

12 November 2024

APPOINTMENT OF CHRIS DAVIS AS CHIEF MARKETING OFFICER

The Board of **HITIQ Limited (ASX: HIQ) (HITIQ or the Company)**, a global leader in concussion management technologies, is pleased to advise of the appointment of Chris Davis as Chief Marketing Officer.

Bringing over a decade of experience in digital marketing and data-driven growth, Mr Davis will lead HITIQ's efforts to expand its brand presence and customer engagement globally.

Mr Davis's expertise spans a range of high-level roles across digital and sports marketing, most recently as Head of Growth at A-Leagues, Australia's premier football competition.

At A-Leagues, he led cross-functional teams in executing strategic initiatives designed to maximise audience reach, drive engagement, and enhance revenue streams. His previous roles include Digital Sales Manager at Optus Sport, Client Solutions Director at Yango, and Senior Account Manager at Xaxis under GroupM, where he honed his skills in data optimisation, customer acquisition, and retention strategies.

Mr Davis will focus on positioning HITIQ as a leading global health and performance brand.

Key responsibilities include enhancing brand perception, aligning and commissioning content that engages potential customers, and promoting HITIQ's offerings in high-conversion environments

A core part of his role will involve scaling HITIQ's customer base, reducing acquisition costs, and driving loyalty to expand the company's market share.

HITIQ Executive Chairman, Earl Eddings, said Mr Davis would be a valuable addition to the HITIQ team.

"His deep experience in growth marketing and data analytics will be instrumental as we continue our mission to redefine concussion care.

"Chris brings not only a track record of innovation but also a people-centric approach that aligns with our values and growth ambitions.

"His appointment marks an exciting new chapter for HITIQ as it reinforces its leadership team to drive continued expansion and product development in the evolving field of concussion management globally," Mr Eddings said.



This announcement is authorised for release by the HITIQ Board of Directors.

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For more information:

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About HITIQ

HITIQ has an evidenced-based brain care solution company deploying world-class technologies.

Our solutions include a sensor-enabled mouthguard to an AI-enabled data analytics interface and, best in class return to play/work support software.

Our technology enables data driven decisions for thousands of professional and amateur sports players who experience brain impacts, empowers clinicians who care for their brains and enhance concussion management policies for progressive leagues around the globe.

Our customers include the Australian Football League (AFL), English Premier League (EPL), and the National Rugby League (NRL), along with numerous other teams in a variety of sporting codes. We also service universities and research organisations studying the impacts (both short and long-term) of repeat head impacts.