



**HIT·IQ**

ASX: HIQ

# Market Update

## Non-Deal Roadshow

Biosensor & Intelligence Platform — Objective impact measurement for sport, defence, insurance and high-risk environments.

- **Perth**  
12 May
- **Melbourne**  
15 May
- **Singapore**  
4 June
- **USA**  
June 2026

📄 This document is a market update only. It does not constitute an offer of financial products, a capital raise or investment advice. No forecasts, projections or financial guidance are made.





# Disclaimer

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This announcement has been approved by the Chair of HITIQ Limited.



# Corporate Snapshot

## ASX-listed Biosensor & Intelligence Company

HITIQ delivers objective impact measurement across sport, defence, insurance and high-risk environments – commercialising through sport while building institutional pathways from the same validated sensing core.

### ASX Code

HIQ

### Share Price

A\$0.0130

### Market Cap

A\$9.83M

### Shares on Issue

756.22M

### Top 5 Shareholders

Holder	Shares	%
Harmil Angel Investments Pty Ltd	284.52M	37.76%
Newfound Investments Pty Ltd	22.71M	3.01%
Artemis Family Nominees Pty Ltd	15.92M	2.11%
Earl Eddings	15.40M	2.04%
Netwealth Investments Limited	15.25M	2.02%
<b>Top 5 Total</b>	<b>353.79M</b>	<b>46.96%</b>

1

### Sport

Commercial deployment underway

2

### Defence

Institutional pathway

3

### Insurance

Governance-led adoption

4

### Research

Validation & credibility

5

### Platform

Biosensor, intelligence & workflow



# Key Market Update Highlights

HITIQ has moved from technology validation into multi-pathway commercial deployment.

## Data Moat & First-Mover Advantage

Proprietary hardware, impact datasets and workflow systems – first to market turning elite-level head impact data into consumer visibility.

## Retail Gaining Traction

Sales up 223% Q2 to Q3. Channels being refined to improve sell-through.

## Insurance Emerging

Duty-of-care and liability pressure is making insurance a major adoption catalyst.

## Research Accelerating

SAHMRI and Adelaide University study underway combining mouthguard data, brain MRI and cognitive testing.

## Military Pathway

Trials pending across multiple military jurisdictions globally.

## New Team Solutions

Cortex for Teams and Synapse for Schools extend HITIQ into software and workflow.

## Capital Management

Disciplined allocation across commercial execution, product development and institutional pathways.

## Harmil Support

Continued backing from major shareholder Harmil through the next phase of growth.





# High-Risk Environments Still Lack Objective Data

Across sport, defence and institutional settings, head impact exposure is still assessed through observation, self-reporting and delayed symptom recognition – creating structural exposure for organisations, schools, insurers and defence forces.

⚠️ The problem is no longer awareness. The problem is objective measurement.

## 69M

**Global TBI Cases**

Per year worldwide

## 4.8M

**US TBI Presentations**

Suspected TBI emergency presentations annually

## 200K

**Australian TBI Cases**

Suspected TBI emergency cases per year

## 91%

**CT Scans**

Show no clinically significant finding



TBI = Traumatic Brain Injury. A disruption to normal brain function caused by an external force to the head or body, ranging from mild concussion through to severe brain injury.

Sources: Dewan et al., Journal of Neurosurgery / PubMed; National Academies / NCBI Bookshelf; American College of Surgeons TBI Guidelines; AIHW; Thomas et al. 2024; Ellethy et al. 2021; Concussion In Sport Australia; JAMA Network Open; Australian DVA Rapid Evidence Assessment.



# One Biosensor Capability. Multiple Deployment Pathways.

The sensor technology is constant. The vessel changes by environment.

HITI·IQ is a biosensor and intelligence company – not simply a mouthguard company.



## Core IP

Validated intra-oral biosensor capturing PLA, PRA and PRV at 10,000 samples per second.

## Current Vessel

PROTEQT smart mouthguards for sport and recreation, with DSI scoring and cumulative exposure tracking.

## Parallel Vessels

Other intra-oral form factors for defence and high-risk environments.

