



# MyFiziq Signs Definitive Agreements with Biomorphik to Accelerate a November 2020 Release

## Highlights:

- **Definitive Agreements executed with Biomorphik**
- **Biomorphik has given an undertaking to deliver 100,000 active users onto the integrated platform in the first 12 months from launch**
- **November 2020 fast track initial release, 3 months earlier than previously advised**
- **Initial fast track release leverages MyFiziq's new cross app linked Body Scan OnDemand iOS and Android apps**
- **Full integration with multi-language support targeted for Q1 2021**

**MyFiziq Limited (ASX: MYQ)** (“MyFiziq” or the “Company”) is pleased to announce that it has executed definitive agreements with Biomorphik Pty Ltd (“**Biomorphik**”), an Australian based behavioural change and technology company.

Biomorphik has developed a medical health and wellness platform, that is the bridge between medical and health / wellness, with the aim of reducing health costs at all levels of society from the individual, to healthcare and insurance systems, and governments.

Under the commercial terms of the definitive agreements, Biomorphik and MyFiziq have commenced working together to build and release an initial product by the 10th November 2020 using MyFiziq's new Body Scan OnDemand product which comprises a set of standalone iOS and Android applications, branded in Biomorphik colours, linked to Biomorphik's iOS and Android applications via cross app deep linking. Further information on Body Scan OnDemand is below.

In parallel with the accelerated time to market integration, the parties are also working on a full integration of the MyFiziq SDKs into the new platform that Biomorphik is developing. With a target release date of Q1 2021, the new MyFiziq integrated Biomorphik platform will also include multi-language versions to target specific countries in Asia.

## **What is Body Scan OnDemand?**

Body Scan OnDemand is a new product provided by MyFiziq that utilises cross app linking to allow partner applications to invoke MyFiziq's scanning technology without having to directly integrate SDKs into their own application.

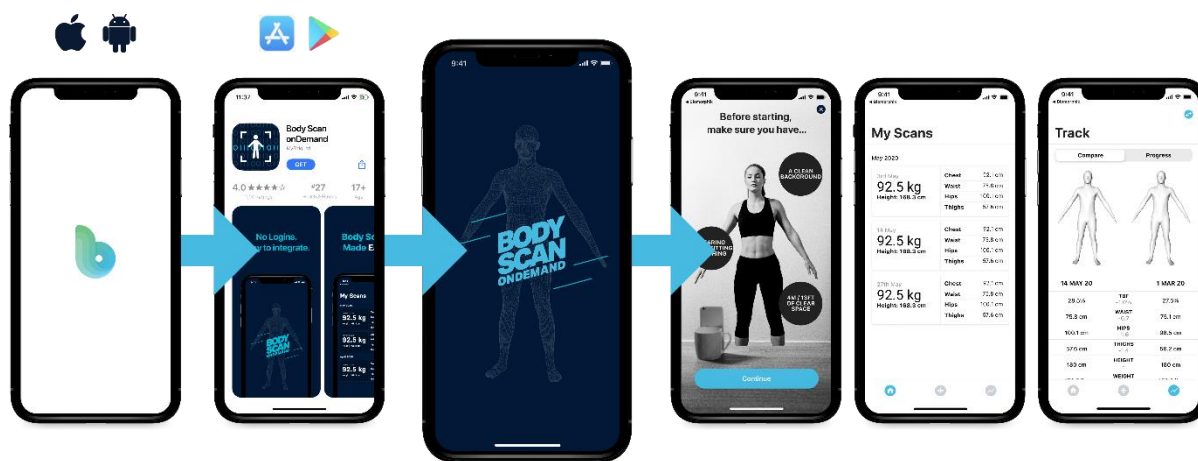
Partner applications can simply use either an Apple Universal Link on iOS, or a Deep Link on Android, to route their users to MyFiziq's OnDemand service.

On first launch, users are directed to either the Apple App Store or Google Play Store depending on their device and prompted to install the MyFiziq OnDemand application. On all subsequent invocations, users are quickly and easily routed between app contexts with no more than the click of a button in the matter of seconds.

All of MyFiziq's standard SDKs are included in the OnDemand version meaning that users have access to all the latest functionality offered by MyFiziq. Meanwhile authentication and payment options remain on the partner application. This ensures that the OnDemand application can only be accessed via a partner application.

The OnDemand application has also been developed to be fully configurable by partners. This means that branding, fonts and imagery are fully customisable ensuring that user experience remains consistent between apps.

### Biomorphik Body Scan OnDemand Conceptual Designs



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

“Biomorphik is our first partner to take advantage of our newly developed Body Scan OnDemand cross linked iOS and Android applications, which we have built to get integrated products to market quicker, in turn, enabling swifter user revenue generation for MyFiziq and our partners.

As previously announced to the ASX in early August, Biomorphik originally confirmed a January 2021 MyFiziq integrated release. However, since then, Biomorphik has experienced a surge of new business interest in Asia due to the COVID-19 pandemic. Due to the surge in demand, we are now working with Nathaniel and his team to release the initial product to market by 10<sup>th</sup> November 2020, 3 months earlier than originally advised to the ASX.

