



END OF FINANCIAL YEAR BUSINESS UPDATE.

Highlights include

- **MYQ clears convertible note debt representing \$1,337,078**
- **USD\$1.5m cornerstone investment secured for dual NASDAQ listing**
- **Evolt Application launches in the Apple App store targeting 100k downloads**
- **Patent protection granted in Hong Kong**
- **MyFiziq receives endorsement from leading US oncology Doctor for closed door trials of its measure capture technology to assist with cancer treatments**

MyFiziq Limited (ASX: MYQ) (“MyFiziq” or the “Company”) is pleased to share the following update with shareholders. MyFiziq has remained on task and accelerated integrations notwithstanding the global pandemic which is affecting so many organizations and financial markets.

Despite the economic shut down of many businesses and economies around the world due to the COVID-19 pandemic, MyFiziq has been identified by our current and potential new partners as a key component in the fight against the identification of comorbidities relating to COVID-19. This has provided some real opportunities for MyFiziq and its technology.

Set out below is some guidance regarding MyFiziq’s commercial activities relating to new partner agreements, funding, successful R & D payments, removal of company debt and recently released initiatives along with a general overview of the current quarter.

June 2020

1. NASDAQ Dual Listing

In late 2019, MyFiziq commenced discussions with US advisors and bankers on the potential to dual list the Company on the US-based NASDAQ exchange. This resulted in several offers being presented to MyFiziq from well-established firms seeking to be engaged as the Company’s exclusive underwriters and advisors in relation to the listing. With this momentum, MyFiziq looked to raise up to USD\$3m by way of Convertible Note. This funding is intended to be used solely for the working capital and costs associated with the NASDAQ initiative.

With the global shutdown and isolation, our plans were temporarily put on hold whilst the world reset, and slowly started to reopen. MyFiziq was pleased to announce on the 28th of May that it had secured an initial USD\$1.5m from a cornerstone investor out of Hong Kong, Asia Cornerstone Asset Management (“ACAM”).

This initial USD\$1.5m has assisted the Company in progressing its desire to be listed on the US-based NASDAQ exchange.

Furthermore, we are pleased to confirm MyFiziq has engaged New York base attorneys, Lucosky Brookman LLC, and New York advisory Exchange Listing LLC to progress matters on behalf of MyFiziq. MyFiziq has commenced F1 preparation and we expect the full audit will be completed by the 2nd week of July, in readiness for filing submission.



The Company is also in discussions with potential investors to complete the balance USD\$1.5m Convertible Note raising.

2. NASDAQ Payment

Further to the above, MyFiziq is pleased to advise it has received the initial payment of USD\$225,000 under the convertible note subscription deed announced with ACAM), with 3 further payments to be made over the next 60 days totalling USD\$1.5m.

3. Evolt Application Launched

On the 9th of June 2020, MyFiziq updated shareholders with the release of the Evolt Active application, which is now available in the Apple App store. This launch marks the first Australian consumer-facing app to go live with the MyFiziq technology solution embedded.

The launch of Evolt has been eagerly awaited by both MyFiziq and shareholders. Evolt has committed to targeting an initial 100,000 active users on the joint offering in the first 12 months preceding launch. Under the terms of the commercial contracts, MyFiziq will receive \$2.99 per month per user. If the initial target user numbers are achieved, it would see the Company meet an initial break-even position, based on current monthly burn and driving the Company closer to profitability.

Evolt is an FDA approved device. This FDA medical device approval is of particular benefit to both companies as we share a common interest in distributing the solution to governments, medical organisations, and insurers, which represents \$9 trillion per annum in global spending. The FDA approval brings validity to the device and its functionality, which is often required in such organisations, when looking to use the device as part of a decision-making process rather than just a monitoring device.

4. MyFiziq expand measurement capture to assist with cancer treatments

MyFiziq was pleased to inform shareholders that the Company has been successfully developing an extension to its scanning technology into body surface area calculation, and other serial measurements, to assist with oncology therapy decisions and prevention measures.

MyFiziq's Chief Science Officer, Dr Amar El-Sallam, has been working on a number of new and innovative measurements to be included into the Company's patented application as it navigates further use cases that can dramatically impact existing and new sectors the Company is working in.

Specialist oncology physicians use body surface area measurement ("BSA") based dosing as a useful way to mitigate patient size variation in medication regimens. Using BSA can help prescriber's dose more optimally to improve drug efficacy, minimize drug toxicity, and account for some changes in pharmacokinetics depending on patient factor. The ability to determine BSA accurately from a mobile device would be a significant step forward in assessing these calculations when working with cancer patients. Having identified this potential target market, the Company has been successfully testing a BSA measurement module and additional oncology-specific modules extensions to its existing technology and expects to commence trials with real subjects over the next 60 days.