✔ One sensing platform. Multiple markets. Compounding data value.



Accurate impact measurement is a physics problem.

# Why Intra-Oral Measurement Wins

Intra-oral placement is closer to the skull base, reducing movement noise and improving signal fidelity under load.

Criterion	HITIQ Intra-Oral	Helmet Sensors	Wearables	Manual Protocols
Proximity to skull base	✓ <b>Closest coupling</b>	Distant – fit variation	Surface only	N/A
Movement interference	✓ <b>Minimal</b>	High – helmet shift	High – skin/hair noise	N/A
Signal fidelity	✓ <b>High</b>	Moderate	Low–moderate	Subjective
Audit-ready data	✓ <b>Objective</b>	Partial	Partial	✗ No
Reproducibility	✓ <b>High</b>	Variable	Variable	✗ Low



POWERED BY  
**ImpactIQ**  
TECHNOLOGY

BIOSENSOR CORE



# Validation & Track Record

Independent validation achieved at laboratory and live field level.

## 93.6%

**Sensitivity**

Virginia Tech Helmet Lab

## 98.3%

**Positive Predictive Value**

Field et al., University of Canberra

## 10K

**Samples/Second**

ImpactIQ biosensor core

## 5K+

**Devices Deployed**

Globally



Validated in live field conditions – University of Canberra



Validated in laboratory conditions – Virginia Tech Helmet Lab



ARC-funded Monash University project integrating impact biomechanics with biomarkers



SAHMRI and Adelaide University study combining smart mouthguard data, advanced brain MRI and cognitive testing





# Insurance Will Drive Mandatory Adoption Globally

Objective data is shifting from optional technology to required risk infrastructure.

## The Game Changer: BOXING- The First Domino to Fall

Following the deaths of two Japanese boxers on the same fight card in 2025, BJSM's Towards Safer and Smarter Boxing calls for boxing to shift from subjective observation to objective, technology-enabled monitoring.

- Boxing is being pushed toward measurable head impact data.
- Instrumented mouthguards are named as part of the future safety stack.
- AI, biomarkers and connected athlete data are now part of the conversation.
- Duty of care is moving from what can be seen to what can be measured.
- For HITIQ, this is market validation in real time.
- Boxing may be the first domino — but the need extends across sport, defence and high-risk environments.

**The legal and clinical standard is shifting: once head impact exposure can be measured, relying only on what people see becomes harder to defend.**



Sportscover has integrated instrumented head-impact technology into its sports insurance offering — a clear market signal of the direction of travel.

→ Boxing can no longer justify slow adoption of head-impact monitoring

→ Instrumented mouthguards identified as the most clinically promising wearable

→ Current ringside management still relies on visual cues and post-hoc symptoms

→ Insurance may no longer provide liability cover without instrumented monitoring



# Commercial Execution

Retail, brand, media and strategic relationships are building the adoption engine.

## Retail



- Rebel Sport flagship rollout
- hitiq.com direct-to-consumer
- Chemist Warehouse marketplace pathway
- Amazon pathway under evaluation
- Further retail discussions underway



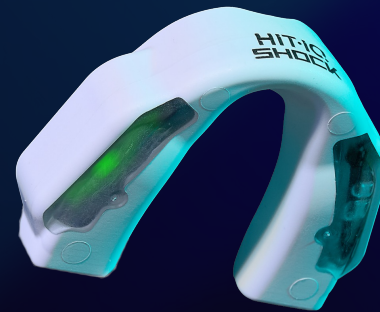
## Brand & Media

- Ebony Marinoff – AFLW Champion
- Nathan Murphy – Collingwood
- Jamal Fogarty – NRL
- Martin Lang – NRL / Neuroscientist
- ABC 7.30 Report, Channel 7, SEN radio



## Key Relationships

- Hockey Australia
- VAFA / EFNL / SMJFL / AFL
- Barwon SFL
- NRL Players Association pathway





# Global Update

The same validated biosensor capability is being deployed across international pathways.

