



## MyFiziq signs definitive agreements with Active8me to further expand into Asia

### Highlights

- Active8me was founded by two-time Olympian, Jeremy Rolleston.
- Active8me offers health and wellness programs formulated by Olympians, doctors, and dietitians.
- Customised programs for mHealth, Telehealth, Wellness, employers, health and lifestyle companies and consumers.
- MyFiziq platform to be integration into Active8me's premium product offering.
- A powerful combination of measurement and risk identification, together with actionable programs.
- The Active8me app is available in the Appstore and Google Play now.

**MyFiziq Limited (ASX: MYQ) (MyFiziq)** is pleased to update shareholders with the signing of definitive agreements with Active8me Pte Ltd (**Active8me**), which will see the integration of the MyFiziq platform into the Active8me health and wellness platform.

Active8me simplifies healthy, active living in a unique all-in-one mobile platform that incorporates all aspects of healthy living - exercise, nutrition, mindset, and tracking. A solution for tackling chronic diseases and an engaging SaaS solution for partners - targeting insurers, Telehealth, mHealth, healthcare providers, corporates, governments, and some of Asia's largest Telecommunications companies.

Two-time Olympian, Jeremy Rolleston, has brought together a raft of fitness, nutrition and health experts including dual Olympians (Duncan Harvey, Ben St Lawrence and Johanna Lyle) together with Fay Hokulani, Nikki Torres and Jaclyn Reutens – to curate proven programs and customized plans that users can follow to take control of their fitness, health and wellness. Their range of programs include Lose Weight, Lean Fit & Toned, Diabetes Prevent, Post Baby, Running and more.

Active8me and MyFiziq have agreed to integrate MyFiziq's body tracking application into the Active8me platform. The companies are working towards an early Q3 2020 launch with the integrated product, along with a comprehensive campaign targeting the current Active8me users and partners. It is proposed that MyFiziq will be an integral part of the Active8me offering - being a key element for onboarding every user while increasing engagement both during the initial touch point of their subscription or and then throughout their journey with Active8me as they track their progress. Active8me has partners spanning Asia in Wellness, Health, and Telecoms, that will offer tens of millions of potential users the combined application once completed.

Governments, insurers, healthcare providers and consumers are increasingly recognising the rising risks from chronic disease and especially type 2 diabetes disease in Asia. Identifying those at higher risk of chronic disease and then providing those individuals with comprehensive, integrated and customized plans that they can follow across exercise, nutrition and wellness in a single application provides a convenient expert solution to a problem facing over 40% of the population in Asia.

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Additionally, the need for scalable, digital, at-home health and wellness solutions has never been so needed as now, against a backdrop of Covid-19 quarantine and isolation lockdowns. Active8me and MyFiziq are well positioned to provide helpful solutions to this problem. The combination of measurement and risk identification, together with actionable and customized programs and plans is powerful offering.

This is where technology meets real life to build a healthier future.

The Active8me app is available in the **Appstore** and **Google Play** now!

The Active8me application is a great fit for MyFiziq. The depth of information across training, nutrition and mindset developed for this platform is well thought out with a deep offering of knowledge from industry experts. The Active8me team has used their industry knowledge and expertise to craft a broad offering that spans multiple lifestyles and personal needs. It is truly a one stop offering with all facets approached on an individual and mass participation needs. The concept of training and setting goals with your peers at the same time as being able to engage privately on an individual's level of fitness when they are commencing is much needed and will draw a greater audience, that would usually be reluctant to participate in mass participation due to not wanting others to know where they are starting from.

MyFiziq and Active8me have agreed the commercial terms of the partnership which has formed part of the definitive agreements, which are now concluded. The definitive agreements have no immediate economic impact to MyFiziq. However, following product launch and anticipated user take up, MyFiziq anticipates it will generate revenue and profit from this commercial arrangement.

**Jeremy Rolleston, two-time Olympian, and Founder of Active8me, said:**

"Active8me is my way of taking all the knowledge I have gained over many years (including as an Olympic athlete and stressed and busy businessman) and, together with a team of other incredible experts, putting it all in an app that gives you a total integrated solution across exercise, nutrition, mindset and holistic health for your real, everyday life. It's convenient. It's practical. It's mobile. It's a total solution all in one place. It's great value for money. It's built with passion by real experts. And it works."

**Summary of Material Terms of Contracts**

<b>Item</b>	<b>Summary/Details</b>
Parties	MyFiziq Limited (MYQ) Active8me Pte LTD (Active8me)
Conditions Precedent	None
Contracts	MYQ Commercial Contract MYQ Software Development Kit End User License Agreement MYQ Support Agreement MYQ Data Processing Agreement
Description	The MYQ Commercial Contract is the main commercial agreement between the parties pursuant to which MYQ agrees, inter alia, to grant a licence to Active8me to use MYQ's licensed software development kits and related intellectual property to integrate them into the Active8me



	platform/technology. In return, Active8me has agreed to pay certain user fees, data storage fees, support fees and incidental support fees to MYQ.  The MYQ Software Development Kit, End User License Agreement, MYQ Support Agreement and MYQ Data Processing Agreement are support agreements related to the MYQ Commercial Contract.
Financial Impact	MYQ does not expect any immediate material financial return as a result of entering into the contracts. However, as the Active8me platform (integrated with the MYQ SDKs) is rolled out in Asia, MYQ expects to start generating licence and other fees from the commercial arrangement (which cannot be forecast at this time).
Initial Term	1 year, which term shall be renewed for consecutive further terms of 2 years each (unless terminated at least 30 days prior to expiry of the term).
Termination	The contracts may be terminated in the event that the counterparty is in material breach, suffers an insolvency event or sells its business or a majority of the shares in the counterparty (i.e. change in control).  There is no termination for convenience clause.
Governing Law	Singapore

#### **The Active8me Mission:**

We all have hopes, dreams and aspirations. We all want to be fit, healthy and happy. We all want to feel positive, confident and energetic. And we all want our lives to be purpose-driven and extraordinary.

Yet the day-to-day reality is often different. Life is busy. Making change isn't easy. Transformation doesn't happen overnight. We often take our health for granted only to realise too late that it is priceless.

At Active8me we're passionate about health and wellness and transforming lives. Our vision is to inspire, equip and activate millions of people to take charge of their health and live healthy, active lives. Healthy, active living. Simplified!

#### **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 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.

\*This announcement has been approved by the board of MyFiziq Limited.

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

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