The Company is working with medical doctor and oncology researcher, Dr Kate Barrett, MD to fully understand the best approaches in areas of clinical oncology – both in-hospital and through telemedicine. Dr Barrett will be the first oncologist to be given access to the new technology for closed trials and assessment.



5. MyFiziq clears all 2018 convertible note debt

In June 2020, the Company announced that it had dealt with all historical convertible note holders to settle the terms of conversion and repayment of the convertible notes issued in 2018 (“Old Convertible Notes”). The holders of the Old Convertible Notes representing \$1,337,078 (inclusive of capitalized interest) have now agreed to settle the outstanding debts owing to them through the issue of shares at a price of \$0.30 each, resulting in a total of 4,456,929 shares to be issued. The balance of the Old Convertible Notes, representing \$125,000 (inclusive of capitalized interest), will be repaid on or before the 30th September 2020.

The issue price of the shares that will be issued in settlement of the debts outstanding under the Old Convertible Notes (\$0.30 cents each), represented a 25% premium to the Company’s closing share trading price on ASX on 17th June 2020.

This reduction in debt improves the Company’s balance sheet and further enhances its cash position, following the USD\$1,500,000 funding announcement made on 1 June 2020, and the \$600,000 R & D advance received by the Company. In addition to this, MYQ has payments due to the Company amounting to \$773,613, from current partners, Evolt, WellteQ and BCT.

6. Agreement entered with NuraLogix for facial scanning and COVID-19 symptoms check.

NuraLogix has developed patented technology which utilizes a video camera like that found on a smartphone to take a 30 second selfie video of your face and determine a wide range of physiological and health related parameters such as: Blood pressure. Stress levels. Heart rate. Heart rate variability. Irregular heartbeat. Respiratory rates. Emotion. Total body fat. Waist to height ratio. Waist to hip ratio. Cardiovascular disease risk. Type 2 diabetes risk, Stroke risk and much more.

In addition to this, the combined technologies will be used in conjunction with a machine learning COVID-19 symptoms assessment, which has been developed with NuraLogix, St Michaels Hospital and The University of Toronto.

The underlying technology is called Transdermal Optical Imaging (TOI™) and uses the video camera to extract blood flow information from your face. This information is then processed by advanced machine learning algorithms residing on NuraLogix’s cloud based Affective AI (Artificial Intelligence) Engine called DeepAffex™.

The MyFiziq image dimensioning capabilities will be combined with DeepAffex and Transdermal Optical Imaging to form a never before seen total health screen from a mobile phone. The combined digital capabilities of the two companies due to their patent coverage along with the unique offering is a one of a kind solution, that can be used whether you are 18 or 85 years of age.

The non-invasive combined solution delivers complete privacy to the consumer which culminates in the individual being given assessments on multiple levels of risk they might be facing. The resulting image capture and data allow an individual the opportunity to potentially understand their personal exposure to these diseases that form up to 70% of deaths globally each year, not including the current pandemic

7. R & D Funding Advancement

The Australian Government is particularly supportive of organisations such as MyFiziq when it comes to innovation and funding R & D initiatives. The Company has been recognised for its commitment to research and development and has successfully executed an R & D advance with R&D Capital Partners Pty Ltd, which provides for an advance of up to 80% of the Company’s 2020 R & D tax rebate. Under the terms of this agreement, \$600,000 has been advanced to MyFiziq. The



facility will be repaid when the Company receives its tax incentive from the Australian government's R & D tax scheme, which is expected in October 2020 in line with previous years.

The Company mentioned in its March 2020 quarterly update (announced to the ASX on 30 April 2020) that growth was "on the horizon" and that the focus over the coming quarter would be on "accelerating product launches of the current partner builds being completed, as well as executing our go-to-market strategy". The funds advanced under this facility are intended to be used to improve the Company's working capital liquidity and facilitate this growth.

May 2020

8. MyFiziq Granted Hong Kong Patent Protection.

The Company announced on May 4th, 2020 the positive outcome regarding examination of the Hong Kong phase of its International Patent Application for its technology for Imaging a Body. The Hong Kong national phase application has proceeded to be granted as Hong Kong Patent Application No 1240057B issued by the Hong Kong Patent and Intellectual Property Office. This adds an additional layer of protection to the MyFiziq IP which now holds extensive patents around the world.

