

For personal use only

my |||||
FIZIQ
results through knowledge

A revolutionary smartphone application that provides a personalized avatar with accurate digitized measurements to assist shape & weight monitoring.

INVESTOR PRESENTATION

August 2015

Disclaimer

This presentation (“Presentation”) has been prepared by MyFiziq Limited (“MyFiziq” or “Company”).

Summary Information

This Presentation contains summary information about MyFiziq which is current as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in MyFiziq or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act.

Financial Data

All dollar values in this Presentation are in Australian dollars (A\$ or AUD) unless otherwise stated.

Forward-Looking Statements

This Presentation may contain forward looking statements. The Australian words 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'likely', 'intend', 'should', 'could', 'may', 'target', 'plan' and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Forward-looking statements are subject to risk factors associated with the Company’s business, many of which are beyond the control of the Company. It is believed that the expectations reflected in these statements are reasonable but they may be affected by a variety of variables and changes in underlying assumptions which could cause actual results or trends to differ materially from those expressed or implied in such statements. There can be no assurance that actual outcomes will not differ materially from these statements. You should not place undue reliance on forward-looking statements and neither MyFiziq nor any of its directors, employees, advisers or agents assume any obligation to update such information.

- MyFiziq Limited (ASX: MYQ) is developing a revolutionary smartphone application that provides its user with the ability to track and monitor body shape as opposed to traditional methods of weight monitoring such as using a bathroom scale or a tape measurer.
- MYQ raised \$6.0m in new equity at \$0.20 per share in an IPO to list on the ASX. The transaction was fully underwritten by KTM Capital with Foster Stockbroking as joint lead manager.
- Proceeds from the IPO will fund the interface development of the app, extensions into specific market segments such as health insurance and human well-being research, marketing and systems development.
- Entered into a research collaboration with Telethon Kids Institute, one of Australia's largest and most successful medical research organisations, to expand MyFiziq's capabilities into the field of medical research and mHealth.
- MYQ is currently in discussions with several potential partners to commercialise the technology in a number of verticals.
- Commercial launch is set for Q4CY15.

Overview

MyFiziq

For personal use only

- ✓ Fast avatar creation
- ✓ Novel technology platform with mobility
- ✓ Will Provide circumferences of major body parts
- ✓ Feedback to promote further health changes
- ✓ Data storage for historical comparisons
- ✓ Free app / low cost (\$0.99) per avatar
- ✓ Predictive modeling (\$1.99) per avatar
- ✓ Highly profitable business model through re-occurrence
- ✓ Private: facial blurring and encrypted images for privacy
- ✓ To Be Available on iPhones, Androids, iPads, tablets and all computers
- ✓ Patent applied for business use
- ✓ Platform to run on Amazon to ensure speed, security and scalability

Capital Structure

	SHARES	Valuation \$0.14	
Founders	24,000,000	\$3,360,000	31%
Seed investors	24,500,000	\$3,430,000	31%
New equity raised (A\$6m)	30,000,000	\$4,200,000	38%
Basic Issued Capital & Market Cap	78,500,000	\$10,990,000	100%
Enterprise Value		\$4,990,000	
Performance Shares			
<i>Class A - Convert on achieving \$5 mill of annualised revenue</i>	15,000,000		
<i>Class B - Convert on achieving \$5 mill of annualised EBITDA</i>	15,000,000		
	30,000,000		
FULLY DILUTED ISSUED CAPITAL	108,500,000		
FREE FLOAT	50%		

Key Management



Dr Katherine Iscoe

Co-founder & CEO

BA, MSc, PhD

- Founder of MyFiziQ & Dr Katherine
- Highly credentialed
- Thousands of loyal followers
- Exercise physiologist & weight loss specialist
- Online health program & cookbook (in process)
- Globally published in top ranked journals & scientific literature
- Media trained



Vlado Bosanac

Co-founder

- Over 20 years experience in venture capital and corporate advisory
- Founding partner of Greenday Corporate Pty Ltd
- Experience in management of health care, mining and IT organisations
- Entrepreneur, advisor and business consultant



Evan Cross

Director – Finance

- +30 year member of the Institute of Chartered Accountants in Australia
- Fellow of the Australian Institute of Company Directors
- Extensive corporate finance experience in investment banking both in Australia and the U.S
- Key finance or executive director role in a number of private and ASX listed companies in a wide range of industries including: technology, healthcare, mining and the food and beverage industries



Dr Amar El-Sallam

Snr. Technology Eng

- BSc, MSc, PhD
- 17 years experience in signal and image processing, computer vision & biometrics
- Highly published in top ranked journals
- Multiple research & industry grant holder
- Developer of mobile telecommunication programs
- Expert coder & computer programmer using low and high level languages



Kevin Baum

IT Consultant

- 25+ years experience in technology development with companies in Australia and internationally
- Director of ASX-listed company Chrome Global
- Member of the OzEmail management team at (*one of Australia original Internet start ups*)

The Board



Peter Wall

Chairman

Peter Wall is a partner at Steinepreis Paganin specialising in mergers and acquisitions, corporate reconstruction and recapitalisations of listed entities, has advised on numerous successful IPOs and back door listings on the ASX and is Chairman of ASX listed Aziana Ltd., Galicia Energy Corporation Ltd, Minbos Resources Limited and Non Exec. Director of Dourado Resources.



