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HIT·IQ

Investor Pack

September 2025





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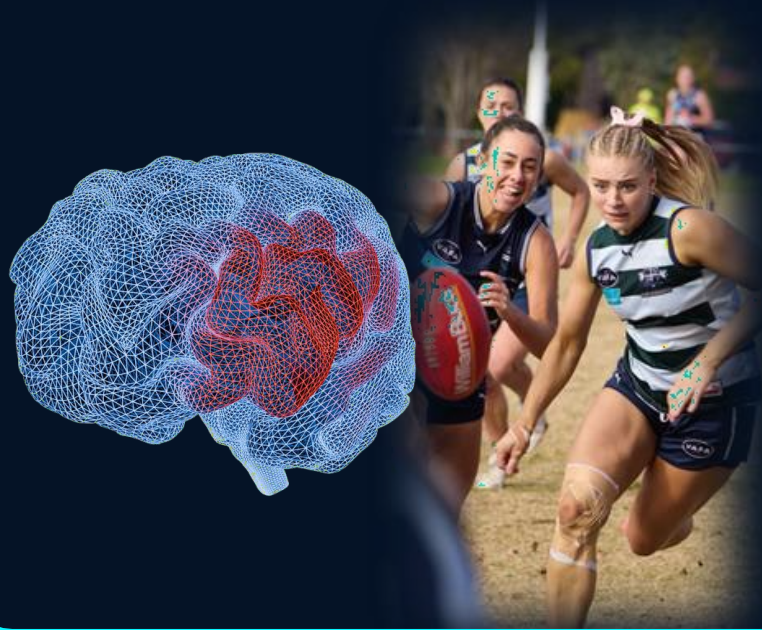
Executive Summary

First-Mover Advantage in a \$12.6B Market

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The Concussion Crisis

- 100k+ concussions annually in Australia; **70% undiagnosed**
- CTE risk rises 20% per 1,000 head impacts
- Youth participation falling due to safety concerns
- Litigation & insurance pressures intensifying globally



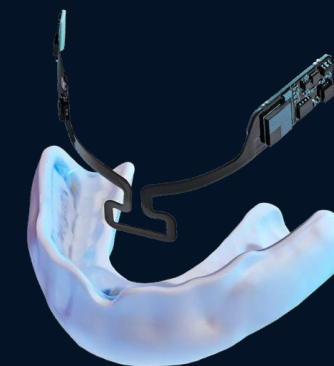
The PROTEQT Advantage

- End-to-end concussion management: Detect → Assess → Manage
- 70,000+ video-verified head impacts assessed. Battle-tested in elite sport, now scaled for grassroots
- Independently validated: Virginia Tech, Monash, Gallagher Premiership
- Exclusive Shock Doctor partnership ensures global scale
- Affordable, consumer-ready alternative to \$800+ custom guards



Significant Market, Ready to Scale

- Total Addressable Market: \$12.6B in Year 1; \$5.3B recurring
- Core target: 30M+ amateur collision sport participants
- SaaS-style recurring revenue model (device + annual subscription)
- Expansion live: UK launch (Aug 2025), AU momentum, North America next



Momentum & Milestones Delivered

- ✓ 500+ units already sold into AUS, EU & North America
- ✓ Strategic reset: narrowed to PROTEQT, reduced burn, monetised IP
- ✓ Retail rollout in advanced stages with major AUS partner
- ✓ IOC & defence-sector trials underway
- ✓ Government engagement & grassroots league adoption building



Corporate Overview

Experienced leadership, aligned shareholders, and strong governance underpinning growth

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Board & Management

Overview

- Experienced leadership team combining governance, commercial, and sports tech expertise
- Proven capability to scale globally while reducing execution risk

Board

- Led by Executive Chairman **Earl Eddings**
- Directors bring depth in governance, finance, international sport, consumer, and investment sectors
- Provide oversight, strategic direction, and shareholder alignment

Management

- Expertise across commercial growth, product innovation, finance, and engineering
- Strong track record in elite sports technology and global marketing
- Deep capability in customer success, grassroots activation, and community engagement

