



ASX Announcement
12th December 2017

MyFiziq Announces Binding Term Sheet with FitLab LLC for the Mayweather Boxing + Fitness digital training app.

Highlights

- **MyFiziq will be integrated into FitLab's client's mobile app, Mayweather Boxing + Fitness.**
- **Workouts based on the training system of Floyd Mayweather, the world champion boxer with an aggregate social media following of 41,000,000.**
- **Mobile app provides global access to the Mayweather training system, ahead of Mayweather Boxing + Fitness opening gyms worldwide in 2018.**

MyFiziq Limited (ASX: MYQ) (MyFiziq or the Company) is pleased to announce its second strategic partnership in North America with transformative human performance media and technology company, **FitLab, LLC**, which will see MyFiziq integrated into the cutting edge mobile application (app) of its client, Mayweather Boxing + Fitness (**Mayweather**).

Mayweather Boxing + Fitness (www.mayweather.fit) is a revolutionary fitness platform comprised of boxing fitness studios, powered by best-in-class talent, service and technology and based on the training system of the most dominant boxer of all time. As a complement to the Mayweather gyms, FitLab, LLC is working with Mayweather on the Global launch of the Mayweather Boxing + Fitness mobile app.

FitLab, LLC will integrate MyFiziq's revolutionary body shape tracking application into Mayweather Mobile and deliver MyFiziq to Mayweather's fans (currently 41 million social media followers in aggregate) and the broader fitness enthusiast community, who will be able to track changes in their body shape using the MyFiziq technology as they follow Mayweather's fitness programs through his new mobile training application. MyFiziq will be an integral part of Mayweather's offering and a key point of difference to other digital training platforms.

Subject to the parties carrying out a consumer pricing survey, it is intended that the MyFiziq product will be offered to users under a monthly subscription model of between US\$0.80 and US\$1.50 per month depending on user subscription numbers. It is further agreed by the parties that their intention is to have a market ready product available no later than 30 June 2018 but with a target delivery of late Q1 2018. The Term Sheet is otherwise non-exclusive to Mayweather Boxing + Fitness. Notwithstanding the fact that this Term Sheet is legally binding, the parties agree to enter into a definitive agreement to more fully document the terms herein and which shall be consistent with the material terms contained in the Term Sheet.

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

"Having the opportunity to work with FitLab, LLC and Floyd's business team along with their incredible knowledge and background is validation of our technology. Floyd Mayweather is one of the biggest names in world sport and boxing and is highly respected worldwide."

"I am extremely excited to align our technology with this new application and the Mayweather brand. Floyd is a powerhouse in the boxing and business world and we are looking forward to being exposed

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to his extraordinary social reach. At this stage the Company is unable to quantify the impact of this partnership on its revenues however it is very encouraged by the opportunity to be associated with Floyd Mayweather and his 41m strong social media following. This sort of exposure could be a game changer for MyFiziq and even a 1% penetration rate would be a great outcome.“

Mike Melby, Executive Director of FitLab, LLC, said:

“This is the first of many opportunities we see as a great fit for the MyFiziq technology. The new Mayweather mobile app will have a number of differentiators that will make it a world first. We will be releasing the initial mobile offering to the world shortly, but we are excited to have MyFiziq as part of the ecosystem that powers the Mayweather user experience.”

About FitLab, LLC

FitLab, LLC is a digital media and technology company, focused on creating solutions for the sport and fitness industries. FitLab, LLC owns and operates Fitocracy, the leading fitness application that empowers & motivates consumers to reach their performance & fitness goals through community, coaching & gamification. FitLab, LLC also offers the Fitocracy application on a private-label basis for the leading sport and fitness brands (e.g., Floyd Mayweather) and creates and integrates customized technology features for these brands in order to create best-in-class consumer experiences and results. For more information, please visit: www.fitocracy.com.

About MyFiziq

MyFiziq Limited (ASX: MYQ) equips users with the tools to track their personal progress towards their goals over time, whether that's weight loss, muscle gain, or maintaining their current physique.

MyFiziq adds science to this art to create a holistic approach to measuring, tracking, and most importantly, seeing changes to your body shape over time.

Body measurements provide more useful information about shape changes than simply measuring weight or BMI. But until now, body measurements have required a tape measure, creating a potential for error.

MyFiziq removes this margin of human error to help users keep track as they smash through limits and achieve their goals.

For more information please visit: www.myfiziq.com

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