Dr Donnelly

Non-Executive
Director

Dr John Donnelly co-directs the Biomechanics research group at the School of Sport Science, Exercise and Health, University of Western Australia, which develops clinical tools to accelerate recovery and quality of life post-injury. He is a leader in human movement research with his work on injury prediction and prevention recognised worldwide. Dr Donnelly continues to grow multiple international collaborations currently including leading UK, USA and Japanese universities.

Chief Executive Officer - Dr Katherine Iscoe *[previous slide]*

Director of Finance - Evan Cross *[previous slide]*

For personal use only

The Face of MyFiziq



Dr Katherine Iscoe

- BA, MSc, PhD in health sciences
- Founder of Deliciously Fitt (*re-branded as Dr Katherine*)
- Health & weight loss specialist
- Worked with hundreds of clients
- *Problem:* how could my clients easily track body shape rather than just their weight?

Solution: MyFiziq

The Product



MyFiziQ will be available through the App Store and Googleplay.



Collected data will be used for marketing and product promotions



30 second video to guide users through important aspects of the app



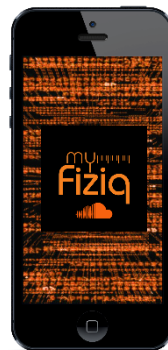
Collected data to initialise avatar creation. Defaults to appropriate gender page.



User is guided to take 2 posed photographs. App will notify user if photo is usable, or must be retaken.



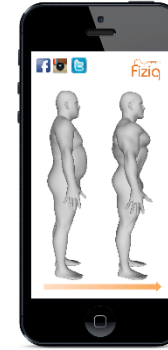
User prompted encryption to reassure photos do not leave phone and are secure. Screen shows photos turning into code.



Code is processed on server level



User's 3D avatar is created, viewable in 360°. User is able to get circumferences of multiple body areas. They are also able to compare previous avatars to monitor weight.









User is able to view account on multiple devices. They are also able to share their personalised avatar through multiple social media platforms.



For personal use only

A Differentiated Product

For personal use only

							OTHER APPS and ONLINE PROGRAMS
Mobile capability	✓	<i>Not practical</i>	✓	✗	✗	✗	✗
Accurate circumference measurements	✓	✗	<i>User dependent</i>	✗	✓	✓	✗
User can interact with avatar	✓	✗	✗	✗	✗	✗	✗
Rapid feedback (less than 5 min)	✓	✓	✓	✗	✗	✗	✓
Automatic historical tracking	✓	✗	✗	✗	✗	✗	✗
Predicted modeling	✓	✗	✗	✗	✗	✗	✗
Low cost (<\$1)	✓	<i>Depends</i>	✓	✗	✗	✗	✗

Market Statistics = Opportunity

- Over 2.1 billion estimated overweight globally
- 56% of Australians and 51% of Americans are trying to lose weight
- 45% of women and 23% of men in the healthy weight range think they are overweight
- Increase in obesity mainly in 20 to 40 year olds (primary app users)
- 2/3rds of Australians use mobile internet for 90 minutes per day
- There will be 2.16 billion (*predicted*) smartphone users by 2016
- Research repeatedly shows frequent self monitoring (i.e. weighing/circumference measurements) is critical for weight loss
- 2014 global weight loss market worth US\$14 billion
- 10.8% CAGR (2009 to 2014)
- Over 100,000 mHealth (mobile health) apps currently available; this number doubled in only 2.5y
- mHealth worth US\$1.95 billion in 2012
- mHealth projected revenue US\$49.1 billion by 2020 (47.6% CAGR)
- Remote mHealth monitoring apps predicted to have highest market potential in next 5 years