## United States

- Regulatory approvals process underway
- Initial discussions with "Big Box" retailers
- Active pathway across schools, sport, insurance and institutions

## UK & Europe

- In discussions with distribution partner
- Research and elite sport pathways progressing
- Defence-aligned opportunities under discussion

## Winter Sports / IOC

- Over 100 units deployed during the Winter Olympics
- Awaiting research results
- Global high-performance validation platform

## Pitchero

- Grassroots digital reach across community sport
- Potential access into a large underserved market segment





# High-Risk Operational Environments — Defence Pathway

Defence is a logical extension of HITIQ's validated biosensor capability.

③ Trials are pending across a number of military jurisdictions globally.

## Capability Gap

- Head impact exposure remains largely unmeasured across training cycles
- Self-reporting is delayed and incomplete
- Medical and command decisions lack objective exposure data
- Duty-of-care audit trails are limited

## What the Data Enables

- Post-activity review of acute impact events
- Earlier visibility of sub-concussive load accumulation
- Return-to-duty decisions supported by exposure history
- Longitudinal force health data and duty-of-care documentation

📄 **Data sovereignty:** Stored domestically, owned by the relevant defence health system, with role-based access and audit-ready infrastructure.

Defence-Grade Impact  
Intelligence Platform



Same biosensor core. Different operational environment. Different housing.



# New Products

HITI is extending from validated sensing hardware into software, intelligence and workflow solutions.

## CORTEX For Teams

The intelligence layer for teams and organisations.

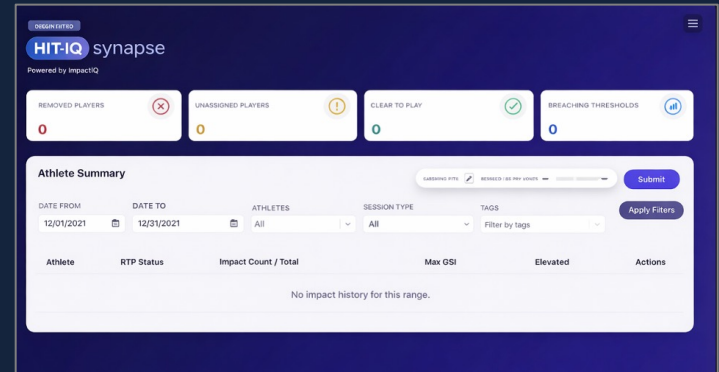
- Session review and impact classification
- Longitudinal exposure monitoring
- Reporting for medical, welfare and performance staff
- Evidence-based decision support
- Raw data and structured reporting pathways



## SYNAPSE For Schools

The workflow and visibility layer for schools, programs and clubs.

- Athlete status dashboards
- Threshold breach visibility
- Recommended next steps
- Return-to-play oversight
- Duty-of-care documentation



Hardware captures the data. Cortex and Synapse turn it into institutional infrastructure.



# Brand & Marketing Growth

HITIQ is building the growth engine required to move PROTEQT from awareness into adoption — not just posting content, but creating a repeatable, conversion-focused demand system.

## Category Education

Simple, repeatable messaging anchors the brand: **Fit. Play. Check.** and **"The most dangerous hit is the one you miss."** — driving consistent awareness across every channel.

## Proof-Led Content

Real athletes, parents, and grassroots players make PROTEQT visible, relatable, and credible. Authentic stories convert skeptics into advocates.

## Audience Engagement

98,926 views — Ebony Marinoff content

63,811 views — Jamal Fogarty content

Organic reach validating athlete-led demand signals.

## Conversion Focus

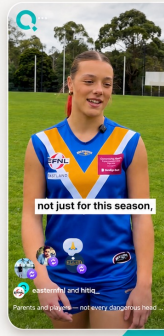
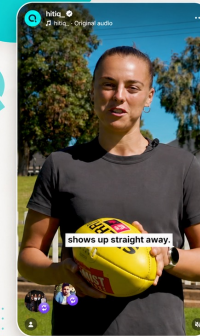
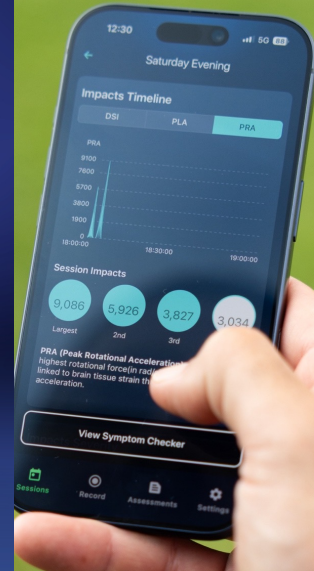
Next phase: clearer education, stronger trust signals, retargeting, retail activation, league offers, and lower-friction purchase pathways to close the loop.