9. Product Launch with CareVoice in Hong Kong.

MyFiziq joint venture partner, BCT, was pleased to have its first live insurance product launch in Hong Kong with The CareVoice. The CareVoice is a well-established and rapidly growing Insurtech platform that is driving innovation in the region, representing one of the largest and most rapidly growing healthcare and insurance markets in the world with a population of over 1.4 billion people. Hong Kong is a great first step for us to work together and get quality feedback on combined offerings. The CareVoice is at the forefront in delivering digital healthcare solutions to policyholders that improve outcomes and reduce costs, while targeting significantly increased engagement and long-term retention.

The BCT solution, which has been developed by MyFiziq, will enable The CareVoice to rapidly and accurately assess risk whilst guiding their users towards improved outcomes through early screening and monitoring of the metabolic risk factors that our technology is able to capture. With diabetes on the rise in China, this capability is essential to reduce healthcare costs and improve population health.

This launch is the first of many anticipated with The CareVoice and their 15 insurers. Whilst this is a small initial integration, the idea is to refine the user journey and uptake metrics. The learnings from this implementation sets BCT up well for the future, to expand into the larger The CareVoice partners.

We will work together to deliver the best possible experience for both the consumer and the insurer, and we will no doubt take away a few learnings from this initial launch. BCT will use this to improve the product in readiness for serving the additional 15 insurers, and over 100 healthcare service providers that The CareVoice currently works with.

10. MyFiziq Signs Definitive Agreements with Bearn LLC

Great progress has been made with Bearn LLC and we were pleased to inform shareholders that the company has signed definitive agreements with Bearn LLC in North America with its transformative Bearn Application (app), Bearn LLC (Bearn).

Bearn and MyFiziq have now collaborated and integrated MyFiziq's body tracking application into the Bearn application. Bearn's users will have the ability to 'earn while they Bearn' on the platform.



The users will be able to use the cash they have earned to use the tracking technology as part of their goal setting and the journey they undertake on the Bearn application.

MyFiziq will be an integral part of Bearn's offering as the primary check point of dimensional and body composition change. 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, demonstrating a 75% retention of its users.

Bearn users will also earn access to the MyFiziq tracking technology under the Bearn reward program where they will receive an ability to check their changes and track their goals are being achieved each week through the workouts and nutrition programs using the dollars they have earned. MyFiziq will be paid US\$2.00 per scan from Bearn.

Bearn launched their beta iOS application to its user group in May 2020. The feedback has enabled lead to a number of improvements in readiness for release on both iOS and Android. We anticipate this release to be in late July 2020.

April 2020

11. Definitive Agreements signed with Active8me Singapore to expand Asia.

The Active8me application is a great fit for MyFiziq. The depth of information across training, nutrition and mindset developed for this platform is well thought-out, with a deep offering of knowledge from industry experts. The Active8me team has used their industry knowledge and expertise to craft a broad offering that spans multiple lifestyles and personal needs. It is a one-stop offering, with all facets approached on individual and mass participation needs. The concept of training and setting goals with your peers, while at the same time being able to engage privately on an individual's level of fitness is much needed and will draw a greater audience. This includes drawing on those who would usually be reluctant to participate in mass participation due to not wanting others to know where they are starting from.

MyFiziq and Active8me have agreed to the commercial terms of the partnership which has formed part of the definitive agreements that are now concluded.

12. LOI signed with the Serfaty Clinic to identify obesity in Brazil

MyFiziq has entered a Letter of Intent ("LOI") with the Serfaty Clinic to commence testing and to adapt the MyFiziq application in readiness to entry into the Brazilian market for the identification of the obese and overweight population in Brazil.

Dr Alberto Serfaty is a specialist in endocrinology and internal medicine. Dr. Alberto Serfaty was the first medical doctor in South America to work with ketogenic diets, bringing it to Brazil in the 1970's. His clinic, the Serfaty Clinic, is the largest clinic in Brazil for the treatment of obesity, diabetes and preventative health, working with ketogenic diets and reversing all kinds of chronic diseases.

MyFiziq is working with Dr Serfaty to deliver the MyFiziq technology, along with the new obesity calculator recently developed, for his patients and potential users across Brazil. The population in Brazil currently sits at 209 million people. The prevalence of Overweight and Obese in Brazil is a growing health concern, with 57.5 percent of men and 48.2 percent of women in Brazil overweight. As stated by the Journal of Health Population and Nutrition¹, Obesity is a worldwide health and socio-political problem.

Excessive body weight currently affects over 50% of the Brazilian population with some 102 million overweight people at the time of the study.



Obesity is a risk factor for many chronic noncommunicable diseases and poses a great challenge in Brazil. More than 74% of all deaths in Brazil are attributed to chronic noncommunicable diseases. Such as Cardiovascular disease, Cancers, chronic respiratory disease, and diabetes

Other activity and progress.