Shareholder Information

Price \$0.022



Top 10 Shareholders

Position	Holder Name	% Holding
1	HARMIL ANGEL INVESTMENTS PTY LTD	16.36%
2	NEWFOUND INVESTMENTS PTY LTD	4.63%
3	ARTEMIS FAMILY NOMINEES PTY LTD	4.09%
4	EARL EDDINGS	3.50%
5	MR SEAMUS BALDWIN	2.14%
6	MR MICHAEL DEAN VEGAR	2.04%
7	MR CRAIG GRAEME CHAPMAN	1.75%
8	SCINTILLA STRATEGIC INVESTMENTS LIMITED	1.63%
9	DR SCOTT MAURICE DONNELLAN	1.48%
10	PALM DEVELOPMENTS PTY LTD	1.27%

Securities on Issue

Security Name	Total Holdings
ORDINARY FULLY PAID SHARES	472,105,189
Unlisted ESCROWED UNTIL 03/10/2025	2,550,000
LISTED OPT EXP 31/10/25 @ \$0.05	42,532,854
LISTED OPT EXP 30/12/2028 @ \$0.022	33,541,389
PERFORMANCE RIGHTS	17,490,000

Key Value Drivers

Proven technology in a large, underserved market with clear path to scale

- **Concussion Crisis:** Rising incidence, underdiagnosis, and litigation risk.
- **Solution:** PROTEQT — end-to-end, scalable concussion management.
- **Market:** \$12.6B TAM; grassroots collision sports are underserved.
- **Validation:** Independently tested, battle-tested in elite sport.
- **Moat:** Exclusive partners, proprietary data, integrated workflow.
- **Traction:** Retail rollout, league pilots, defence & govt engagement.
- **Growth:** AU & UK live; North America next.
- **Momentum:** Ambassador-led, grassroots demand, strong media.
- **Brand:** Premium, trustworthy, consumer-ready.
- **Team:** Experienced board & management with proven execution.





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Opportunity Outline

Appendix Materials

- The Market Problem
- Our Solution
- Market Opportunity
- Validation & Proof
- Defensible Moat
- Commercial Traction
- Growth Roadmap
- PR & Grassroots Momentum
- Brand & Packaging
- Board & Management
- About us



The Market Problem: Concussion Crisis Driving Urgent Demand

Awareness + Pressure = A Global Inflection Point for Scalable Solutions

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100k+ concussions annually in Australia, up to **70%** go undiagnosed.

CTE risk \uparrow 20% per 1,000 head impacts.

Youth participation in contact sport is declining due to concussion fears.

Litigation and insurance pressures are rising globally.

Early two-thirds of players in lawsuit show CTE symptoms!

Until PROTEQT, there was no affordable, scalable grassroots solution.

With heightened awareness, we've hit a societal inflection point...



AUSTRALIA WIDE \rightarrow

Duty of care - As protocols change and our understanding of CTE grows, how will local and country sports manage concussion?

Wed 26 May 2024 at 6:30pm

Play 24m

Ministers
Department of Health and Aged Care

Home Media centre Mark Butler Anika Wells Ged Kearney Emma McBride Kate Thwaites

Home The Hon Anika Wells MP Minister, Health Minister, Minister for Aged Care Minister for Sport

Australian Government invests \$12.5 million for King Wally to tackle CTE

The Australian Government is again showing its commitment to tackle dementia, with a \$12.5 million funding package to support people living with probable chronic traumatic encephalopathy (CTE).

Why a portrait of a former NRL great could spark greater concussion awareness in Australia

Published: October 7, 2024 11:07am AEST

Repeated head trauma on the field caused crippling anxiety and memory loss for this ex-footballer

By Anastasia Saffiotis for Plum

Sports Injuries

Fri 1 Nov



Our Solution: A Scalable, Data-Driven Platform for Concussion Management

Battle-tested in elite sport, PROTEQT is a world-first end-to-end personal Concussion Management System built for athletes of all levels and abilities.

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PROTEQT

Secure, Scalable Analytics – powering athlete, club & industry insights

1. Detect

Smart Shock Doctor mouthguard, measuring head impacts in real time.



