

ASX ANNOUNCEMENT
ASX: HIQ

2 June 2025

HITIQ Teams Up with SMJFL to Drive PROTEQT Adoption in Junior Football

HIGHLIGHTS

- One-year partnership with South Metro Junior Football League (**SMJFL**), naming HITIQ as Official Concussion Technology Partner, targeting the growing concussion management market.
- Engages over 10,000 players and 50,000+ families across 25+ clubs, boosting PROTEQT's reach in junior sports.
- Extensive digital and community engagement, amplifying brand visibility among family-focused audiences.
- Leverages VAFA partnership, reinforcing PROTEQT's market entry, with additional agreements in progress.

HITIQ Limited (ASX: HIQ) (HITIQ or the Company), a leader in concussion management technology, is pleased to announce a one-year partnership with the South Metro Junior Football League (**SMJFL**), naming HITIQ as the Official Concussion Technology Partner for 2025. This agreement, alongside the Victorian Amateur Football Association (**VAFA**) partnership, accelerates HITIQ's consumer market push, establishing PROTEQT as a vital tool for junior athlete safety.



SMJFL Partnership

The SMJFL, Australia's largest independent junior football league, supports 10,000+ players across 25+ clubs and connects with 50,000+ families in Melbourne's south-east. This partnership enhances PROTEQT's adoption through family-oriented digital initiatives and community events, ensuring accessibility for junior athletes. It aligns with SMJFL's family-focused ethos, prioritising youth development and safety.

Strategic Impact

Paired with VAFA's 15,000+ players and Westfield Sports High School, this partnership expands HITIQ's footprint in Australia's junior sports market. PROTEQT, a concussion management system with an ezy-fit boil-and-bite smart mouthguard, combines cutting-edge impact detection, symptom tracking, and telehealth support to meet the pressing demand for concussion management in grassroots sports. HITIQ aims to reach 100,000+ athletes aged 12 and over in the first year of PROTEQT's commercial rollout, commencing this month.

HITIQ's established partnership with the VAFA bolsters its consumer market growth. With new agreements nearing finalisation in community football, rugby league, and rugby union, HITIQ is well-positioned for rapid expansion.

Leadership Perspectives

Earl Eddings, Executive Chairman of HITIQ, said:

"Our SMJFL partnership unlocks access to thousands of junior athletes and their families, amplifying PROTEQT's impact. With our VAFA collaboration, we're poised to lead concussion management in community sports, delivering strong shareholder returns."

Jamie Howden, CEO of SMJFL, said:

"SMJFL prioritises player welfare. HITIQ's PROTEQT system empowers our community with advanced concussion management tools, supporting our family-focused ethos."

Driving Growth


HITIQ is advancing PROTEQT's rollout, supported by its elite sports expertise, validated technology, and partnerships with VAFA and SMJFL. With a robust pipeline of further collaborations, the Company is primed to lead the global concussion management market, fostering sustainable growth and innovation.

For further information, please contact:

Shareholders: investors@hitiq.com

The release of this announcement was authorised by the Board.

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HIT-IQ


About Us

At HITIQ we build world class concussion management technology that protects what matters most.

We're your one stop shop for head impact monitoring, assessment and management.

Our products and technology enable you to play with confidence.

From elite to grassroots, we're committed to providing peace of mind and encouraging even greater participation in sport.



About SMJFL

The South Metro Junior Football League, Australia's largest independent junior football competition, supports 10,000+ players across 25+ clubs and engages 50,000+ families in Melbourne's south-east. Focused on youth development and safety, SMJFL delivers a vibrant community platform through strong digital engagement and inclusive programs.