

AHI signs Marketing agreement in Preparation for Tinjoy WinScan App Launch in China.

Highlights

- **AHI will fund a total of USD\$200,000, over 3 tranches.**
- **WinScan targeting July launch of the integrated solution.**
- **Tinjoy is servicing over 28,000,000 monthly consumers digitally and in person.**
- **Tinjoy has a 500 person call centre in Nanning growing to 1,000 in the coming months.**
- **Tinjoy are currently training call centre staff to specifically sell the CompleteScan integration.**
- **The call centre will play a significant role in the Initial user target agreed at 1,000,000 monthly active users.**

Advanced Human Imaging Limited (ASX: AHI) (Advanced Human Imaging) would like to inform shareholders with the signing of a marketing agreement with China-Based, Tinjoy Biotech Limited (**Tinjoy**), in preparation for the CompleteScan integrated launch of Tinjoy owned WinScan App.

Under the terms of the binding terms sheet signed between Advanced Human Imaging and Tinjoy on the 18th of February 2021, Advanced Human Imaging has now concluded a marketing agreement with Tinjoy in preparation for launch in July 2021 of the fully integrated WinScan Application that will feature BodyScan and FaceScan. The agreement has been executed at this earlier stage as there will be a number of steps Tinjoy will be taking in preparation for the CompleteScan launch within WinScan.

WinScan was launched by Tinjoy in 2020 to expand the company's digital presence in China. Tinjoy has a captive audience of over 28,000,000 consumers within China, and the integrated WinScan offering has been specifically designed in its workflow to accommodate Tinjoy's partners and the community needs they address.

Advanced Human Imaging and Tinjoy are currently combining their respective platforms for release across multiple market segments within China. The training of the 500 call centre team members has commenced with demonstrations of the functionality and value the offering will bring to the already-harnessed communities within the pre-existing Tinjoy customer base of 28,000,000 potential users. Under the newly executed marketing agreement, Tinjoy will be producing appropriate media to demonstrate the technologies functionality, which will initially include BodyScan, and FaceScan, followed by the COVID symptoms check, and later DermaScan.

The companies are targeting a release of the combined solution in the initial offering allowing the individual's an ability to take a single scan in any one of the 2-preliminary scans in July 2021.

Under the terms of the agreement, Advanced Human Imaging will contribute USD\$200,000 over 3 tranches towards the employment of a dedicated marketing resource, further training of the call centre marketers, application translation and mandarin marketing materials for distribution at pharmacy and direct to consumer point of sale.

In lieu of this contribution, and an agreed first year target of 1,000,000 monthly active users, Tinjoy will commission and bonus the call centre marketers with bonuses for achieving sales targets, to drive the uptake and achieve the agreed target of 1,000,000 monthly active users.

Marketing Agreement Summary:

Item	Summary/Details
Parties	Advanced Human Imaging Limited (AHI) Tinjoy Biotech Limited
Agreement	Binding Marketing Agreement
Marketing Agreement	The agreement between the parties pursuant to which AHI will fund up to USD\$200,000 toward the training, material production and launch of the CompleteScan integrated WinScan offering.
Tranche One USD\$50,000; 3rd May 2021	<ul style="list-style-type: none"> • Employment of dedicated marketing resource within the Tinjoy Group. • Translation of SDK text and repurposing of English Language marketing materials into Mandarin. • Production of WinScan specific local marketing materials. • Training and development of digital and retails sales teams for first phase of launch.
Tranche Two USD\$50,000; June 1st, 2021	<ul style="list-style-type: none"> • Post launch enhancements to app functionality back. • Direct marketing campaign to be initiated after product launch, digital marketing, KOL briefings and similar. • Tranche 2 Subject to Confirmation of launch date
Tranche Three USD\$100,000; July 1st, 2021	<ul style="list-style-type: none"> • Major market entry campaign. • Expansion of dedicated marketing and training team.
Confirmation	Each payment staged will be confirmed in writing prior to funding drawdown. Samples of all material develop for the launch and marketing will be agreed to by the parties. Tinjoy will supply marketing reports on a monthly basis, being the first week of every month.
Financial Impact	AHI does not expect any immediate material financial return as a result of entering into this agreement. AHI expects to start generating licence and other fees from the commercial arrangement in the future (which cannot be forecast at this time).
Pricing Agreed	Pricing for the platform is outlined in the table below.

Pricing Schedule

Users	CompleteScan Scan Pricing US\$	CompleteScan Scan Pricing RMB
Monthly Subscription	US\$5.10 per month per user	33 RMB per month per user
Annual Subscription	US\$48.00 per annum per user	310 RMB per annum per user
Single Scan body or Facial	US\$3.99 per scan	26 RMB per scan
COVID Symptoms Check	US\$5.99 per check	39 RMB per check
DermaScan Single Site Skin Diagnosis	US\$6.99 per diagnosis	45 RMB per diagnosis

Vlado Bosanac, Chairman & Chief Executive Officer of Advanced Human Imaging, said:

“Our teams have been in constant communications over the last 8 weeks progressing the application integration points. We are fortunate to have mandarin speaking staff that are able to navigate the language barrier seamlessly. The production is moving well, and Russell has been a major driver on the Tinjoy side, making sure communication flows and we meet our target release date.