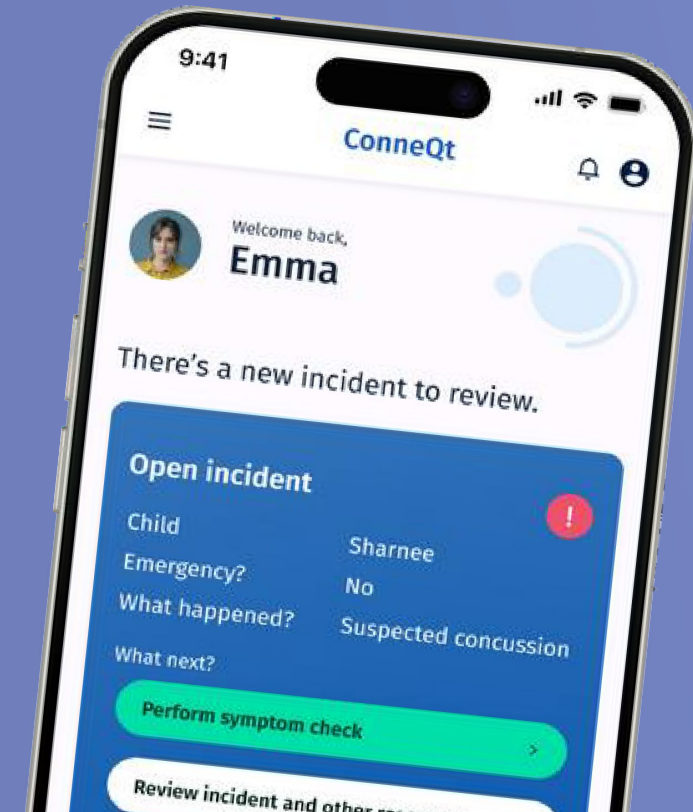
2. Assess

Mobile app flags concussion risk, tracks symptoms, logs incidents.



3. Manage

Telehealth access + medically guided return-to-play.



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PROTEQT Market Opportunity

PROTEQT taps into the large, untapped community sports market with affordable, accurate technology

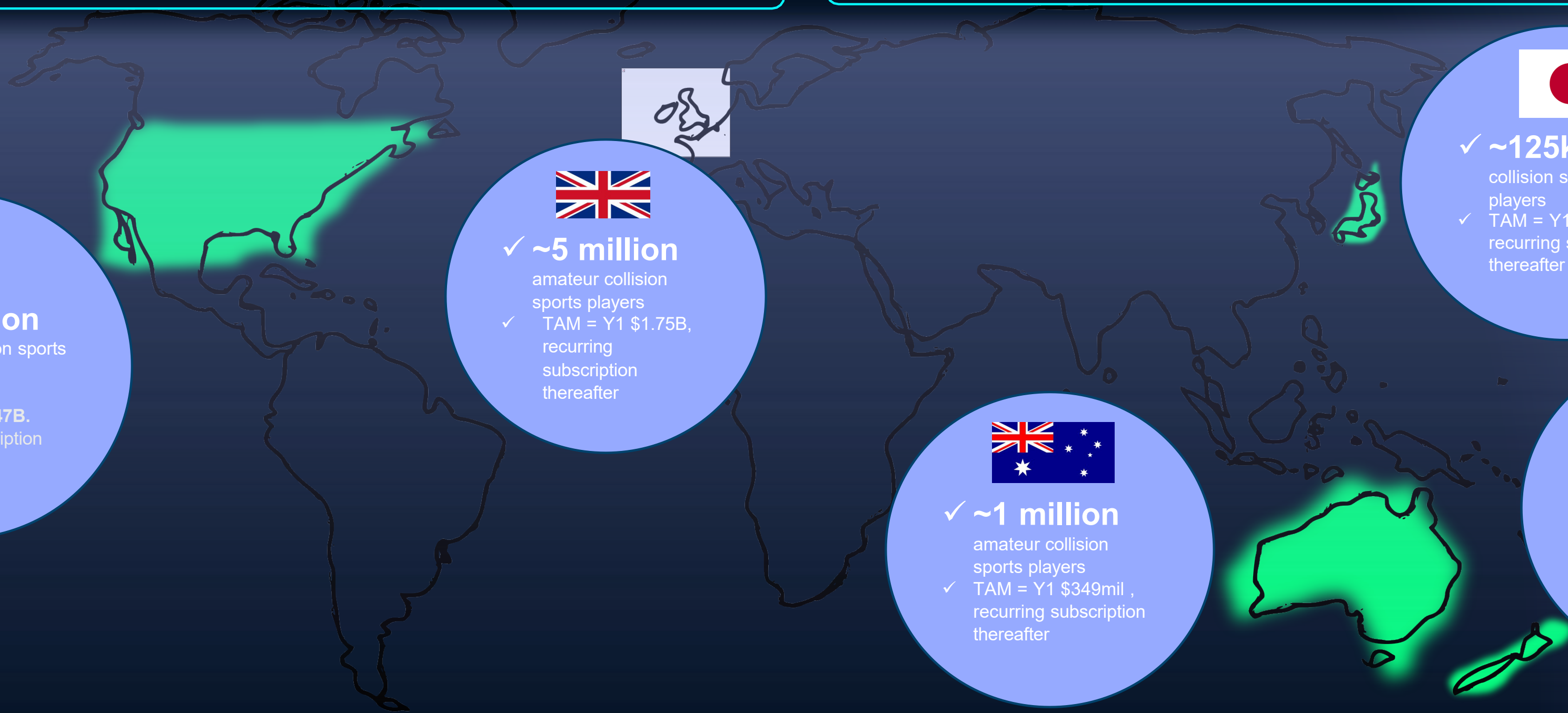
Total Addressable Market:

- GTM YEAR 1: **\$12.67B**
- RECURING YEARLY SUBCRIPITON: **\$5.36B**
- ✓ Core target: grassroots & community sport, currently underserved.
- ✓ SaaS-like recurring revenue: hardware sale + annual app subscription.

PROTEQT vs Custom Mouthguards:


- ✓ Immediate availability vs 3–4 week dental process.
- ✓ \$349 accessible price
- ✓ Same accuracy, elite-grade validation.

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- ✓ **~30 million** amateur collision sports players
- ✓ TAM = Y1 \$10.47B, recurring subscription thereafter



- ✓ **~5 million** amateur collision sports players
- ✓ TAM = Y1 \$1.75B, recurring subscription thereafter



- ✓ **~1 million** amateur collision sports players
- ✓ TAM = Y1 \$349mil, recurring subscription thereafter



- ✓ **~125k** amateur collision sports players
- ✓ TAM = Y1 \$43mil, recurring subscription thereafter



- ✓ **~200k** amateur collision sports players
- ✓ TAM = Y1 \$69mil, recurring subscription thereafter

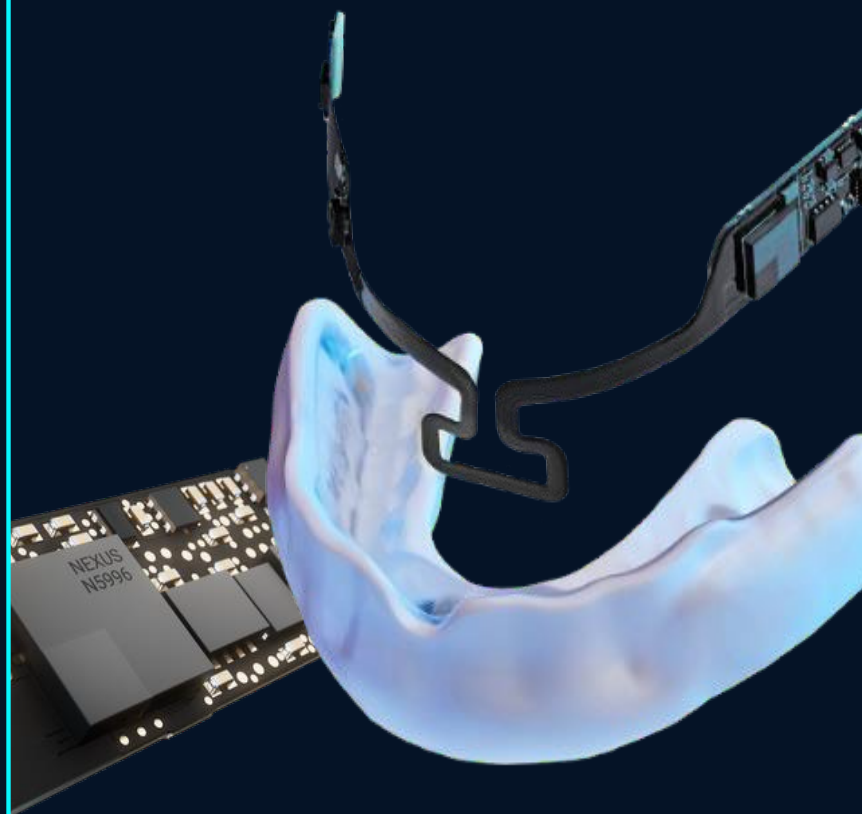


Validation & Proof

Our technology is independently validated in labs and on the field, confirming PROTEQT's accuracy and clinical relevance

