



## Proof of Concept extended for Employee Wellness Platform in Singapore

**MyFiziq Limited (ASX: MYQ) (“MyFiziq” or the “Company”)** is pleased to inform shareholders of the extension to a Proof of Concept (PoC) of the wellness platform to the employees of Prudential Singapore<sup>1</sup>, branded PRUedge. The Proof of Concept with MyFiziq and WellteQ will now be extended until March 2019. The integrated digital solution facilitates health improvement and employee engagement.

*As disclosed to the ASX on 26<sup>th</sup> September 2018, The MyFiziq / WellteQ solution is evolving throughout the corporate health sector which is undergoing a digital transformation. Engaging with employees is the first of its kind and will see advanced analytics through the combined offering beyond anything currently in market.*

*MYQ is offering its smartphone-based body measurements application within the WellteQ platform which has developed a health and rewards programs creating continuous user engagement, health coaching and big data analytics. This combined offering with the uniqueness of the MyFiziq anthropological tracking and the advanced analytics of WellteQ creates an ability to transform the sector.*

*The white-labelled app has been custom designed and includes bespoke user benefits including anthropometric tracking, tailored health prompts, personalized goal setting and targets, and a user recognition and reinforcement platform. Users will be able to connect mainstream wearables to the app, create a 3D avatar of their body, and will also gain access to a raft of user benefits and rewards programs.*

*The benefits of our technology extend from the individual into the organization with a data-driven approach to supporting employees to reduce risk and cost, ultimately improving company bottom line. Companies globally are all looking to streamline and engage more personally with their consumers via product distribution, development, inquiry processing, and customer engagement are all undergoing digital transformation. Engaging employees is no different. Our technology is rapidly evolving, and we will continue to deliver our innovation within the sector.*

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<sup>1</sup> Prudential Assurance Corporation Singapore is part of the U.K.-based Prudential plc and not related to Prudential Financial



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

“We are pleased to extend the POC trial for Prudential Singapore’s employee wellness platform, The success of the project is important to our company and gives us great learnings with the new style of engagement in the WellteQ combined platform. After our recent presentations to the Insurance sector at InsureTech Las Vegas we see this style of engagement to be a strong opportunity for MyFiziq and the BCT joint venture.”

**About MyFiziq**

MyFiziq is an augments of current technologies, rather than a disruptor. We partner with highly scaled existing applications and provide our partners with a deeper insight into the data they currently retrieve from their users.

When consumers step, ride, train, calorie count or simply buy clothing online, the result is a drive toward understanding human dimensions or change. MyFiziq provide that missing link to why users engage with other ecosystems. MyFiziq is a revolutionary technology embedded in a partner’s applications, that uses pictures from your smartphone to create a representation of you in the form of a 3D avatar with accurate circumference measurements. Partners embed our SDK (Software Development Kit) into their new or existing apps, and then customize the experience to satisfying their branding requirements.

MyFiziq leverages 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 shape changes than simply measuring weight. MyFiziq simplifies the collection of these measurements and removes the margin of human error present in traditional tape measure methods.

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

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