 per month per user
Volume > 3,000,000 active users	US\$0.80 per month per user
Per scan rate	US\$2.00 – US\$0.80 depending on region and customer
Or per scan	US\$1.00 as discussed in agreed cases.
Insurance only monitoring e.g. 4 scans per year 1 per quarter	US\$4.00
Or as agreed on a case basis.	

Fit Capital Founders Leon Lee and Alex Chung, said:

“We are very excited to be one of the first organisations to bring the MyFiziq application to the Asian market. When we first saw the technology at RISE Hong Kong earlier this year, we immediately identified its huge potential in the fitness market we have spent our lives in. We earmarked it to become a strategic and integral piece of our offering. Many applications suggest they can do what MyFiziq has accomplished, yet, when put to task, we haven't found anything with the mobility, accuracy, or functionality that the MyFiziq technology offers. We strongly feel this is the future for trainers and fitness enthusiast when wanting to track their accomplishments from the hard work and sweat they have endured when achieving their goals. Even more exciting is it is in the palm of your hand.”

About Stryde:

Stryde app is a gamified fitness goal betting platform that lets users share their fitness goals, whilst other users bet believe or doubt using our in-app currency “Donuts”, in hopes to earn product prizes from our brand partners.

Core value Stryde provides is having each user feel accountable to complete their goals since others have a stake in them. 3 out of 4 new year resolution fitness goals fail. The American Society of Training and Development (ASTD) found that accountability can increase one’s goal attainment rate by up to 95%. This means we can nearly double the amount of goals achieved worldwide by providing a way to make users feel accountable.



Fit Capital partners with domain experts across multiple synergistic companies. They prefer getting involved as early as possible and taking an active operational approach to growing ground-breaking technologies and platforms to be the market leaders in their chosen field of expertise.

By combining our strategic network in sport, performance and Fitness with and resources purpose-built for the sector, Fit Capital is able to accelerate the distribution of our concept and platforms.

Fit Capital aims to drive innovation in the elite segment, bridge digital and physical channels, and democratise breakthrough services and technology for mass market consumers.

The MyFiziq Mission:

Our mission is to globalize our technology and assist individuals, communities and populations to live better healthier lives by working with governments, healthcare providers and the best health & fitness identities and solutions available worldwide with the data we can provide in the palm of their consumers hands.

Our software as a service solution (SAAS) offering allows flexibility and pricing scale reductions for our partners. MyFiziq partners with highly scaled or scalable new and existing applications and provides them with a deeper insight into the data they wish to retrieve from their users to empower them in their journeys.

Consumers engage daily with multiple needs that require the use or ability to track individual dimensions. Such as dieting, exercising, assessing their health or simply buying clothing online, the result is a drive toward understanding their personal dimensions or the changes they are undergoing. MyFiziq provides that missing link in other ecosystems.

MyFiziq is a patented technology we have developed with a proprietary image capturing system within a consumer's smartphone, we empower a consumer with the ability to create a representation of their structure in the form of a 3D avatar with accurate circumference measurements. Partners embed our Software Development Kit's (SDK's) into their new or existing applications, and then customize the experience to meet their brand requirements.

MyFiziq has developed this capability by leveraging the power of Computer Vision, Machine Learning and patented algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivalled in the industry. Body measurements provide more useful information about physical changes than simply measuring weight. MyFiziq simplifies the collection of these measurements and removes the margin of human error present in traditional methods.

For more information please visit: www.myfiziq.com

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