Lab Validation

- Independently tested at Virginia Tech Helmet Lab
- Exceeded validation thresholds across all metrics (PLA, PRV, PRA)



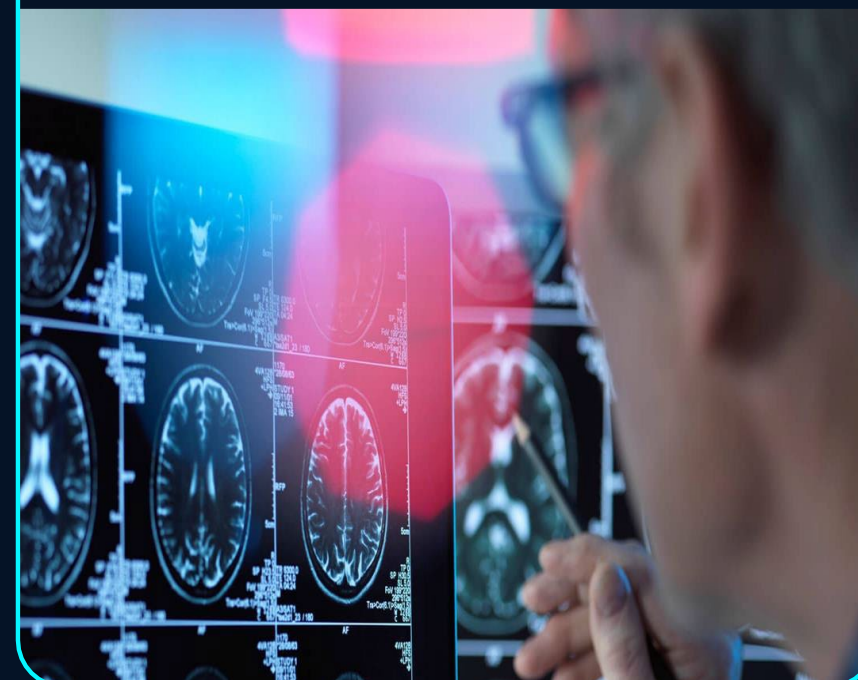
Field Validation

- Proven reliable in live gameplay
- 93.6% sensitivity detecting head impacts
- 98.3% accuracy (PPV)



Biomarker Validation

- Monash AFL/AFLW studies: high sensitivity, low false positives
- Linked impacts to brain injury biomarkers, confirming medical relevance



Battle Tested in the Pros. Proven At Scale

- 70,000+ video-verified head impacts assessed
- Trusted across elite codes (AFL, Monash, Virginia Tech)





Defensible Moat: Hard to Copy

Exclusive partners, proprietary data, integrated workflow create a barrier to entry

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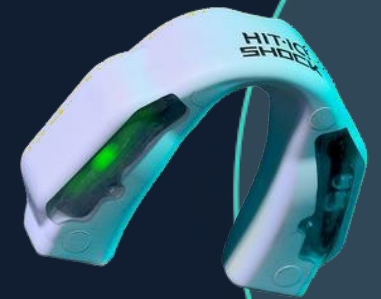


Accessibility Moat:

Boil-and Bite vs Expensive Custom

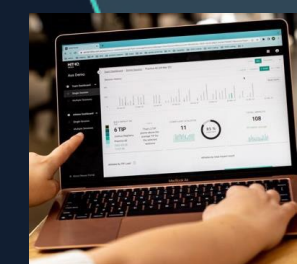
Hardware

✓ Exclusive global partnership with Shock Doctor.



Data

✓ Proprietary datasets = clinical flywheel.



Software

✓ Integrated workflow: hardware + software + SCAT6/DSI telehealth.



Ramp:

20k (2025) → 100k (2026).

