

## ASX Release

## India Market Update

TALi Digital Limited (ASX:TD1) (TALi or the Company) is pleased to provide an update on its roll out of TALi cognitive performance tools in the Indian market.

**Key Highlights Include:**

- The Marketing and Advertising campaign with the Times Group of India commenced in mid-April 2021 with the freemium launch of the TALi India App on the Indian Google Play Store
- Initial customer interest has been positive with over 20,000 downloads to date providing TALi with insights and data on the download patterns of the Indian consumer
- Significant numbers of positive customer reviews on the India Google Play Store delivered a 4.5-star (out of 5) rating indicating that the product has been well received and product localisation has been successful
- Increased print and radio campaigns via the Times group are scheduled to ramp up when economic activity in India normalises post COVID-19
- 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 & apps

TALi launched the initial digital marketing phase of its Indian roll out strategy in mid-April 2021 (ref ASX release 12 April 2021) with initial consumer engagement exceeding expected activity levels with over 20,000 freemium downloads of TALi DETECT from the India Google Play store.

The 'live-launch' of the TALi apps and the full roll out of the of the print and radio campaigns is scheduled for later in 2021. In the interim, the current marketing campaign will focus on long term brand awareness of TALi products with the aim of building trust, acceptance and conversion growth for the TALi solution in India.

India remains a very relevant market for TALi as almost one in eight children between 2-9 years of age are estimated to have at least one neurodevelopmental disorder<sup>1</sup>. This represents a direct opportunity of approximately 30 million children in the TALi age range<sup>2</sup>.

**Outlook:** TALi remains fully funded to achieve stated strategic objectives of strengthening the IP position, increasing marketing campaigns to build awareness amongst healthcare professionals and the development and execution of international partnerships in key strategic markets such as the USA and Asia to secure long-term growth. The Company looks forward to updating the market.

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<sup>1</sup> <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002615>

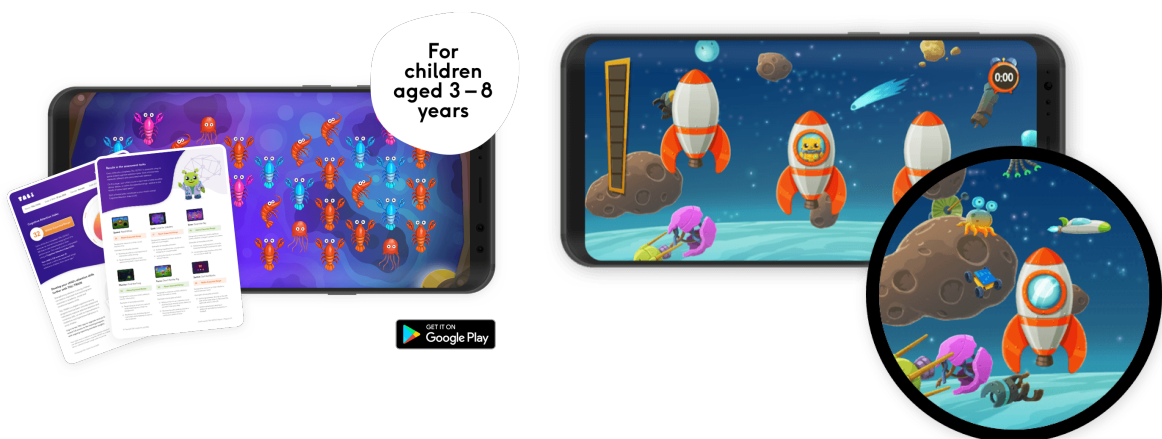
<sup>2</sup> Arora NK, Nair MKC, Gulati S, Deshmukh V, Mohapatra A, Mishra D, et al. (2018) Neurodevelopmental disorders in children aged 2-9 years: Population-based burden estimates across five regions in India. PLoS Med 15(7): e1002615.

**Maxwell Barnes, Senior Investment Associate at Brand Capital International** said “ We remain exceptionally optimistic about the opportunities for TALi in the Indian market. In consultation with TALi, the Times Group will flex our marketing and advertising capability to match the underlying health and economic conditions in India, to ensure investments into campaigns are made at the optimal time. We remain committed to drive the brand awareness of TALi through The Times Group’s 360-degree media assets, which includes the country’s most popular print, television, radio and digital channels. This will provide the absolute maximum exposure possible in growing the Indian market opportunity for TALi”.

**Commenting on TALi’s Indian rollout, Managing Director Glenn Smith** said: “The initial download activity in the Indian market has been positive and downloads of TALi Detect highlight the large market opportunity for our cognitive performance tools in the Indian market. TALi continues to progress B2B partnership models with strategic partners in other key markets, such as the US and Asia, to complement our B2C rollout in India. The opportunity to work with key strategic partners to introduce our TALi products into large international markets will provide a significant long-term growth platform for the company.”

### 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 and learning outcomes 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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