

ASX ANNOUNCEMENT

November 28, 2026

## HITIQ Commences Retail Distribution with rebel

### PROTEQT™ to Launch in Select Stores Through Australia's Leading Sporting Goods Retailer

#### Key Highlights

- Retail Trial Commences: PROTEQT™ to be introduced through rebel, Australia's largest sporting goods retailer
- Strategic B2C Market Entry: First significant consumer retail distribution marks entry into mainstream retail channels
- Select Store Introduction: PROTEQT™ available through select high-performance rebel stores and online platform
- 2026 Launch: Stock delivery scheduled for January 2026 with retail launch to follow

#### Retail Market Entry

HITIQ Limited (ASX: HIQ) is pleased to announce that the PROTEQT™ concussion management system will be introduced through rebel, Australia's leading sporting goods retailer.

PROTEQT™ will be available through select high-performance rebel stores and their online platform. This represents HITIQ's entry into mainstream consumer retail channels, providing access to athletes and sports participants across community and competitive levels.

rebel's extensive retail presence and strong consumer brand recognition provides an opportunity to introduce PROTEQT™ to the broader market.

#### Strategic B2C Distribution

This retail introduction marks an important step in HITIQ's commercialisation strategy, transitioning PROTEQT™ from elite sports applications into consumer retail markets. This approach complements HITIQ's existing direct-to-consumer channels while leveraging rebel's established retail infrastructure, customer trust, and category expertise.

This opportunity has been facilitated through HITIQ's work with Shock Doctor, whose expertise in sports protection products and retail distribution has been instrumental.

Stock delivery is scheduled for January 2026, positioning PROTEQT™ for retail availability ahead of the 2026 contact and collision sports seasons, capturing demand periods for rugby league, rugby union, Australian rules football, and hockey.

### Market Opportunity

Australia's community sports market represents significant opportunity for PROTEQT™ retail expansion<sup>1</sup>:

- 3.5+ million organised sports participants across contact and impact sports
- Growing safety awareness driven by concussion research and media coverage
- Premium product acceptance in Australian sports equipment markets
- Regulatory momentum with increasing focus on athlete safety protocols
- Technology adoption among younger athletes and safety-conscious parents

### Leadership Commentary

Earl Eddings, Executive Chair, HITIQ:

"This retail introduction with rebel represents an important milestone in HITIQ's commercialisation journey. After proving PROTEQT™ at the elite level, this creates the opportunity to bring our technology to mainstream sports participants through Australia's most trusted sporting goods retailer. rebel's market leadership and category expertise provide an excellent platform to introduce smart mouthguard technology to the broader Australian sports market. This has been made possible through our work with Shock Doctor, whose retail expertise and sports protection credentials have been invaluable. This is the kind of strategic retail opportunity that can accelerate our path to scale and validate PROTEQT™'s consumer value proposition."

### About rebel

rebel is Australia's leading sporting goods retailer, operating an extensive network of stores nationwide alongside a comprehensive online platform.

### Strategic Significance

This retail introduction advances HITIQ's commercialisation strategy by:

- Establishing initial retail presence through Australia's leading sporting goods network
- Providing opportunity to validate B2C model with proven retail partner
- Creating consumer awareness through rebel's trusted brand and customer base
- Building foundation for potential retail market growth
- Developing scalable distribution approach applicable to additional retail opportunities

### Production and Capacity

With production arrangements established through Shock Doctor, HITIQ is well-positioned to support this retail introduction. The company continues to develop production capacity to meet growing demand across elite sports, consumer retail, and international markets.

To learn more about this announcement please visit the HITIQ Investor Hub by clicking on the link below.

<https://investors.hitiq.com/link/PnY8nr>



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### About PROTEQT™

PROTEQT™, co-developed with Shock Doctor, is HITIQ's concussion management and athlete safety solution that delivers real-time head impact data through an instrumented mouthguard and analytics platform.

### About HITIQ

HITIQ Limited (ASX: HIQ) develops concussion management and athlete safety technology for sport, clinical, and research applications worldwide. The company combines smart mouthguards and analytics platforms to deliver data-driven safety solutions.

Authorised for release by the Board of HITIQ Limited

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

### Forward-Looking Statements Disclaimer

This announcement may contain forward-looking statements. Such statements involve known and unknown risks, uncertainties, and other factors that may cause actual outcomes to differ materially.

HITIQ does not undertake any obligation to update forward-looking statements, except as required by law.

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<sup>1</sup> Source: AusPlay Survey data (2022-23), Australian Sports Commission; Sport participation rates across AFL (620,300), Rugby Union (146,400), Rugby League (198,200), Field Hockey (198,700), and other contact sports participants.