Commercial Traction

Diversified traction across retail, grassroots, institutional, and international channels — building confidence in scale

Opportunity	Estimated Outcome Per Annum	Status
International Expansion: UK Market entry aligned with major seasonal sporting events	6,000 Units	Live- In market
Retail Partnerships: National sports retail rollout in progress	2,000 Units	Final Stages of Sign off
Government Engagements: Multi-level discussions with regional and national agencies	R&D, Growth Grants	In discussion
Grassroots Penetration: League registration and community-level adoption initiatives	5,000 Units	Live- building to 2026 season rollout
National Sports Bodies: Strategic discussions with governing organizations across multiple codes	2,500 Units	In discussion
New Sport Channels: Early adoption interest from niche and emerging sports	2,500 Units	In discussion
International League Interest: Consideration for league-wide adoption in overseas markets	5,000 Units	First round of sales completed






Growth Roadmap

This is a disciplined, sequenced growth plan. Each year builds on the last, with manufacturing and market entry aligned for sustainable scale


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- ✓ ~5 million amateur collision sports players
- ✓ TAM = Y1 \$1.75B, recurring subscription thereafter




- ✓ ~1 million amateur collision sports players
- ✓ TAM = Y1 \$349mil, recurring subscription thereafter



- ✓ ~200k amateur collision sports players
- ✓ TAM = Y1 \$69mil, recurring subscription thereafter

- ✓ Test
- ✓ Learn
- ✓ Optimise



- ✓ ~30 million amateur collision sports players
- ✓ TAM = Y1 \$10.47B, recurring subscription thereafter

✓ Scale & Grow product capability

FY26

AU Soft launch
July 25

AU, NZ hard Launch
Feb 26

UK Hard launch
Sept 25

FY27

North America hard Launch
Feb 27

✓ Scale Manufacturing capability

FY28

Ahead of schedule: Units sold into AUS, UK & North America

PR & Grassroots Momentum

Building brand trust through elite ambassadors, national media, and grassroots demand.

Trusted Ambassador- Nathan Murphy

We've signed the AFL Premiership Champion as our brand ambassador. Watch Nathan's story [HERE](#) and at hitiq.com

Strong PROTEQT Media Interest & Brand Awareness

Click [HERE](#) to watch learn more

Grassroots Groundswell

Exceptional interest from parents and athletes at grassroots levels. Watch their story's [HERE](#) and at hitiq.com

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Today



7 NEWS



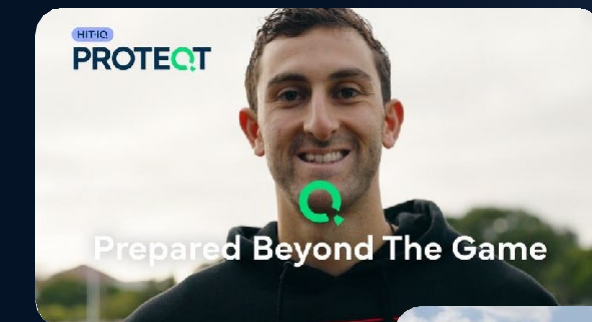
LISTNR THE BRIEFING



2GB SYDNEY

6PR PERTH

3AW MELBOURNE



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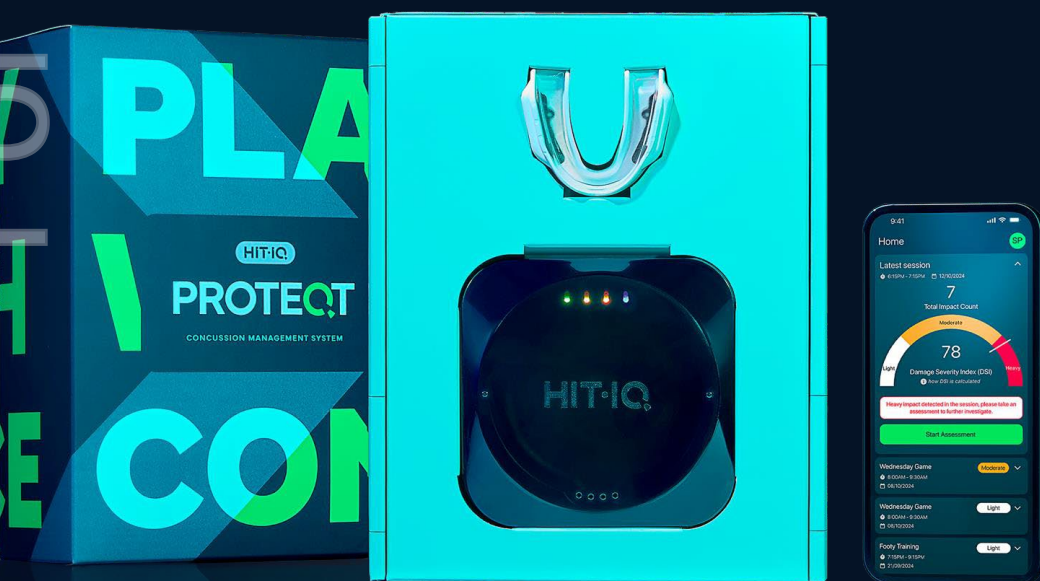
Brand & Packaging

