

## ASX Release

## Partnership with Times Group of India goes live to the Indian Consumer Market

TALi Digital Limited (ASX:TD1) (TALi or the Company) is pleased to provide an update on its investment agreement and an advertising agreement with Brand Capital International (BCI), the strategic investment arm of Bennett, Coleman and Company Ltd. (The Times Group).

**Key Highlights Include:**

- The marketing and advertising campaign with the Times Group of India has commenced ahead of schedule
- The Times group is the largest media conglomerate in India and engages with over 550 million people every month via channels such as print, TV, radio, website and apps
- TALi India App reviewed, approved and now released on the Indian Google Play Store for direct download
- First phase of launch will focus on digital campaigns with the Times Group of India, with print and radio campaigns to follow later in April
- TALi DETECT and TALi TRAIN direct to consumer versions now approved on the Google Play store with both products are available on a “access per download” paid model
- TALi continues to progress commercial partnership opportunities in other markets such as USA and Asia

In line with the release an integrated launch campaign has commenced ahead of schedule with our partner The Times Group (please refer to ASX release 8 December 2020). The advertising and communication plan will highlight the benefit of TALi’s cognitive performance tools (TALi DETECT and TALi TRAIN) to the health and education of children 3-8 years of age and their availability on the App stores.

The direct-to-consumer versions of TALi DETECT, and TALi TRAIN are now approved and available on the Google Play store in India. Over 95% of all Indian consumers have an Android device and access the Google Play store. TALi will receive 100% of the revenue from any downloads of the TALi product in the Indian market (net of transaction/app store fees).

Commenting on TALi’s Indian rollout strategy and progress, Managing Director Glenn Smith said: “We are pleased with the progress we have made so far in the Indian market, one of our key strategic growth regions, as we look to commercialise our technology internationally. The approval of the direct-to-consumer versions of TALi DETECT and TALi TRAIN on the Google Play store was the first important milestone in this market, where more than 95% of Indian consumers use google based devices<sup>1</sup>.”

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<sup>1</sup> <https://gs.statcounter.com/os-market-share/mobile/india>

**Indian marketing and advertising campaign**

The initial digital campaign with the Times Group has commenced (see image 1 and 2) with print and radio to roll-out later in April. Due to the scale of the Indian market the launch program will be staggered over months via channel and region to build brand awareness, recognition and trust in the early childhood family segment. Shareholders should expect that any revenue generation from India may follow a similar pattern over the forward periods.

Mr Smith added that “having secured an initial investment of US\$2m from our strategic partner Brand Capital International last December, we are well positioned to capitalise on our advertising agreement with Times Group that will provide TALi with access to a network that engages with over 550 million people every month.”

The Times Group has a significant track record with investments and growth of partner organisations in India. BCI investments and The Times Group partnerships have provided required acceleration for global organisations, as well as a launchpad for SMEs to scale in the region. Examples include, Uber, Coursera, Byju’s, Flipkart, Odd Up and 1Worldonline.

Further analysis by Maxwell Barnes, Senior Investment Associate at Brand Capital International (BCI) on the reasons why by BCI has invested in TALi can be found here:  
<https://timesofindia.indiatimes.com/blogs/the-millennial-vc/the-future-starts-now/>



Image 1: Representative TALi ad placement in The Times of India

**A little help in paying attention goes a long way in giving her the ultimate head start.**

Your child may be a champion in studies but may find it difficult to pay attention. Easily getting distracted, not being able to concentrate or not making eye contact are some of the signs of slow cognitive growth and comes in the way of giving your child that headstart in class.

That's why **TALi**. A Digital Game based cognitive training platform built with 25 years of research, to assess, detect and train for your child's attention skills. With tasks that not just helps your child focus and listen better but works as a stepping stone for a happier and more fulfilling academic life.

[www.talihealth.in](http://www.talihealth.in)

GET IT ON  
Google Play

Scan the QR code to download the TALi app today.

