

# ASX ANNOUNCEMENT

23 July 2025

## HITIQ Appoints Nathan Murphy as Brand Ambassador

### Key Highlights

- **High-Profile Partnership:** Former AFL premiership player Nathan Murphy appointed as HITIQ Brand Ambassador
- **Strategic Launch Support:** 3-year term to support PROTEQT system launch and market expansion
- **Authentic Advocacy:** Murphy brings personal experience with concussion management and athlete safety
- **Multi-Channel Engagement:** Comprehensive content and media deliverables across PR, social media, and digital platforms

### Former AFL Premiership Player Joins HITIQ to Champion Concussion Safety Technology

HITIQ Limited (ASX: HIQ) (**HITIQ** or the **Company**) is pleased to announce the appointment of Nathan Murphy, former AFL premiership player, as Brand Ambassador for the Company's revolutionary PROTEQT concussion management system.

The partnership, effective immediately, represents a strategic alignment between HITIQ's mission to advance athlete safety and Mr Murphy's passionate advocacy for concussion awareness following his medical retirement from professional football in 2024.

### Strategic Ambassador Partnership

Nathan Murphy brings unique credibility to HITIQ's mission, having experienced firsthand the challenges of concussion management throughout his AFL career. The 24-year-old Collingwood Football Club defender retired from the AFL in 2024 following medical advice after suffering his 10th

career concussion during the 2023 AFL Grand Final.

Mr Murphy's authentic experience with concussion impacts, combined with his public advocacy for athlete safety and mental health awareness, positions him as an ideal ambassador for HITIQ's PROTEQT technology as it expands into consumer markets.

The 3-year partnership will support HITIQ's market expansion strategy and broader global growth initiatives. Mr Murphy will engage in comprehensive content creation, media activities, and promotional campaigns to raise awareness of concussion management technology and athlete safety.



*Former AFL premiership player Nathan Murphy, appointed as HITIQ Brand Ambassador, holding the PROTEQT concussion management system*

## Ambassador Scope and Deliverables

Under the partnership agreement, Mr Murphy will support the Company with:

**Content & Media Activities:** Participation in news, broadcast, print, and radio opportunities to promote concussion awareness and PROTEQT technology benefits

**Social Media Engagement:** User-generated content creation and promotional posts across digital platforms to reach community athletes and safety-conscious consumers

**Brand Representation:** Serving as a spokesperson for HITIQ's mission to make elite-level concussion

management technology accessible to athletes at all levels

The partnership includes comprehensive briefing and educational support to enable Mr Murphy to effectively communicate HITIQ's technology innovation, concussion measurement capabilities, and product benefits to diverse audiences.

## Leadership Statements

**Earl Eddings, Executive Chair, HITIQ:** "Nathan Murphy's appointment as Brand Ambassador represents a powerful alignment between our mission and authentic advocacy for athlete safety. His personal experience with concussion management, combined with his commitment to supporting others facing similar challenges, makes him an ideal voice for HITIQ's technology. Nathan's involvement will be instrumental in educating athletes, parents, and sporting communities about the importance of advanced concussion detection and management."

**Nathan Murphy, HITIQ Brand Ambassador:** "I'm honoured to partner with HITIQ in advancing concussion safety technology. Having experienced the challenges of head trauma throughout my career, I understand the critical importance of early detection and proper management. HITIQ's PROTEQT system represents the kind of innovation that could make a real difference for athletes at all levels, and I'm excited to help bring this technology to the broader sporting community."

## Market Impact and Growth Strategy

Mr Murphy's appointment supports HITIQ's expanding market presence as the company transitions from elite sports partnerships to consumer market penetration. His involvement will be particularly valuable as HITIQ unlocks the significant opportunity in the Australian market and continues global expansion throughout 2025 and 2026.

The partnership leverages Mr Murphy's established media presence and credibility within sporting communities to accelerate awareness and adoption of HITIQ's technology among community athletes, parents, and sporting organizations worldwide.

With production capacity for up to 100,000 units in 2026, HITIQ's ambassador partnership strategy positions the company to effectively communicate the value of its concussion management technology to the Australian domestic and initially targeted UK and US overseas markets.

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### For further information, contact:

Shareholders: [investors@hitiq.com](mailto:investors@hitiq.com)

This announcement is authorised by the Board of HITIQ Limited.

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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 Nathan Murphy

Nathan Murphy is a former AFL premiership player who retired from Collingwood Football Club in 2024 following medical advice after experiencing his 10th career concussion. Since retirement, Murphy has become a passionate advocate for concussion awareness and athlete safety, while pursuing studies in PE teaching and environmental science.

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