Potential Users

For personal use only

• Anyone who wants to monitor their weight or shape

• Adjunct to existing mHealth applications

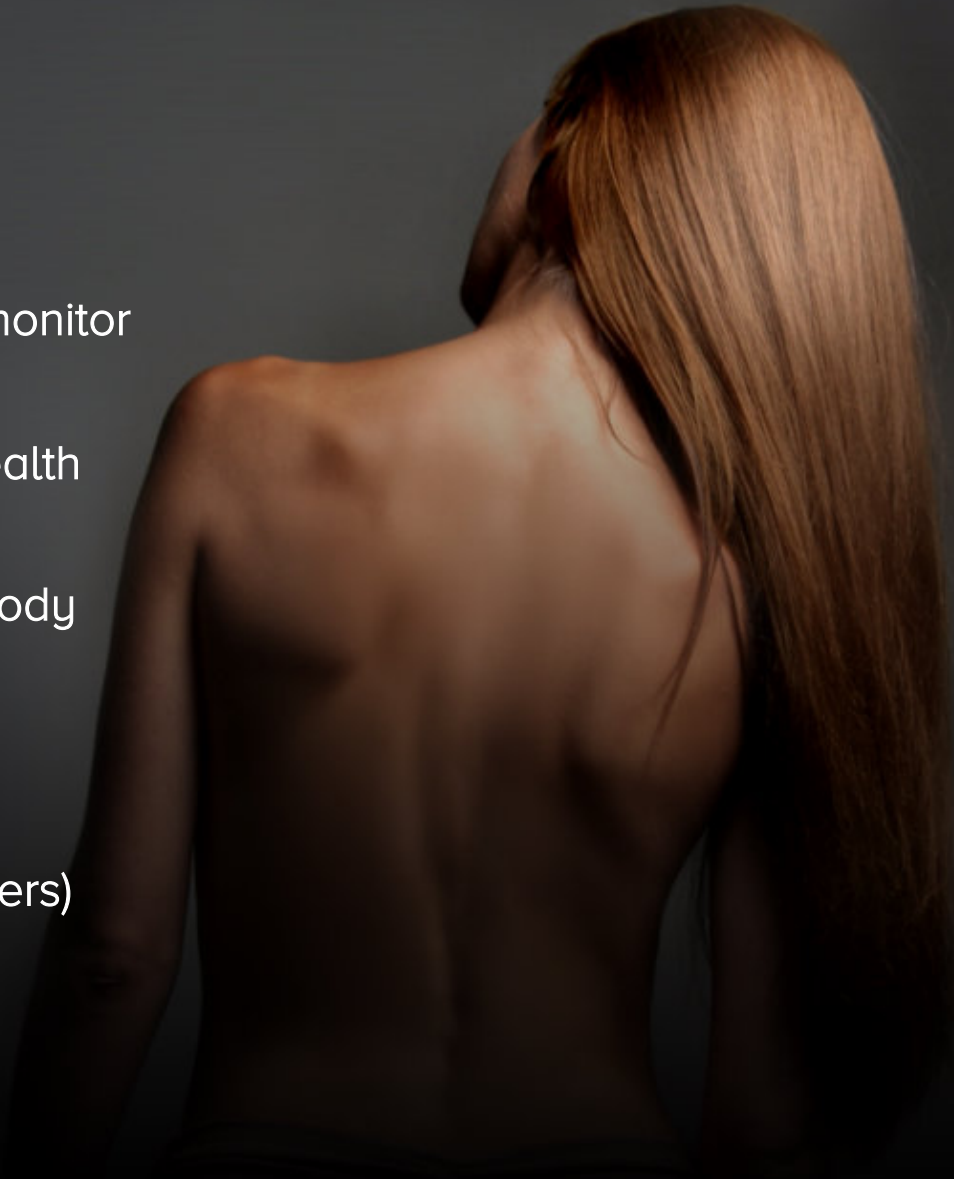
• Fitness competitors & body builders

• Athletes (off season monitoring)

• Insurers (for policy holders)

• Medical monitoring

• Fashion industry



Ready for Expansion

Current Status

- Company registered in Australia
- International IP & TM protection lodged
- Code developed and functional on internal server systems for protection
- Data collection for automation
- User interface developer Gruden engaged
- Marketing group engaged for planned media campaign
- Strategic partnerships in discussion
- iTunes and Google Play discussions
- Building additional product offerings via Dr Katherine Brand

Strategic Direction

- | | |
|------------------------------------|-----------|
| Amazon infrastructure integration | Q4 |
| Further system payment integration | Q4 |
| Dr Katherine website launch | Q4 |
| Load testing app download | Q4 |
| Partner integration API | Q4 |
| Partner teaser campaign | Q4 |
| Launch AUS & US | Q4 |
| Dr Katherine cookbook launch | Q1 (2016) |
| Dr Katherine program launch | Q1 (2016) |



mHealth Corporate Activity

Dec 2013

- Under Armour acquires MapMyFitness for US\$150 million.

Apr 2014

- Facebook acquired the App “Moves” by ProtoGeo Oy for an undisclosed price. Moves had an estimated 4 million users.