**TALi**  
Happier Kids start here

Image 2: The TALi “Head start” campaign with direct to app QR code

The Indian market represents a significant growth opportunity for TALi Digital. Approximately one in eight children between 2-9 years of age are estimated to have at least one neurodevelopmental disorder<sup>2</sup>. This represents a direct opportunity of approximately 30 million children in the TALi age range<sup>3</sup>. India possesses the world’s second largest middle-class population with approximately 340 million people and is set to surpass China in size by 2035<sup>4</sup>.

### Strong intellectual property position to drive international growth

TALi Digital has a strong patent portfolio being having been granted both Japanese and US patents in CY2020. The patent portfolio highlights the growing value of the TALi platform intellectual property portfolio and the Company continues lever this position to progress discussions with commercial partners to further expand commercial partnership opportunities in markets such as the USA and Asia.

Mr Smith went on to say, “We look forward to providing shareholders with an update during the June quarter to keep investors informed on our progress in the Indian market, as we launch our marketing program and progress the rollout. We are also continuing negotiations [with potential strategic partners]

<sup>2</sup> <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002615>

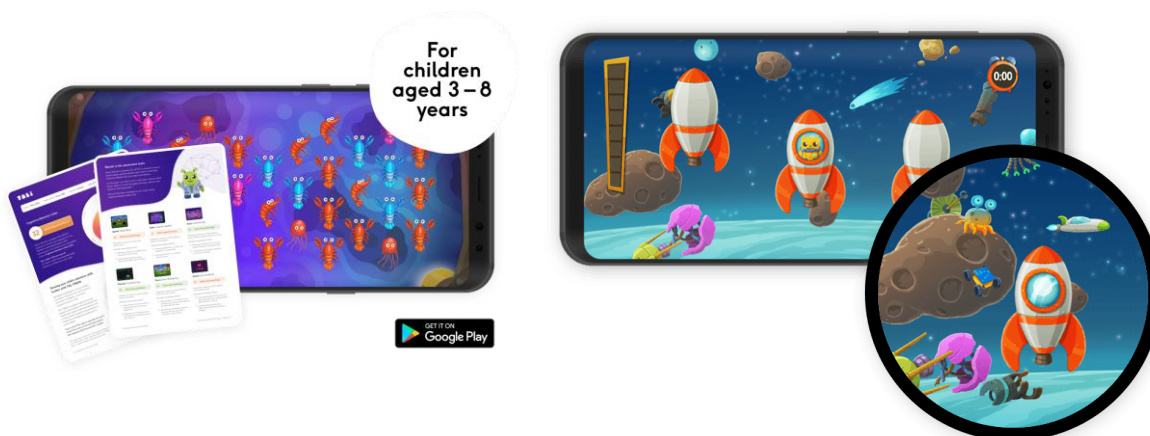
<sup>3</sup> Arora NK, Nair MKC, Gulati S, Deshmukh V, Mohapatra A, Mishra D, et al. (2018) Neurodevelopmental disorders in children aged 2-9 years: Population-based burden estimates across five regions in India. PLoS Med 15(7): e1002615.

<sup>4</sup> <https://oecd-development-matters.org/2019/05/07/look-east-instead-of-west-for-the-future-global-middle-class/>

in other key markets such as the US and Asia, in line with our strategy to scale in large international markets.”

### TALi DETECT and TALi TRAIN

TALi has developed evidence based digital tools that are making a real difference in the lives of children with attention and learning assistance requirements. The technology combines 25+ years of research in developmental psychology and cognitive neuroscience to deliver easy-to-use, game-based digital programs to assess and strengthen attention early in life.



### ABOUT TALi DIGITAL

TALi Digital Limited (ASX: TD1) is a leading digital health business initially targeting attention in children through its breakthrough TALi platform. TALi combines evidence-based proprietary algorithms inside a game-based program to assess and strengthen core attention skills in early childhood. For more information, please visit [www.talidigital.com](http://www.talidigital.com) or [www.talihealth.com](http://www.talihealth.com).

### Release authorised by:

The Board of TALi Digital Limited

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