**Takeaway:** The brand is moving from launch activity to a repeatable growth system — education, proof, demand capture, and conversion. This is how category leaders are built.

HITIQ  
**PROTEQT**

The **dangerous hits** are the ones **no one** sees coming.

Not every serious head impact is obvious in the moment.





# Trusted Voices Across Sport and Science

Elite athletes across NRL, AFL, AFLW and Olympic hockey — building trust and awareness at every level of the game.



**Jamal Fogarty**

NRL halfback, Manly Sea Eagles

*"We wear PROTEQT in the pros for a reason — it helps track the impacts you can't always see. Every grassroots player deserves that same level of protection."*



**Ebony Marinoff**

AFLW Premiership player, Adelaide Crows co-captain

*"I trust PROTEQT at the elite level because brain health matters every time you play."*



**Nathan Murphy**

AFL Premiership player, former Collingwood defender

*"PROTEQT helps give players and families more confidence that significant head impacts won't be missed."*



**Martin Lang**

Former NRL player & neuroscientist

*"PROTEQT brings together sport and science in a way that can help players make safer decisions after significant head impacts."*



**Kaitlin Nobbs**

Australian Olympian, Hockeyroo

*"PROTEQT is a smart step forward for players and families who want to take head impacts and brain health seriously."*



**Liam Henderson**

Australian international hockey, Kookaburras midfielder

*"PROTEQT helps make brain health part of your kit, not something you only think about after a head impact."*



# Leadership & Board

Experienced leadership across commercialisation, sport, defence, health, insurance and technology.



## BOARD OF DIRECTORS



**Earl Eddings**

Executive Chairman

Former Chair of Cricket Australia & Director of the International Cricket Council. Governance and risk management credentials.



**Jennifer Tucker**

Non-Executive Director

Seasoned executive in consumer products and health. Former leadership at Yates (DuluxGroup) and Bunnings.



**Tony Toohey**

Non-Executive Director

35+ years in gaming, hospitality and technology. Former MD/CEO of ASX-listed Intecq.



**Matthew Clayworth**

Non-Executive Director

Senior Investment Advisor at Wilson's Advisory. Former Vice President at Morgan Stanley.

## MANAGEMENT TEAM

• **Damien Hawes**

Chief Commercial Officer

Joins from Catapult Group International. Former Head of League Wide and Media Partnerships.

• **Andrew Hart**

Chief Financial Officer

Experienced CFO specialising in financial leadership for high-growth companies.

• **Chris Davis**

Chief Marketing Officer

10+ years in digital marketing. Former Head of Growth for the A-Leagues and Digital Sales at Optus Sport.

• **Tom Christian**

Head of Product & Technology

Leads product development and technology strategy, driving HITIQ's hardware and software roadmap.

• **Yohan Jayasinghe**

Head of Production

Extensive experience in production, engineering and operations. Key role in developing HITIQ's hardware from concept to deployment.

## ADVISORY BOARD

**Richard Nash**

Advisory Board Member

MedTech executive. Former CEO of BrainEye and senior roles at Medtronic Neuromodulation.

**Kalindi Commerford**

Advisory Board Member

Former Hockeyroo, 70 international caps. Concussion awareness advocate and PROTECT education leader.

**Dr Martin Lang**

Advisory Board Member

Former NRL player (176 games) and neuroscientist specialising in contact sport traumatic brain injury.

## From validation to commercial deployment to institutional pathways.

HITI-Q is building objective sensing infrastructure for high-risk environments.