



ASX ANNOUNCEMENT

29 AUGUST 2022

HITIQ RENEWS CONCUSSION ASSESSMENT TECHNOLOGY AGREEMENT WITH ENGLISH CRICKET BOARD

- ✓ HITIQ renews CSX Subscription Agreement with the English Cricket Board (ECB);
- ✓ The agreement covers concussion assessment technology used by more than 1,800 players across 32 ECB and County Cricket Clubs; and
- ✓ Ensures that the ECB maintains best practice management of player head impacts and concussion.

Transformative concussion management technology company, HITIQ Limited (ASX: **HIQ**) (**HITIQ** or the **Company**), is pleased to announce the renewal of its CSX Concussion Assessment Agreement (**Agreement**) with the English Cricket Board (**ECB**).

BACKGROUND

Cricket is one of the most participated sports in the world and concussion has become a growing concern, with researching demonstrating **7.2 head impacts and 2.3 concussions in 1,000 player days in elite men's cricket**. This equates to one (1) of the 11 players on each team can expect a head impact every 12 days of play, and every 36 days of match play, one (1) of the players in the team will suffer a concussion.

ECB AGREEMENT RENEWAL

The contract renewal of the Agreement with the ECB is for a further two (2) years. Whereas the detailed terms and conditions contained within the Agreement remain commercially sensitive, the initial financial impact of the contract is not considered material to HITIQ's overall annual recurring revenues.

Under the Agreement, the existing concussion assessment services provided by HITIQ will be retained by the ECB which covers 32 cricket clubs and more than 1,800 players.

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The CSX application allows for player baseline concussion testing, so that doctors can make more informed diagnosis when assessing cricket players for concussion. Additionally, the HITIQ concussion assessment technology can be used by team trainers, physios or coaches to digitally record helmet strikes.

Commenting on the agreement renewal with the ECB, HITIQ CEO, Mike Vegar, said:

“To continue with the ECB, who are one of the most prominent cricketing bodies in the globe, is a strong endorsement for our technology’s importance in Cricket to assist in addressing the growing incidence of head injuries. Being one of the largest sports globally, measured on all metrics, this Agreement provides us a great pathway into broader adoption within the Cricket market globally”

- ENDS -

Authorised for release by the Board of Directors.

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About HITIQ

HITIQ Limited (ASX: **HIQ**) operates in the healthcare equipment sector, providing and further developing a transformative, end-to-end concussion management technology platform. This platform aims to provide a total concussion ecosystem whereby the Company’s products support the identification, monitoring and management of sport related brain injury. HITIQ’s product suite utilises high-end technology that will span multiple domains – from early detection and surveillance to assessment and rehabilitation technology tools.

HITIQ is targeting a growing worldwide concussion management market including elite and recreational sport, clinical practitioners, military, research, and combat sports. The Company’s first commercial partner is the Australian Football League, with current strategy initiatives expanding commercially into Rugby League, Rugby Union, Ice Hockey, Lacrosse, MMA and American Football (particularly the NCAA). The market opportunity globally represents ~500k athletes within the elite market and ~10million in the consumer market.