The sheer size of the population and the high level of mobile device usage in China, gives me tremendous confidence in the acceptance of our unique and easy to use technology. I believe this will culminate in a very successful partnership”.

Russell Bateman Executive Director of Tinjoy, said:

"I have been sharing the Advanced Human Imaging capabilities across our partnerships and agencies. Their enthusiasm for the product is only shadowed by the call center staff waiting to commence marketing of the offering.

China has long embraced health and wellness, which has been demonstrated over the last few years with simple step counting applications to the more mature fitness platforms such as Keep which saw 100 million downloads in its first 105 days after launch. Once we have demonstrated user uptake, my intention is to speak with organizations like Keep, showing them the power of this technology and the value, it brings to their communities.

As I said previously, I believe this application has the potential to redefine not only the marketplace but also people's relationship with their own health. The CompleteScan offering will be a valuable part of our user experience and engagement. We service millions of customers each month via our pharmacies and call centre marketing initiatives.

Our intention is very clear. We will be offering the CompleteScan experience to all of our customers as a way to have them monitor their personal health and then communicate this back to our teams to deliver better more understandable care.

We are excited to work with Advanced Human Imaging and to bring this comprehensive and innovative digital health evaluation platform to WinScan and the enormity of the China market".



About Tinjoy

Tinjoy Biotech is a state-of-the-art producer of supplements and Traditional Chinese Medicines based in Guangdong Province, it has a fully integrated end to end production, distribution, and customer support process.

Through the Dongsheng pharmacy group Tinjoy is able to service and support its growing customer base. Along with our new high tech call centre facility recently established in Nanning which allows long term engagement with repeat and new customers.

Tinjoy's probiotic supplements are produced in a patented process and are procured by a number of healthcare facilities across mainland China.

WinScan specialises in multiple segments of personal and population health, medical and preventative care. Using a well-developed digital engagement platform, purpose-built for China and the ease of navigation to local communities. WinScan supports care across, wellness, preventive health, and precision nutrition, supplying measurable data analytics across omni-channel engagements. WinScan's evidence-based functionalities are used for early-detection and health assessments, with a primary focus on identify individuals at risk of chronic disease.

In the world's second largest populations a need for a comprehensive and at home assessment capability for direct-to-consumer interaction, Tinjoy has created the WinScan platform. The WinScan platform is the digital interface of consumer engagement within the group. With millions of active monthly consumers engaging across the multifaceted organisation. WinScan is a purpose-built engagement, retention, and sales tool, specifically created to enhance and grow the company's revenue, through data and knowledge at a personal health level.

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*This announcement has been approved by the board of Advanced Human Imaging Limited.

About Advanced Human Imaging:

The Company has developed and patented a proprietary technology which enables its users to privately check, track, and accurately assess their dimensions, solely using a smartphone. AHI refers to this physical measurement and analysis tool as “BodyScan.” AHI is globalizing its technology in order to assist individuals, communities and populations live healthier lives, worldwide.

AHI’s patented technology allows individuals, via an automated system, take a series of images of themselves using a smartphone which delivers accurate and repeatable measurements across the individual’s entire body. These measurements allow the individual to understand his/her dimensions and the physical changes which they are undergoing through diet, exercise and lifestyle. Further, the images that AHI captures also provide the individual with an understanding of their health risk related to certain chronic diseases (including obesity and related diseases such as diabetes).

AHI uses global standards set by the World Health Organization (WHO), and the International Diabetes Federation (IDF) when assessing and deriving this information feedback loop.

The Company has recently advanced its technology to run these complex mathematical algorithms directly on the user’s smartphone, rather than limiting that computation to the Cloud. AHI’s overarching technology strategy has been to take advantage of the mobile device’s accelerated performance, specifically by utilizing on-device general purpose Graphic Processing Units (GPU).

AHI delivers a non-invasive, highly accurate and privacy-sensitive solution which returns results within seconds. The Company leverages machine-learning and computer vision to analyze images, detect pose and joint features, and create non-personally identified data for measurement estimation. AHI takes advantage of dedicated GPU libraries such as TensorFlow Lite (Android) and Metal (Apple) to run prediction models, which have been trained with a substantial and diverse human data set proprietary to the company from around the globe, which is enabled on device to process multiple captured images in fractions of a second. The result is a solution that runs on-device and does not sacrifice speed, security or privacy. Images and private information never leave the users personal device, ensuring security and privacy standards are met across global regions and requirements.

This unrivalled process allows us to produce exceptional results and simplify the output of useful, reliable, digital measurements and remove the human error otherwise present in traditional methods.

Advanced Human Imaging’s MultiScan platform simplifies the collection of bio metric measurements across the body, vital signs and skin conditions, reducing the human error present in traditional information gathering and analysis methods.

For more information please visit: www.advancedhumanimaging.com