Positive, Simple, Emotive & Trustworthy.

HITIQ
PROTEQT
Concussion Management System

Premium Packaging:
medical-grade reassurance.

Nathan Murphy,
AFL ambassador —
“Battle-tested and proven at
professional levels”.



Board & Management

Execution is about people. We have experienced leadership, global expansion capability, and governance that reduces execution risk



Earl Eddings
Executive Chairman

- Former Chair of Cricket Australia and Director of the International Cricket Council
- Non-Executive Director of Sports Tech Company MSL Solutions
- FGIA, GAICD, Grad.Dip Risk Management, B.A.S (PE)



Jennifer Tucker
Non-Executive Director

- Experienced executive and director in the consumer products and health sectors.
- Former Director of Merchandise, Bunnings and Executive General Manager, Yates (DuluxGroup).
- Non-Executive Director of National Heart Foundation, CAD Frontiers and Cranky Health.



Phil Carulli
Non-Executive Chairman

- Chartered Accountant and Managing Director of Optima Partners
- HITIQ Non-Executive Director and CFO since August 2018
- Non-Executive Director of Soar-Earth Limited



Matthew Clayworth
Non-Executive Director

- Senior Investment Advisor at Wilson's Advisory
- Representative for Harmil Angel Investments
- Previously Vice President, Morgan Stanley



James Barrie
Non-Executive Director

- Professional Company Secretary and Non-Executive Director
- Founder of Fernville Group
- Range of senior executive positions in ASX20, ASX100, microcap.



Damien Hawes
Chief Commercial Officer

- Former Chief Commercial Officer **Catapult (ASX: CAT)**, Head of League Wide and Media Partnerships & Commercial Director of GPSports Systems (acquired by Catapult in 2014)



Tom Christian
Head of Product

- Canberra Raiders: Managed athlete performance and health Technology Lead and Sports Scientist/Physiotherapist.
- Sports Tech Expert: background in technical support and management for companies like Catapult Sports and GPSports Systems.



Andrew Hart
Chief Financial Officer

- Experienced CFO with a strong track record of building inclusive teams, establishing scalable processes and delivering exceptional business performance



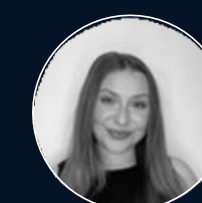
Chris Davis
Chief Marketing Officer

- Former Head of Growth of the A-Leagues, Digital Sales at Optus Sport
- 10 years consulting, designing and delivering growth marketing strategies



Yohan Jayasinghe
Head of Production

- Expertise in production, engineering, and operations.
- Instrumental in developing and producing HITIQ's hardware.
- Vast experience at delivering engineering solutions from design to deployment.



Mikayla Winfield-Smith
Customer Support Specialist

- Key member of HITIQ's customer support team, specialising in client service and technical assistance.
- Enhances user satisfaction and drives operational excellence through a collaborative approach.



Tash Reeve
Community Activations Coordinator

- Supports HITIQ's community sports initiatives, coordinating activations, events, and outreach with local clubs and players.
- Brings enthusiasm and strong organisational skills to enhance delivery of grassroots projects and community impact.



ABOUT US

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



Est. 2015

Headquarters: South Melbourne

Company Type: Data Company

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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.

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Thank You

Earl Eddings- Executive Chairman

Email: earl@hitig.co

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South Melbourne. 3205,
Victoria