

13 June 2025

ASX ANNOUNCEMENT

## **Additional Details: Exclusive Global Agreement with Shock Doctor for PROTEQT Mouthguard**

Following discussion with ASX, HITIQ Limited (ASX: HIQ) provides further details to its June 11, 2025, announcement regarding the exclusive global agreement with Shock Doctor, Inc., per ASX Guidance Note 8.

### **Contract Details**

- Customer: Shock Doctor, Inc.
- Term: 5 years from June 11, 2025, renewable for another 5 years by mutual consent.
- Products and Roles: Stang Precision manufactures the co-branded HITIQ/SHOCK PROTEQT mouthguard chassis using bespoke tooling to integrate HITIQ-supplied sensor boards (PCBAs). All assembly is by Stang Precision.
- Distribution: HITIQ distributes directly in Australia and the UK. In the UK, HITIQ is engaging Chris Lord, European Brand Manager for Shock Doctor, who will act on behalf of USB Europe in a brand liaison capacity between Shock Doctor and HITIQ, helping to ensure all PR and marketing activity remains aligned with the co-branded product and supports Shock Doctor's position as the chassis partner.
- Conditions: None; contract is fully binding.

### **Significance**

The agreement enables the first self-fit boil-and-bite mouthguard with an end-to-end concussion management system (impact detection, injury assessment, 7-day telehealth service), extending elite-level technology (validated by AFL and NRL) to the consumer market via retail and direct-to-consumer channels. Partnerships with VAFA (15,000 players), AFL Barwon (6,000), Westfield Sports High (2,000), and SMJFL (5,471) support voluntary adoption for the 2025 season, with additional collaborations planned.

### **Market Opportunity**

- Production: Production is underway for 2025, with Stang Precision's capacity to produce up to ~100,000 units in 2026.
- Revenue: At AUD \$349 (incl. GST) in Australia and GBP £199 (incl. VAT) in the UK, 20,000 units represent ~AUD \$6.3M (excl. GST, Australian pricing). Revenue depends on market uptake, with no sales guidance provided.

- Total Addressable Market (TAM):
  - Australia: ~971,050 participants (Rugby Union, Rugby League, AFL, Ice Hockey), a TAM of ~AUD \$310M at AUD \$319/unit (excl. GST).
  - Overseas: ~2.02M participants in the UK and ~8.91M in the US (Rugby Union, Rugby League, Gridiron, Lacrosse, Ice Hockey), a TAM of ~AUD \$3.75B at AUD \$344/unit.
- Historical Sales: No comparable consumer product existed in 2024, as PROTEQT is a new offering.

#### Additional Details

Further information on the Company's end-to-end concussion management system will be provided at an upcoming Shareholder Town Hall webinar, details of which will be separately announced.

For further information, please contact: [investors@hitiq.com](mailto:investors@hitiq.com)

The release of this announcement was authorised by the Board.

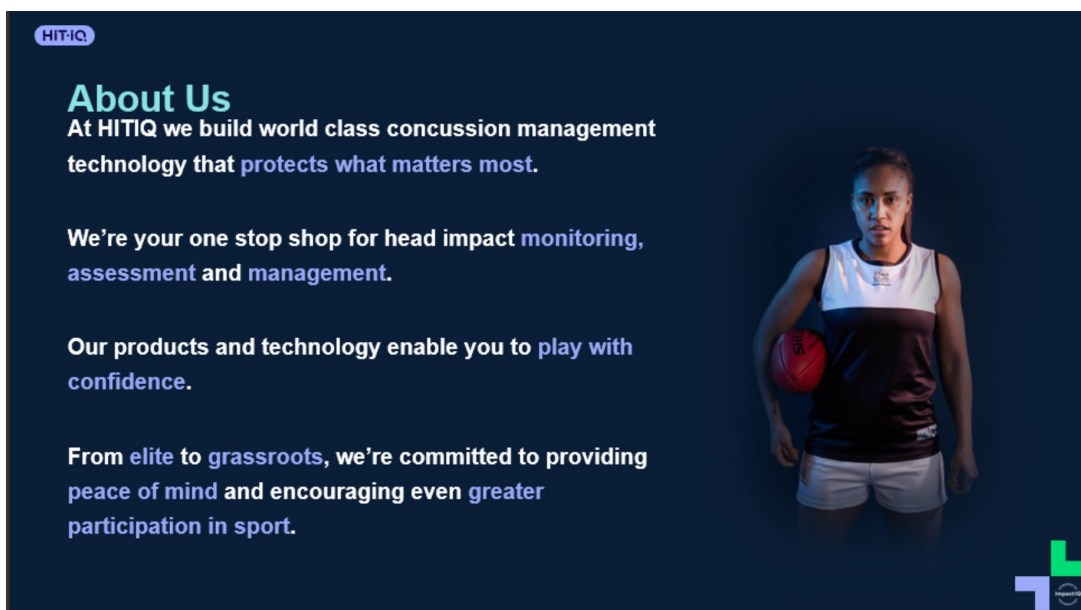
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#### About HITIQ

HITIQ Limited (ASX: HIQ) pioneers concussion management technology, delivering smart mouthguards and software for sports, clinical, and research applications globally. Its PROTEQT system enhances athlete safety across elite and community sports.

#### About Shock Doctor

Shock Doctor<sup>®</sup> is the world's #1 mouthguard brand, available in over 20,000 retail locations. Trusted by athletes globally, it delivers innovative, performance-driven protection.



**HITIQ**

### About Us

At HITIQ we build world class concussion management technology that protects what matters most.

We're your one stop shop for head impact monitoring, assessment and management.

Our products and technology enable you to play with confidence.

From elite to grassroots, we're committed to providing peace of mind and encouraging even greater participation in sport.