

ASX ANNOUNCEMENT

21 April 2026

HITIQ Appoints AFLW Champion Ebony Marinoff as PROTEQT™ Brand Ambassador

HITIQ Limited (ASX: HIQ) (“HITIQ” or the “Company”), developer of the PROTEQT™ instrumented mouthguard platform, is pleased to announce the appointment of AFLW champion Ebony Marinoff as an official PROTEQT™ Brand Ambassador.

Ebony Marinoff is widely regarded as one of the most accomplished players in the history of the AFL Women’s competition and brings deep credibility as an athlete who already wears PROTEQT™ at the elite level.

About Ebony Marinoff

Marinoff was Adelaide Football Club’s first-ever AFLW draftee in 2016 and has played every AFLW match for the Crows. In 2025, she became one of the first two players in AFLW history to reach the 100-game milestone.

Her individual honours include:

- 2024 AFLW Best and Fairest
- 2024 AFLPA AFLW Most Valuable Player
- 2024 AFL Coaches Association AFLW Champion Player of the Year
- 2024 AFLPA AFLW Best Captain
- Four-time Adelaide Club Champion (2021, 2023, 2024, 2025)
- Seven-time All-Australian
- Three-time AFLW Premiership player (2017, 2019, 2022)
- Adelaide co-captain (2024–present)

Marinoff is also the AFLW career record holder for both disposals and tackles. In the 2024 season she averaged 30.5 disposals and 12.4 tackles per match, reinforcing her reputation as one of the competition’s most consistent and durable performers.

Brand Ambassador Appointment

As a PROTEQT™ Brand Ambassador, Marinoff will support awareness of the PROTEQT™ platform across elite and community sport, highlighting the importance of accessible, evidence-based head impact monitoring and player welfare tools.

Importantly, her appointment reflects authentic product use and advocacy rather than a purely promotional arrangement.

Ebony Marinoff said:

“I wear PROTEQT™ at the elite level, so it’s great to see the technology becoming available to players at all levels of the game. Giving grassroots athletes access to the same tools used in the professional environment is a really positive step for the sport.”

HITIQ Executive Chair and CEO Earl Eddings said:

“Ebony is one of the most respected players in AFLW history, and her leadership and professionalism align strongly with HITIQ’s values. Her genuine use of PROTEQT™ and commitment to growing the game make her an ideal ambassador as we continue expanding adoption across both elite and community sport.”

About PROTEQT™

PROTEQT™ is HITIQ’s instrumented mouthguard platform incorporating precision impact sensing technology to capture head impact exposure data. The platform is designed to support player welfare protocols and informed decision-making across elite and community contact sports, including Australian rules football and rugby.

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Authorised for release by the Board of HITIQ Limited

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