ASX ANNOUNCEMENT

17th November 2026

HITIQ signs MOU with US dental lab EOCA, opening path to ~66,000 dentists

Highlights

- **US expansion:** HITIQ signs a non-binding Memorandum of Understanding (MOU) with EOCA Lab, a US digital dental laboratory founded by Dr David Penn.
- **66,000-dentist network:** EOCA Lab and Dr Penn's wider group have an established network reaching approximately 66,000 dentists across the United States and Canada.
- **Technology meets manufacturing:** The collaboration combines HITIQ's proprietary head-impact sensing and data technology with EOCA Lab's digital dental design and manufacturing capabilities.
- **Mass-market opportunity:** The collaboration aims to bring HITIQ technology to the North American sports market through established dental channels.
- **US commercial rollout:** EOCA Lab will purchase HITIQ technology for independent evaluation and product development, with the parties intending to negotiate a distribution agreement following successful validation.

HITIQ Limited (ASX: HIQ) (HITIQ or the Company) is pleased to announce it has signed a non-binding Memorandum of Understanding (MOU) with EOCA Lab (EOCA), a digital dental laboratory based in St Petersburg, Florida.

The MOU advances HITIQ's US growth strategy by bringing together its proprietary sensing technology with EOCA Lab's manufacturing capabilities and North American dental network.

Taking HITIQ technology to the mass market

The United States is the world's largest sports market, with more than 13 million participants across American football, ice hockey, wrestling, lacrosse and rugby.[1] High school American football alone has more than one million participants.[2]

These sports represent a substantial market for technology that measures and analyses head-impact exposure.

Custom-fitted mouthguards are widely recognised in sports dentistry for their fit, comfort and protection.[3] Their manufacture requires specialist dental expertise and laboratory capabilities.

The proposed collaboration combines HITIQ's proprietary head-impact sensing and data technology with EOCA Lab's digital dental design and manufacturing capabilities. The objective is to develop custom-fitted products that can be manufactured and supplied through established dental channels across the United States and Canada.

Established network of 66,000 dentists

EOCA Lab and Dr Penn's wider group have an established network reaching approximately 66,000 dentists across the United States and Canada, according to information provided by Dr Penn.

EOCA Lab operates a fully digital dental laboratory using advanced CAD-CAM technology, specialised manufacturing processes and an online ordering platform through which dentists submit digital scans and product specifications.

This infrastructure provides HITIQ with an opportunity to expand its technology into the dental market without establishing its own manufacturing and distribution network.

Technology development and commercial expansion

Under the MOU, EOCA Lab will independently evaluate HITIQ's technology and develop customised dental products incorporating its sensing capabilities.

The evaluation will consider technology performance, dental fit, materials and manufacturing requirements. EOCA Lab will purchase the HITIQ technology required for this work.

Following successful validation, the parties intend to negotiate a commercial distribution agreement for the US and Canadian dental markets.

The MOU provides for a 120-day exclusive negotiation period following completion of EOCA Lab's validation report, limited to distribution through US and Canadian dentists. HITIQ retains its direct sales and existing sports, school, research and defence channels.

The MOU is non-binding, and no definitive distribution agreement has been executed.

Management commentary

HITIQ Executive Chairman Earl Eddings said:

"The United States represents a significant growth opportunity for HITIQ, but delivering custom-fitted technology to athletes at scale requires the right manufacturing and distribution infrastructure.

EOCA Lab brings established dental relationships, digital manufacturing capabilities and expertise in developing customised oral appliances.

This collaboration is an important step in our US growth strategy and our ambition to make HITIQ technology more widely available across sport."

EOCA Lab Founder Dr David Penn said:

“HITIQ has developed technology that we believe has significant potential for the US dental market.

We have spent years developing the digital manufacturing infrastructure, specialised expertise and dental relationships needed to introduce innovative products to dentists across North America.

We look forward to evaluating HITIQ’s technology and exploring how we can bring these innovations to our dental network.”

ENDS

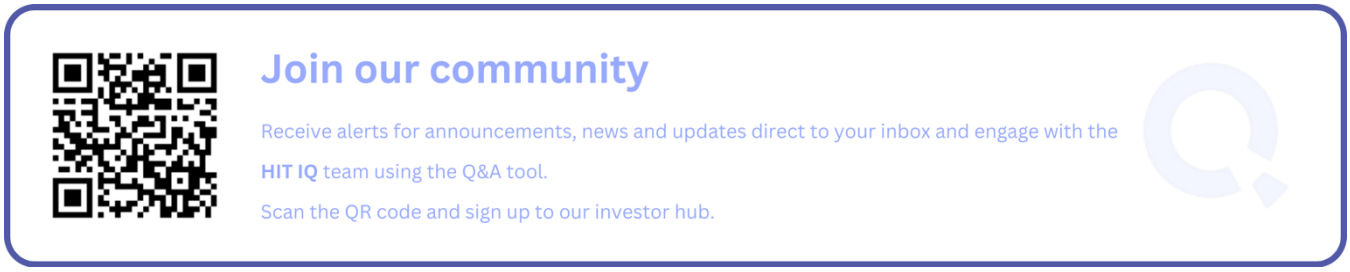
Authorised for release by the Board of HITIQ Limited

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About HITIQ

HITIQ Limited (ASX: HIQ) is a biosensor and data technology company developing solutions to measure and understand human head-impact exposure. Its technologies support applications across sport, clinical research and defence.

To learn more about this announcement please visit the HITIQ Investor Hub by clicking HERE



About EOCA Lab

EOCA Lab is a digital dental laboratory based in St Petersburg, Florida, founded by Dr David Penn and operated by Esthetic Orthodontic Company of America, LLC. It specialises in digitally designed and manufactured dental appliances, including orthodontic, restorative, TMD and sports mouthguard products.

Forward-looking statements

This announcement contains forward-looking statements concerning the proposed collaboration, technology validation, potential distribution arrangements and expansion into the North American dental market. These statements involve risks and uncertainties, and actual outcomes may differ materially. Readers should not

place undue reliance on these forward-looking statements.

References

1. Sports & Fitness Industry Association, 2024 Topline Participation Report (2023 participation).
2. National Federation of State High School Associations, 2025–26 High School Athletics Participation Survey.
3. American Dental Association, Dentist-fitted mouthguards necessary for athletes of all ages, ADA News, April 2021.