



## MyFiziq Finalizes all Formal Legal Agreements with Hong Kong based Fit Capital Ltd

### Highlights

- **Beta release into Asia imminent.**
- **Social Fitness Betting.**
- **Multiple training systems.**
- **Endorsed by Fitness champions and influencers throughout Asia.**

**MyFiziq Limited (ASX: MYQ) (MyFiziq)** is pleased to announce it has concluded the signing of all formal legal agreements with Fit Capital Ltd (**Fit Capital**), which will see the MyFiziq platform integrated into the multi-dimensional training Stryde Fitness App (**Stryde**).

The legal agreements now completed are as follows:

- Commercial Agreement;
- MyFiziq Software Development Kit End User License Agreement (EULA);
- MyFiziq Data Processing Agreement; and
- MyFiziq Support Agreement.

As previously outlined, Stryde is focused on assisting its subscribers with setting goals, using their goal setting algorithm, and attaining them through engagement and P2P fitness goal betting via in-app currency (Donuts) which users can spend to earn fitness products as prizes. Stryde was created upon a common belief that 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, former head of product at a Hong Kong science park incubated company and Alex Chung, 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 have been collaborating to integrate the MyFiziq 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. MyFiziq will be an integral part of Stryde's offering and a key point of difference to other platforms as they move to be the first in Asia. Stryde anticipates an initial campaign as phase one beta testing the UX/UI with real consumers in the next 60 days.

### **Vlado Bosanac, Chief Executive Officer of MyFiziq, said:**

"The completion of these agreements has been in process for the last 60 days and I am pleased to say they have now been concluded. The agreements are complex and need to cover a number of laws and geographic regions, especially when it comes to data privacy. The partnership with Fit Capital is accelerating rapidly to a first consumer facing tests in readiness for a full commercial launch in the coming months. The innovation and gamification Stryde will bring to Asia is going to be not only a new and dynamic way to engage, retain and reward consumers. It will also make fitness fun and



rewarding to its users. This half of 2020 will see a number of go-lives for the MyFiziq application as the company enters a pivotal phase in its evolution.”

**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. We are moving quickly with our development and initial teaser campaign as phase one in testing the UX/UI on the street. This is going to be extremely valuable for our team to assess the best way to move towards a full-scale launch to the immense populations in Asia.”

**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.

The 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 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.

**About MyFiziq:**

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 (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.

This announcement has been authorised by the Board of Directors of the Company.

For more information please visit: [www.myfiziq.com](http://www.myfiziq.com)

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