13. Increased business activity:

Not only has MyFiziq not seen a decrease in business activity during this pandemic, but, on the contrary, we have seen an acceleration of existing implementations being brought forward as well as a large volume of new business enquiries. We are in a fortunate position that our business model and growth strategy span multiple industries and business verticals.

As we are a digital business, our product can be used in the comfort of an individual's home.

MyFiziq has experienced a surge in new business enquiries for access to the product suite from organizations in the health & fitness, home training, gym software, wellness, and insurance space. MyFiziq is now in product testing with **five** new potential partners across these verticals. In addition to this we are in commercial term sheet discussions with **twelve** new organizations.

14. Digital Fitness Space:

As previously disclosed, MyFiziq has executed binding agreements with multiple partners in the digital fitness space. With gym closures mandatory in most jurisdictions around the world, many of these partners have stepped up their implementation timelines. The US alone has over 70 million people with gym or health facility memberships, now looking for a way to stay active and maintain their health whilst unable to attend their usual facility. The digital fitness space has increased immensely due to gym and fitness center closures, which are prominent through the media and social media platforms.

Online applications, such as the **Nike Training Club app**, are now promoting “**Play Inside and Play for the World**”. Three of our current partners (Boditrax, Bearn and Fitocracy) have approached us requesting expedited integrations and releases.

15. Advancement in Apparel:

We are currently extending the ways our technology is measuring garments and people. We will be entering the apparel sector, as there are so many different brands vying for market share, a distinguishing factor is how these brands cut and manufacture their garments, which is the reason a purchaser chooses Nike over Under Armour or the other way around. We have advanced our technology to not only measure according to online sizing charts but to, more importantly, code the measurement applied by the apparel agency specificity.

The clothing space is an obvious market for us. About 5 to 10 percent of in-store purchases are returned, however, that rises from 15 to 40 percent for online purchases (with clothing and shoes bought online typically have the highest rates with 30 to 40 percent returned). In the next few years, as e-commerce grows globally, it is estimated that the amount of returns is going to exceed a trillion dollars a year.

Many retailers end up throwing away over 25 percent of their returns and that ends up being over multiple billions of dollars of goods that end up in landfills, with this number on the rise. Our technology can measure, in a highly accurate way, the dimensions of an individual and this has the potential to significantly reduce clothing returns, associated with ordering the wrong size or fit.



Even a small reduction in returns could have a multi-billion-dollar impact on clothing returns annually.

16. Telemedicine and e-Health:

The current COVID-19 events have heightened the need for quality, reliable telemedicine applications. These applications emphasize and assist the impact of remote and effective consultation, delivering quality, cost-effective access to healthcare.

Telemedicine applications also play an increasingly important role in health care under normal circumstances. The technology platform we developed can improve telemedicine applications by capturing real-time details of a patient's physical condition. This is pivotal in understanding chronic disease risk which is responsible for 75% of deaths each year. With the increased need for telemedicine applications as a result of the COVID 19 situation, we have had several new enquiries from developers of telemedicine solutions who are dedicated to achieving optimal patient care and outcomes.

17. Scalable Solution:

Our product design and operating environments have been built to be a cost-effective and highly scalable solution. We stand at the ready to process 4.8 million users an hour without any required changes to our system or environments. With current activity, we expect to be live in 4 – 5 partner applications in the next 60-90 days giving our customers a highly accurate, convenient, cost-effective, and easy to use solution in the palm of their hands.

This extension of engagement and communication of outcomes will assist greatly under the current global circumstances. The current partnerships and agreements we have in place, represents an audience of over 1 Billion potential users. The technology is easily scaled once we meet these initial user targets on a per hour basis.

Vlado Bosanac Group CEO and Co-Founder said:

“Exciting times for the Company and its shareholders. When considering all outlined and the increased demand for MyFiziq's technology, we are accelerating launch timetables for existing partners and several new engagements. This will ultimately lead to earlier revenue generation than previously expected.

We will work closely with our partners to meet these requests and are aiming to have 4 – 5 of these applications out over Q3 & Q4 2020. With the launch of Evolt, expansion into Oncology and NuraLogix agreements. We are not only broadening the market use; we are expanding the value and ease of access to communities around the world.

The guidance I have provided here is very exciting for the team at MyFiziq and our shareholders. I am please we have navigated the current world events, whilst we push forward and deliver value to our partners and shareholders. This growth, coupled with the NASDAQ initiative, will hopefully see MyFiziq take a new form as a market leader in the space, whilst achieving a real presence globally.”

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 60 seconds.

Our partners benefit 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 processes, when utilizing images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivaled in the industry. MyFiziq simplifies the collection of measurements and removes human error present in traditional methods.

For more information please visit: www.myfiziq.com

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

¹¹ <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0213254>