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UK SPORTS INSTITUTE SIGNS LANDMARK DEAL WITH HITIQ

- > **UK national Sporting body selects HITIQ's concussion management technology.**
- > **Agreement provides exposure to 1,050 users across 25 elite national governing body sports programs.**
- > **Key strategic milestone within large UK target market, expanding global footprint.**

HITIQ Limited (ASX: HIQ) (HITIQ or the Company) today announces it has executed an agreement with UK Sports Institute (**UKSI**), the United Kingdom's high-performance sports institute to supply its concussion management technology across the UK's elite sports ecosystem, expanding the Company's global footprint.

Under the terms of this agreement, UKSI will implement HITIQ's CSX concussion management platform across 25 National Governing Body Sports Programs, onboarding 1,050 athletes. The current agreement is through to 31 March 2025 with UKSI holding an option to extend the agreement for a further year. The financial implication of the deal is not material.

Commenting on the deal, HITIQ Director of Elite Sales & Strategy - UK & Europe, Tom Mockford said: "We are honored to collaborate with UKSI, a world-renowned leader in high-performance sports. This partnership is a testament to the diversity of application of our concussion management platform and we are excited to see our technology integrated at the highest level across such a broad cross section of sports within the UK sporting ecosystem. Our exposure to the range of governing bodies will lay a strong foundation for future growth into grassroots."

Dr Andrew Hogg, who is a Senior Sports Physician and Head of Brain Health at UK Sports Institute said "The UKSI Athlete Health team supports British high performance sports' management of athlete physical and mental health and is part of the UKSI's mission to deliver outstanding support that enables sports and athletes to excel. Brain health is a priority multi-disciplinary workstream for us, that aims to support the best possible assessment and management of sports concussion and protect long term athlete brain health.

Our partnership with HIT-IQ and roll-out of their CSX app across 25 high performance sports is a key step in further support for athletes' brain health. Having considered multiple technologies and



applications in the brain health field, we felt that CSX offered us the most suitable platform to support our aims. Our medical and physiotherapy staff will now have access to the CSX system to assist with assessment, recording and management of head injuries, which will benefit them and the sports and athletes they support.”

In conjunction with the current Premier League agreement, HITIQ's footprint across key sports within the UK provides direct exposure to the significant junior populations allowing for future cross selling opportunities of the broader HITIQ product suite.

About UK Sports Institute

The UK Sports Institute provides support services to British Olympic and Paralympic sports, enabling sports and athletes to realise potential and to achieve excellence. The UKSI delivers outstanding support that enables sports and athletes to excel.

The UKSI is the largest single provider of world-class science, medicine, technology and engineering services within the sport sector to Olympic and Paralympic sports in the UK. We work with the World Class Programmes in those sports, as well as individual elite athletes through medal support plans.

About HITIQ's Concussion Management Platform (CSX)

CSX is a cognitive assessment aid that helps track individuals' brain health over time and screen for sudden changes after a potential brain injury that may require additional medical attention. For further information please visit: <https://www.hitiq.com/product/concussion-return-to-play-management>

This announcement is authorised for release by the HITIQ Board.

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For more information, contact: investors@hitiq.com

About HITIQ

HITIQ has an evidenced-based brain care solution company deploying world-class technologies.

Our solutions include a sensor-enabled mouthguard to an AI-enabled data analytics interface and, best in class return to play/work support software.

Our technology enables data driven decisions for thousands of professional and amateur sports players who experience brain impacts, empowers clinicians who care for their brains and enhance concussion management policies for progressive leagues around the globe.

Our customers include the Australian Football League (AFL), English Premier League (EPL), and the National Rugby League (NRL), along with numerous other teams in a variety of sporting codes. We also service universities and research organisations studying the impacts (both short and long-term) of repeat head impacts.