



Bearn / MyFiziq Application Released on Google Play and Apple App Stores

Highlights

- **MyFiziq - Bearn Application is now live on Google Play and Apple App Stores.**
- **Bearn has over 25,000,000 users pre-registered for the combined applications.**
- **Bearn is currently working with several of the world's largest wearable and personal digital device manufacturers.**
- **Bearn has a unique method of engagement and retention which has demonstrated a 75% retention of its users.**
- **Bearn is well entrenched in Fitness, Wellness, Gyms, Health and Workplaces.**
- **Bearn pays its users to achieve their weight loss goals.**

MyFiziq Limited (ASX: MYQ) (MyFiziq) is pleased to update shareholders with today's release of the Bearn application (**Bearn**). The application is now available on both the Apple App Store and Google Play Store.

Bearn and MyFiziq have collaborated to integrate MyFiziq's body tracking application into the Bearn app. Bearn's users will be able to track changes in their body shape, weight and health using the MyFiziq technology as they follow Bearn's coaching, fitness, and nutritional programs. MyFiziq will be an integral part of Bearn's rewards offering as the primary check point of dimensional and body composition change goals being achieved. Bearn users will earn access to the MyFiziq tracking technology under the Bearn reward program through which they will receive an ability to check their goals are being achieved each week through the dollars they have earned. MyFiziq will be paid US\$2.00 per scan from Bearn.

Bearn presents a unique multi-sided vendor backed platform that allows for the gamification and engagement of health with users. Users earn actual cash for improving their health, fitness, and wellness. To date, Bearn has been able to demonstrate a 75% retention rate of its users. Bearn is focused on partnering with companies that are looking to build retention through rewarding their consumers for achieving their fitness and weight loss goals. Bearn is using its expert industry knowledge and global strategic networks to bring the world's best technologies together, accelerating and enabling the distribution of its innovative application to the mass market consumer through multiple industries such as health, and wellness providers and many of the world's largest wearables health device manufacturers and distributors.

The MyFiziq technology is embedded into the Bearn application and ready to reach into the 25,000,000 pre-registered users they have acquired through their existing partnerships. With the new integration, customers of Bearn will be able to access the MyFiziq technology, via the Bearn app, which is available on the Apple App Store and Google Play Store. The Bearn application with the MyFiziq in-app scanning capability is being released on both iOS and Android to deliver maximum reach into their current pre-registered users.

In just a few short years, Bearn has become a global player, securing contracts across multiple verticals, from health platforms, healthcare organisations, gym chains and fitness retailers to government bodies and some of the world's largest wearables manufacturers and distributors.



All of these partnerships have resulted in over 25,000,000 pre-registrations for the Bearn application, which now includes the MyFiziq technology. Bearn intends to stage the release as it is not sensible to draw on the whole available pre-registered users on Day One. Bearn and MyFiziq would like to see the application in the hands of the first 10% of the pre-registered users over the initial 30-60 days and then accelerate release to the balance of the pre-registered users over the months to follow.

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

"I was floored when Bearn brought to my attention the 25,000,000 pre-registered users they have accumulated via their partnerships. The launch of Bearn has been highly anticipated by both MyFiziq and our shareholders MyFiziq will receive \$2.00 for every scan performed by the users. This release is our largest release to date. Aaron Drew, Founder of Bearn, has actively expanded the business partnerships over the last 12 months partnering with global organisations that now offer more than 25,000,000 potential users of the combined platform. Together with Bearn, we have gone the extra mile to release both iOS and Android simultaneously to maximize outreach across this enormous audience.

In addition, to our standard offering, Bearn will be the first platform to offer our full suite of measurements including a first-time release of total body fat calculation.

The application has been through rigorous testing in readiness for this launch. I am pleased to say the application is performing well on all fronts, with our in-house team observing accuracy and repeatability of 98% - 100% over multiple devices and captures. The look and feel of the application is a credit to both teams. We are looking forward to supporting Bearn with its launch, users, downloads, and usage.

Aaron Drew, CEO & Founder of Bearn, said:

"I am extremely excited to partner with MyFiziq and to leverage their body scanning technology for the launch of the Bearn app into the marketplace. I believe that this technology will enhance the engagement and gamification of health with our users and strengthen the value we bring to our advertiser and brand partners. The ability to allow the user to take body and composition measurements, from their mobile phone with such accuracy creates an exciting opportunity in the evolution of Bearn.

The number of pre-registrations we have achieved is beyond any expectation we had when modelling the business and application capacity. This caused some delays as we needed to have a robust and volume ready build, to mitigate any risk of interruption to the service. We have implemented several changes in both our application, backend throughput and design. I am happy to say we underestimated the attraction of a cash rewards system for users wanting to have appropriate motivation, when going after their health and fitness goals.

Our intention is to encourage weekly scan check-ins, it will be an exciting and rewarding feature for our users, that will be checking in to demonstrate their changes and earn their cash rewards.

I look forward to a fruitful partnership!"

About Bearn

Bearn is an exciting and new multi-sided health platform that has a unique experience for consumers, advertisers, and corporations. It allows users to earn cash for exercising while interfacing with health and fitness brands all while building a health profile.

When consumers download the Bearn app, they can "burn it and earn it". Using just a smartphone they can measure steps, flights, and distance, which the app automatically converts to calories burned. Users earn one penny for each active calorie burned, enabling them to earn hundreds of dollars a year just for staying healthy



and making healthy choices. Participants also can sync their app with a wearable fitness device (such as a Fitbit or an Apple watch for example), to track and be rewarded for additional healthy behaviour's (heartbeat, sleep patterns, etc.). Users earn additional cash for endorsing brands on social media, for inviting friends to download the app, and for getting an annual physical or a flu shot each year (and more).

Consumers control their own data and monetize it for themselves instead of surrendering their information and allowing it to generate revenue for Facebook or Google. When users grant permission, their healthy activities are shared with wellness and fitness companies eager to connect with health-focused consumers. When cashing out, users engage with a brand partner and depending on the offer, they can deposit the cash they earn, use it to purchase from advertisers, contribute their earnings to charity, or even pay membership dues to a health club sponsoring the free app, or insurance premiums when their insurance company provides them the benefit, for example.

In addition to consumers being able to earn cash for active calories burned, Bearn is creating the first ever health credit score for consumers. This is a unique, proprietary Health Credit Score, similar to a financial FICO score that will aggregate multiple sources of verified health information in one place, enabling users to assess their health status and identify areas to focus on for specific improvements. The score incorporates independent research from a 45,000-patient study.

Lastly, Bearn is currently developing a food analytics benefit tied to grocery store purchases to help consumers combine healthy nutrition with exercise to reach their fitness goals. With consumer permission, supermarkets will report each user's qualifying purchases and Bearn will reward users with additional cash.

The Bearn App with MyFiziq inside can be offered free by businesses for their employees and customers, by associations for their members, and by charities for their donors.

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

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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-

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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