



## MyFiziq joint venture partner BCT signs binding contract with China-based The CareVoice

### Highlights

- Binding commercial agreement signed between BCT and The CareVoice.
- The CareVoice services over 15 insurers in Greater China.
- Technical integration nearing completion.

**MyFiziq Limited (ASX: MYQ)** (“**MyFiziq**” or the “**Company**”) would like to inform shareholders that Body Composition Technologies Pte Ltd (“**BCT**”), MyFiziq’s 50% owned joint venture partner, has executed a binding commercial contract (“**Contract**”) with The CareVoice (“**CareVoice**”), a leading China-based health insurtech company, who is transforming the healthcare experience by using mobile and data-driven solutions to digitalize healthcare services and enhance the insurance journey for many of China’s largest insurance companies.

The Contract pertains specifically to the integration of BCT’s body composition technology into the CareVoice service platform for health insurers in China and Hong Kong. BCT’s technology will enhance the CareVoice solution, enabling insurers to more accurately assess risk and tailor health plans uniquely to each policyholder. The first roll out of this joint solution will be for the Hong Kong market, as part of a health plan designed for sports enthusiasts. Later this year, the solution will also be launched in the mainland China market.

The CareVoice partners in the region include over 15 insurance companies and 100 healthcare service providers. These partners work with The CareVoice to accelerate innovation and make a major positive difference in how policyholders are engaged, and healthcare services are delivered.

### Vlado Bosanac Group CEO said:

“We are pleased to be partnering with The CareVoice. The company is a well-established and rapidly growing insurtech platform that is driving innovation in greater China, representing one of the largest and most rapidly growing healthcare and insurance markets in the world with a population of over 1.4 billion people. The CareVoice is at the forefront in delivering digital healthcare solutions to policyholders that improve outcomes and reduce costs, while targeting significantly increased engagement and long-term retention. They are currently servicing 15 insurers and over 100 healthcare service providers. This will expose our combined solution to many hundreds of millions of people over multiple staged releases.

We believe this is an ideal organisation for BCT to partner with, as our solution will enable The CareVoice to rapidly and accurately assess risk and guide their users towards improved outcomes through early screening and monitoring of the metabolic risk factors that our technology is able to capture. With diabetes on the rise in China, this capability is essential to reduce healthcare costs and improve population health.



Unlike many of our partners who work through a staged proof of concept and user engagements, The CareVoice executed formal end-user license agreements with the Company early in the negotiations. This gave them access to our SDK sandbox environment. Having this access, whilst finalizing the terms of the commercial agreement, has given CareVoice a head-start on the design and development stage, which reduces the time for initial development and release.”

**Neil Liang, Co-Founder and Chief Product Officer, The CareVoice said:**

“The CareVoice is dedicated to creating a health service ecosystem to help insurers provide greater value for their customers. We work hard to ensure that we are introducing the most effective and innovative services to the insurance members in China. BCT’s proven effectiveness and simple integration process makes it a perfect fit for our ecosystem. The 15 insurers and over 100 healthcare organisations we currently service, provides access to millions of potential users. We are very excited to be the first to bring the BCT innovation to Hong Kong and mainland China.”

**About CareVoice**

The CareVoice is a Shanghai-based insurtech platform with a vision to make health insurance more consumer-centric. Our solution, CareVoiceOS, is the first operating system created for insurers to better serve their members while improving operational efficiencies. Insurers can leverage our digitized customer experience to provide their members with an enhanced user journey, from hospital navigation, filing claims, to health management.

In addition, we aim to become a valuable partner to insurers in co-creating innovative insurance products. Our ability to identify untapped market segments and create customized, digitized solutions for specific segments, allows us to help insurers drive greater differentiation and sales growth in the competitive market.

Our result-driven solutions have created substantial positive business impact in Mainland China and Hong Kong. We are financially backed by top China-based and overseas software, fintech and healthcare investment funds.

To learn more about The CareVoice, please visit us at <http://www.thecarevoice.com/>

**About BCT**

Body Composition Technologies (BCT), a 50% owned joint venture company with MyFiziq, is focused on developing a cost effective, easily accessible and reliable smartphone-based body composition and anthropometric measurement tool for governments, insurers, medical organisations and the medical research markets.

We strive to deliver a private, cost effective and accurate method for our users to identify, classify and monitor some of the primary markers of chronic diseases such as type 2 diabetes, coronary heart disease and stroke. This early screening, assessment and long-term monitoring of the primary markers of chronic disease, is essential for reducing the spiralling healthcare costs and improving the quality of life for billions of people worldwide.

We work with our partners to give them better engagement and understanding of their consumer / populations whilst empowering them through our technology to make better health decisions which in turn will deliver better health outcomes and lower mortality rates.



## **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 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](http://www.myfiziq.com)

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