Oct 2014

- Strava, a leading cycling and running fitness tracker, raises US\$18.5 million in Series D funding lead by Sequoia Capital. Strava’s premium membership costs \$59 a year.

Feb 2015

- Under Armour acquires Endomondo fitness tracker with an estimated 20 million users for \$US85 million.

Feb 2015

- Under Armour acquires MyFitnessPal for \$US475 million. Estimated 80 million users.

June 2015

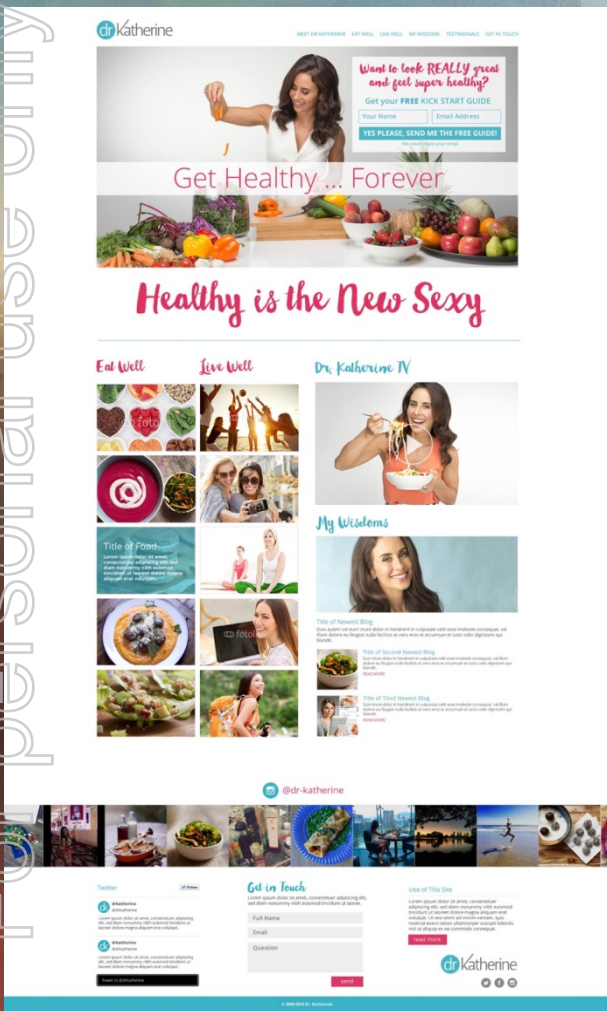
- Fitbit listed with a valuation of US\$3.7bn - now worth more than US\$9bn in less than 3 months

August 2015

- Runtastic acquired by Adidas for \$240 million

Additional Products

For personal use only



- Dr Katherine’s “Healthy is the New Sexy” website launching October 1st, 2015, will provide advice, blogs, recipes and also include “Dr Katherine TV” – broadcast quality videos and shorts. More than 1300 people have already signed up for the launch.
- Dr Katherine’s Healthy Forever: *Super-Simple, Clean Eating for the Real World* cookbook and health guide will be released January 2016 (RRP \$49.95). Promotions begin November 2015.
- Dr Katherine’s Healthy Forever 9-week Program launching February 2016 (RRP \$97). Promotions begin January 2016.
- The Dr Katherine and MyFiziq brands will be cross promoted for optimal business growth and revenue.

Key Summary

Highly qualified app developer, Gruden, appointed with app on schedule, with impressive detailed designs already completed.

With Gruden, MyFiziq has developed its own internal camera function within the app.

New feature within MyFiziq app to also include voice activation allowing users to take the photo themselves and not need someone else to assist.

MyFiziq is in discussions with multiple organisations to collaborate or engage in a commercial opportunity with it's revolutionary technology.

Highly encouraging discussions with both medical and insurance sectors has seen the company take a very serious look and these highly lucrative and expansive verticals.

MYQ has made key marketing hires to grow our traditional media and social media content, with particularly focus on gaining awareness and early adoption of the app.

Some of the key verticals MyFiziq is targeting at this early stage are: digital exercise social engagement, health & life insurance, medical research, professional sports people, high profile individuals, reality TV, fitness trackers and wearable devices to mention only a few.

Summary

For personal use only



- I** Unique technology
- II** Multi-billion dollar market and growing annually
- III** Easy to use technology available on all smartphones and devices
- IV** Free app – consumer will only pay for each avatar
- V** Low cost entry point ensures multiple downloads by each consumer
- VI** Code allows easy extension, modification and scalability

For personal use only

my 
fiziq
results through knowledge

Dr Katherine Iscoe
admin@myfiziq.com