In conjunction with the express to market product, we are working with Nathaniel’s marketing team to build out a joint marketing campaign to drive users throughout Asia to the Biomorphik platform. The joint marketing campaign will focus on both user acquisition as user engagement and is targeted to commence in-line with the November 2020 release. Biomorphik has undertaken a user target of 100,000 active users in the first 12 months and MyFiziq is happy to play a role in achieving this target with a joint marketing campaign.”

### Nathaniel Peek, Chief Executive Officer of Biomorphik said:

“Biomorphik has had a surge of interest in our product offering from governments and large corporations across Asia as a result of the current pandemic, with people, corporations and governments better understanding the value of a healthy lifestyle and its impacts on individuals, families, business, and economies.



By implementing the MyFiziq OnDemand and full integrations in parallel, MyFiziq is assisting Biomorphik in keeping pace with the surge in demand for our products, whilst at the same time enabling us to develop our complete solution using MyFiziq's SDK's that is unique to our brand, user experience and value propositions. I believe this early release will not only assist us in meeting the user target of 100,000 active users, but it will also be highly visible in attracting a larger audience for both Biomorphik and MyFiziq.

Our partnership with MyFiziq will allow us to scale endlessly as we extend our product range into new markets worldwide.”

The terms of the definitive agreements and pricing are disclosed as follows.

**Summary of Material Terms of Contracts:**

Item	Summary/Details
Parties	MyFiziq Limited (MYQ) Biomorphik Pty Ltd (Biomorphik)
Conditions Precedent	None
Contracts	MYQ Commercial Contract MYQ Data Processing Agreement MYQ Software Development Kit End User License Agreement MYQ Support Agreement
Description	<p>The MYQ Commercial Contract is the main commercial agreement between the parties pursuant to which MYQ agrees, inter alia, to grant a licence to Biomorphik to use MYQ's licensed software development kits, cross app linked Body Scan OnDemand iOS and Android applications branded in Biomorphik colours, and related intellectual property to integrate them into the Biomorphik platform/technology. In return, Biomorphik has agreed to pay certain user fees, data storage fees, support fees and incidental support fees to MYQ.</p> <p>The MYQ Software Development Kit, End User License Agreement, MYQ Data Processing Agreement and MYQ Support Agreement are supporting agreements related to the MYQ Commercial Contract.</p>
Financial Impact	MYQ does not expect any immediate material financial return as a result of entering into the contracts. However, as the Biomorphik initial release has been accelerated to November 2020, combined with a marketing campaign to drive new users to the platform, MyFiziq believes this will have a material impact on earlier user engagement as it is released across Asia in November 2020. MYQ expects to start generating user fees and other fees from the commercial arrangement in Q4 2020 (which cannot be forecast at this time).
Initial Term	2 years, each term shall be renewed for consecutive further terms of 2 years each (unless terminated at least 90 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.
User Target	Under the terms of the MYQ Commercial Contract, Biomorphik will target a minimum 100,000 active users within the first 12 months. MyFiziq may terminate the contracts in the event the initial 100,000 user target is not achieved in the first 12 months.
Governing Law	Western Australia

### **About Biomorphik**

At their core, Biomorphik is a behavioural change company, Biomorphik's mission is to improve the health and wellness of people at a whole-of-society level through better creation, measurement, storage, analysis, and access to data.

Imagine a future in which clinicians, care teams, patients, and caregivers have convenient, secure access to comprehensive health information (health records, claims, cost, and data from medical devices). Technology can aid in preventing disease, identifying the need to adjust medications, and delivering interventions. Continuous monitoring can lead health care organisations to personalised therapies that address unmet medical needs sooner. Biomorphik bridge the gap between the health and medical industries to give clinicians, care teams, patients, and caregivers better data, processed to help their specific needs.

For everyday users and patients that means a digital platform aggregating all of their important health and fitness data. For the medical and care industry it means better data management. All of their client data is stored, processed, and made accessible to them. It means less data handling for them and better care for their clients. For Biomorphik's data customers it means more, and better data to instruct policy, spending decisions, and research.

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

#### **For more information contact:**

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### **About MyFiziq:**

MyFiziq has developed and patented a proprietary dimensioning technology that enables its users to check, track, and assess their dimension using only a smartphone privately and accurately.

Our goal is to assist our partners by empowering their consumers with this capability. This in return gives our partners the ability to assess, assist, and communicate outcomes with their consumers when navigating day to day life. Whether this is a personal journey to better health, understanding the risk associated with their physical condition, tracking the changes they are experiencing through training,



dieting, or under medical regimes. or simply wanting to be correctly sized for a garment when shopping online. The MyFiziq technology delivers this seamlessly, privately, and cost-effectively in under one minute.

Our partner benefits from our (SAAS) Software as a service pricing solution, that reduces with scale. Integration is made easy with the MyFiziq modular system, based on multiple (SDK's) software development kits, allowing a partner to select the functions, measurements, and displays to suit their individual needs.

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 unrivaled in the industry. MyFiziq simplifies the collection of measurements and removes the human error present in traditional methods.

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