



MyFiziq Signs Definitive Agreements with Bearn LLC

MyFiziq Limited (ASX: MYQ) (MyFiziq) is pleased to inform its shareholders that the company has signed definitive agreements with Bearn LLC in North America with its transformative Bearn Application (app), **Bearn LLC (Bearn)**.

As previously announced to the ASX on 20th January 2020, Bearn and MyFiziq have now collaborated and integrated MyFiziq's body tracking application into the Bearn application. Bearn's users will have the ability to 'earn while they Bearn' on the platform. The users will be able to use the cash they have earned to use the tracking technology as part of their goal setting and the journey they undertake on the Bearn application.

MyFiziq will be an integral part of Bearn's offering as the primary check point of dimensional and body composition change. Bearn presents a unique multi-sided vendor backed platform that allows for the gamification and engagement of health with users. Users earn actual cash for improving their health, fitness and wellness, demonstrating a 75% retention of its users. Bearn is targeting the full launch of the application in May 2020.

Bearn users will also earn access to the MyFiziq tracking technology under the Bearn reward program where they will receive an ability to check their changes and track their goals are being achieved each week through the workouts and nutrition programs using the dollars they have earned. MyFiziq will be paid US\$2.00 per scan from Bearn.

Summary of Material Terms of Contracts

Item	Summary/Details
Parties	MyFiziq Limited (MYQ) Bearn LLC (Bearn)
Conditions Precedent	None
Contracts	MYQ Commercial Contract MYQ Software Development Kit End User License Agreement MYQ Support Agreement
Description	<p>The MYQ Commercial Contract is the main commercial agreement between the parties pursuant to which MYQ agrees, inter alia, to grant a licence to Bearn to use MYQ's licensed software development kits and related intellectual property to integrate them into the Bearn platform/technology. In return, Bearn has agreed to pay certain user fees, data storage fees, support fees and incidental support fees to MYQ.</p> <p>The MYQ Software Development Kit, End User License Agreement and MYQ Support Agreement are support agreements related to the MYQ Commercial Contract.</p>
Financial Impact	MYQ does not expect any immediate material financial return as a result of entering into the contracts. However, as the Bearn platform is expected is rolled out in America in May 2020, MYQ expects to start generating user fees and other fees from the commercial arrangement (which cannot be forecast at this time).



Initial Term	1 year, which term shall be renewed for consecutive further terms of 2 years each (unless terminated at least 30 days prior to expiry of the term).
Termination	The contracts may be terminated in the event that the counterparty is in material breach, suffers an insolvency event or sells its business or a majority of the shares in the counterparty (i.e. change in control). There is no termination for convenience clause.
Governing Law	Australia

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

“The combined application with Bearn is nearing completion with the MyFiziq development team and the Bearn development team having spent the last 8 weeks working together completing full integration. In addition, Bearn has made the application available in its beta download for testing. The feedback has been great, and we made a number of user experience changes based on this feedback information on the beta version of the app. The launch of the application into the US is one step closer with the completion of the legal agreements. Bearn has done a great job working with our team to get this build completed.

We hope to give the MyFiziq shareholders an update on release timing in the coming weeks.”

About Bearn

Bearn is an exciting and new multi-sided health platform that has a unique experience for consumers, advertisers and corporations. It allows users to earn cash for exercising while interfacing with health and fitness brands all while building a health profile.

When consumers download the Bearn app, they can "burn it and earn it." Using just a smartphone they can measure steps, flights, and distance, which the app automatically converts to calories burned. Users earn one penny for each active calorie burned, enabling them to earn hundreds of dollars a year just for staying healthy and making healthy choices. Participants also can sync their app with a wearable fitness device (such as a Fitbit or an Apple watch for example), to track and be rewarded for additional healthy behaviour's (heartbeat, sleep patterns, etc.). Users earn additional cash for endorsing brands on social media, for inviting friends to download the app, and for getting an annual physical or a flu shot each year (and more).

Consumers control their own data and monetize it for themselves instead of surrendering their information and allowing it to generate revenue for Facebook or Google. When users grant permission, their healthy activities are shared with wellness and fitness companies eager to connect with health-focused consumers. When cashing out, users engage with a brand partner and depending on the offer, they can deposit the cash they earn, use it to purchase from advertisers, contribute their earnings to charity, or even pay membership dues to a health club sponsoring the free app, or insurance premiums when their insurance company provides them the benefit, for example.

In addition to consumers being able to earn cash for active calories burned, Bearn is creating the first ever health credit score for consumers. This is a unique, proprietary Health Credit Score, similar to a financial FICO score that will aggregate multiple sources of verified health information in one place, enabling users to assess their health status and identify areas to focus on for specific improvements. The score incorporates independent research from a 45,000-patient study.



Lastly, Bearn is currently developing a food analytics benefit tied to grocery store purchases to help consumers combine healthy nutrition with exercise to reach their fitness goals. With consumer permission, supermarkets will report each user's qualifying purchases and Bearn will reward users with additional cash.

The Bearn App with MyFiziq inside can be offered free by businesses for their employees and customers, by associations for their members, and by charities for their donors.

About MyFiziq:

Our mission is to globalize our technology and assist individuals, communities and populations to live better healthier lives by working with governments, healthcare providers and the best health & fitness identities and solutions available worldwide with the data we can provide in the palm of their consumers hands.

Our software as a service solution (SAAS) offering allows flexibility and pricing scale reductions for our partners. MyFiziq partners with highly scaled or scalable new and existing applications and provides them with a deeper insight into the data they wish to retrieve from their users to empower them in their journeys.

Consumers engage daily with multiple needs that require the use or ability to track individual dimensions. Such as dieting, exercising, assessing their health or simply buying clothing online, the result is a drive toward understanding their personal dimensions or the changes they are undergoing. MyFiziq provides that missing link in other ecosystems.

MyFiziq is a patented technology we have developed with a proprietary image capturing system within a consumer's smartphone, we empower a consumer with the ability to create a representation of their structure in the form of a 3D avatar with accurate circumference measurements. Partners embed our Software Development Kit's (SDK's) into their new or existing applications, and then customize the experience to meet their brand requirements.

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 unrivalled in the industry. Body measurements provide more useful information about physical changes than simply measuring weight. MyFiziq simplifies the collection of these measurements and removes the margin of human error present in traditional methods.

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

For more information please visit: www.myfiziq.com

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