



MyFiziq signs Memorandum of Understanding with NuraLogix Corporation

Highlights

- **MyFiziq - NuraLogix integration to be tested in Brazil and China.**
- **Never before available digital health and chronic illness assessment.**
- **Facial and Body Scan in under 2 minutes.**
- **Combining Patented Technologies in a unique offering.**
- **COVID-19 symptoms-based tool which predicts likelihood of infection.**

MyFiziq Limited (ASX: MYQ) (MyFiziq) is pleased to update shareholders with the signing of a Memorandum of Understanding (**MoU**) with Canadian based NuraLogix Corporation.

NuraLogix has developed patented technology which utilizes a video camera like that found on a smartphone to take a 30 second selfie video of your face and determine a wide range of physiological and health related parameters such as: heart rate, heart rate variability, blood pressure, stress, cardiovascular disease risks and much more. The underlying technology is called Transdermal Optical Imaging (TOI™) and uses the video camera to extract blood flow information from your face. This information is then processed by advanced machine learning algorithms residing on NuraLogix's cloud based Affective AI (Artificial Intelligence) Engine called DeepAffex™.

The MyFiziq image dimensioning capabilities will be combined with DeepAffex and Transdermal Optical Imaging, to form a never before seen total health screen from a mobile phone. The combined digital capabilities of the two companies due to their patent coverage along with the unique offering is a one of a kind solution, that can be used whether you are 18 or 85 years of age.

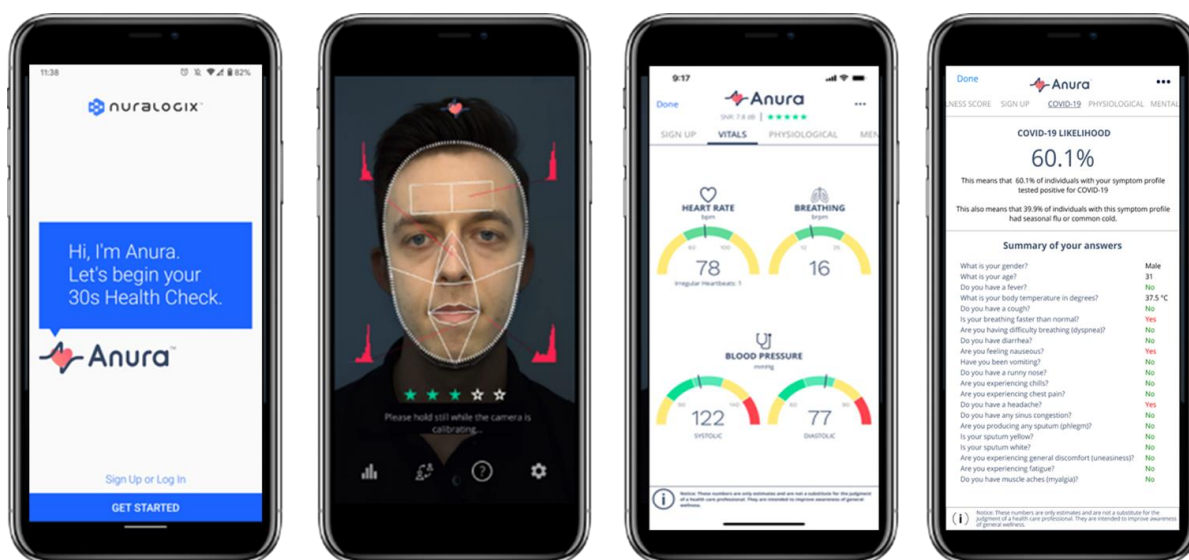
The non-invasive combined solution delivers complete privacy to the consumer, which culminates in the individual being given assessments on multiple levels, such as;

Blood pressure.
Stress levels.
Heart rate.
Heart rate variability.
Irregular heartbeat.
Respiratory rates.
Emotion.
Total body fat.
Waist to height ratio.
Waist to hip ratio.
Cardiovascular disease risk.
Type 2 diabetes risk, and
Stroke risk.

The resulting captures and data are allowing an individual the opportunity to understand their personal exposure to these diseases that form up to 70% of deaths globally each year, not including the current pandemic. All publications and research have been published on NuraLogix website.¹

Furthermore, we will allow an option for an individual to engage in an in-app COVID-19 symptoms analysis, which has been developed and tested, by NuraLogix in collaboration with St. Michael's Hospital, University of Toronto, and Zhongda Hospital in China to produce an AI based model which was trained and tested on the symptom's profiles of COVID-19 patients. The model predicts the likelihood of someone having COVID-19 versus seasonal flu or cold. NuraLogix has been published previously for its work in determining health parameters via a mobile device in world leading publications such as The American Heart Association - Circulation: Cardiovascular Imaging. The doctors and clinicians that collaborated with NuraLogix in concluding the COVID-19 study have determined the outcome to be so significant, the results are being presented for publication.

Anura COVID Sample Screens



Organizations around the world have been exploring the potential combination of thermal imaging cameras with drone technology to scan crowds as a measure in the fight against current and future pandemics. We are looking to be less invasive from a personal perspective, allowing individuals the choice to screen themselves at home or work when they feel they may have been exposed and are showing any of the known symptoms.

Under the terms of the MOU, the parties have agreed to develop the application in a demonstratable mobile application (**Demo App**) combining their technologies to be used to evaluate potential for a full commercial version of the application over the next 90 day period (**Term**). At the end of the Term, should both parties consider the response of potential customers to the Demo App to be promising enough for further pursuit, they shall then negotiate a formal commercial agreement to specify terms including, but not limited to, pricing, revenue sharing, intellectual property, development work and marketing.

MyFiziq and NuraLogix intend to integrate the patented solutions to expand the capabilities of their capture suite for a potential global market. Initially, we will only offer the Demo App to The Serfaty Clinic in Brazil and WeSure/WeFit in Mainland China. Upon a successful outcome, we will look to take the offering to a broader global audience. MyFiziq has undertaken the entirety of the integration to expediate the process. We envisage the completion of the build in readiness for hand over to be in the next 60 days.



Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

“This is an extremely exciting partnership for the companies. Bringing our technologies together will not only create a one of a kind solution, furthermore it will be unrivalled. Our offerings in a standalone environment have a deep patent suite.

When combining the company solutions, we form not only a unique offering, but one that enhances both companies’ ability to be the dominant player in digital health and convenience. The solutions form an easy to use, comprehensive review of an individual, accurately, privately, and conveniently from their mobile phone. We have left the commercial terms aside at this point in time, as the initial targets are existing clients of MyFiziq and we will determine the commercial aspects of consumer use in conjunction with them, upon the successful evaluation by the partners.

As mentioned, we will initially be offering the solution to only 2 of our partners, being The Serfaty Clinic in Brazil, and WeSure in Mainland China. These organisations have a combined population in their countries of 1,600,000,000 billion. With Brazil rapidly becoming the world’s 2nd most effected country by the current pandemic, we initiated this partnership specifically for Dr Serfaty in line with our earlier ASX release outlining the preliminary agreement targeting COVID-19 and the inherent risk Brazil was facing. As we explored and understood the ease of use when combining these world class technologies, we then felt it was a potential suitor for the solution we have been working hard on for WeSure / WeFit in the WeChat platform.”

Marzio Pozzuoli, Chief Executive Officer of NuraLogix, said:

“We’re excited about working with MyFiziq and combining our two technologies to produce a unique solution to help improve the health and wellness of people everywhere especially during this time of the pandemic.

Staying at home during the current pandemic can be both physically and mentally exhausting. Now more than ever, it is important to be aware of, and monitor your physical and mental wellness using these combined solutions. With these technologies, you can measure many health indicators for you and your family from the convenience of your home, using just your smartphone.”

About NuraLogix

NuraLogix is a pioneer of Affective Artificial Intelligence (AI) which is the combination of affective computing and artificial intelligence. The company has developed the world’s first cloud based Affective AI Engine, DeepAffex™, which utilizes the company’s proprietary facial imaging technology, Transdermal Optical Imaging(TOI™), to predict a wide array of human physiological and psychological affects using nothing more than the video camera found on any smartphone. Using this technology, the company developed the world’s first smartphone app, Anura™, that can inform you about your general health and wellness in 30 seconds.

The company’s objective is to use its technology to improve the lives of people everywhere.

For mor information please visit: www.NuraLogix.ai

For more information contact:

Vlado Bosanac,
Chief Executive Officer
MyFiziq Limited
E: admin@myfiziq.com

Steven Richards,
Chief Financial Officer
MyFiziq Limited
E: admin@myfiziq.com



About MyFiziq:

MyFiziq has developed and patented a proprietary dimensioning technology that enables its users to check, track, and assess their dimension using only a smartphone privately and accurately.

Our goal is to assist our partners by empowering their consumers with this capability. This in return gives our partners the ability to assess, assist, and communicate outcomes with their consumers when navigating day to day life. Whether this is a personal journey to better health, understanding the risk associated with their physical condition, tracking the changes they are experiencing through training, dieting, or under medical regimes. or simply wanting to be correctly sized for a garment when shopping online. The MyFiziq technology delivers this seamlessly, privately, and cost-effectively in under one minute.

Our partner benefits from our (SAAS) Software as a service pricing solution, that reduces with scale. Integration is made easy with the MyFiziq modular system, based on multiple (SDK's) software development kits, allowing a partner to select the functions, measurements, and displays to suit their individual needs.

MyFiziq has developed this capability by leveraging the power of Computer Vision, Machine Learning, and patented algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivaled in the industry. MyFiziq simplifies the collection of measurements and removes the human error present in traditional methods.

For more information please visit: www.myfiziq.com

*This announcement has been approved by the board of MyFiziq Limited.

ⁱ <https://www.nuralogix.ai/research>