

## **Advanced Human Imaging Signs Binding Term Sheet with e-Mersion Media**

### **Highlights**

- **e-Mersion delivers video, audio and interactive ‘in publication, on device’ data and engagement.**
- **e-Mersion partners with some of the world’s largest brands.**
- **e-Mersion publications have the potential to reach millions of consumers every month via channels they operate within and clients they service.**
- **e-Mersion delivers a fully interactive digital experience via global publications.**
- **e-Mersion partners with major global brands such as Formula One World Championships, Retail inMotion (Lufthansa Services Group) and Robb Report (ANZ).**

**Advanced Human Imaging Limited (ASX: AHI) (Advanced Human Imaging)** would like to inform shareholders with the signing of a binding terms sheet (**Terms Sheet**) with Melbourne Based, e-Mersion Media Pty Ltd (**e-Mersion**).

Advanced Human Imaging (**AHI**) and e-Mersion have concluded a Binding Terms Sheet, that will see e-Mersion’s interactive platform deliver the AHI technology via their in-publication portal. The intention is to offer the AHI technology for health and health related scans along with apparel sizing directly embedded into the e-Mersion digital magazines for its customers.

e-Mersion will design relevant media assets within the customers’ publications that will include a reader-specific call to action pertaining to the publications target audience. An example of this utilization may be a heart rate check with an adrenaline sport publication, such as motor racing. A further example may involve a clothing retailer’s advertisement having the *BodyScan* measurement capabilities available via the retailer’s catalogue directly on the device on which the consumer is viewing the clothing item.

e-Mersion Media has developed a high-end digital magazine publication platform that works seamlessly with traditional magazine owners and advertisers. The e-Mersion Platform is a ground-breaking digitisation magazine solution providing full contextual content and advertising opportunities complete with end-to-end real-time interaction and engagement. The e-Mersion Platform is dynamic and allows magazine publishers and advertisers to access real-time insights to drive future business and to make editorial decisions like never before, while delivering interactive real-time user e-commerce opportunities.

Users are exposed to editorial content within the magazine’s ecosystem that has been enhanced by e-Mersion with video, sight, touch and sound. Advertisers are able to use these same features to enhance their advertisements and utilise existing cross-media assets they would otherwise not be able to within a traditional print magazine environment. The end result is a truly immersive and interactive experience that promotes engagement and real-time feedback for the reader, publisher, and advertiser.

e-Mersion Media is currently working with the following organisations, Formula One World Championships, Goodwood Estate, Retail in Motion (Lufthansa Services Group), Robb Report (ANZ).

AHI and e-Mersion will be combining their respective platforms for release across multiple publications and relevant environments such as the health and lifestyle sector. The companies are targeting an initial campaign at the end of July 2021 and have identified three potential release customers within the existing e-Mersion ecosystem that are aligned to AHI technology.

Under the terms of the agreement, AHI and e-Mersion will revenue share after cost recovery by AHI. The revenue share is based on 50/50 net revenue across all income generated by the initial page engagement within the partner publication. The agreed price point has been set at USD\$1.99 for a single scan.

**Summary of Material Terms:**

Item	Summary/Details
Parties	Advanced Human Imaging Limited (AHI) e-Mersion Media Pty Ltd
Conditions Precedent	None
Agreement	Binding Term Sheet
Formal Agreements to be concluded	The main commercial agreement between the parties pursuant to which AHI will combine the AHI Platform with e-Mersion are as follows. <ul style="list-style-type: none"> <li>• Commercial Agreement</li> <li>• The Software Development Kit</li> <li>• End-User License Agreement</li> <li>• Support Agreement</li> <li>• Data Processing Agreement</li> </ul> <p>Under the terms of the binding term sheet, all of the aforementioned agreements will need to be agreed and concluded no later than 30<sup>th</sup> July 2021.</p>
Revenue Sharing	Under the terms of the agreement, Advanced Human Imaging and e-Mersion have agreed to a revenue sharing arrangement. Under the agreement the revenue will be shared on a 50% Advanced Human Imaging and 50% e-Mersion after cost recovery by AHI.
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 point	USD\$1.99 per scan
Initial Term	1-year, which term shall be automatically renewed for further terms of 2 years each (unless terminated at least 30 days prior to the expiry of the term).
Governing Law	Western Australia
Termination Events	In the event the formal commercial agreements are not concluded by 30th July 2021, Advanced Human Imaging has the right to terminate the binding term sheet and will be deemed terminated unless the parties have mutually agreed to extend.

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

“When I met the guys from e-Mersion they shared with me their digital publication platform. My immediate thought was its just a hybrid version of Kindle. When they demonstrated an interactive magazine, they had enhanced, it could not have been further from what I was thinking. I was floored by the level of interaction and how the content was a combination of touch, video, and sound. I can see people interacting with this enhanced magazine technology and using their in-device camera empowered with our technology to have a health check or simply size a garment before they order right there in the magazine.

This market access is a game changer, validated by the fact that e-Mersion have secured partnerships with Formula One World Championships, Retail inMotion, (working with 50% of European airlines) and Robb Report (ANZ). This business collaboration is a paradigm shift in publishing, consumer engagement and data acquisition for the retailers”.

**John Iliopoulos Managing Director of e-Mersion, said:**

"e-Mersion Media prides itself on producing publications on a level that has not been seen before and features the highest degree of innovation, disruption and immersion.

Our platform creates an environment for our clients and their readers that allows them to purchase from the page, interact with multimedia features, and provides advertising brands with rich user data.

Bringing the capturing capabilities of Advanced Human Imaging into our fully interactive platform for a health check, or clothes sizing will take our personal engagement capability to another level for both the consumer and retailer".

Click on below links to experience the e-Mersion platform:

Official F1 digital race programme

iOS: <https://apps.apple.com/au/app/f1-race-programme/id1561770684>

Android: <https://play.google.com/store/apps/details?id=media.emersion.fl>

Robb Report (ANZ)

iOS: <https://apps.apple.com/au/app/robb-report-australia-nz/id1555375419>

Android: <https://play.google.com/store/apps/details?id=media.emersion.robbreport>

**About e-Mersion Media**

We use technology to provide context and build engagement. e-Mersion Media has developed a high-end digital magazine publication platform that works seamlessly with traditional magazine owners and advertisers. The e-Mersion Platform is a ground-breaking magazine digitization solution providing full contextual content and advertising opportunities complete with end-to-end usage and engagement tracking and user data analytics. The platform is dynamic and allows magazine publishers and advertisers to access real-time insights to drive future business and editorial decisions like never before.

Users are exposed to editorial content within the magazine’s ecosystem; print that is enhanced with video, sight and sound. Advertisers are able to use these same features to enhance their advertisements and utilise existing cross-media assets they would otherwise not be able to within a traditional print magazine environment. The end experience is a truly immersive and interactive experience that promotes engagement for the reader, publisher, and advertiser.

The e-Mersion Platform provides the reader with all the familiarity and benefit of traditional print magazine, while enhancing their experience and providing the rights owner / publisher with priceless data driven opportunities.

We fuse traditional print formats with digital innovation for the best of both worlds, while also eliminating the pitfalls of a printed publication, high costs and low insights.

For more information please visit: <https://e-Mersion.media/>

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

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**About Advanced Human Imaging:**

Advanced Human Imaging 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 Advanced Human Imaging 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 Advanced Human Imaging 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.

Advanced Human Imaging 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. Advanced Human Imaging simplifies the collection of measurements and removes the human error present in traditional methods.

For more information please visit: [www.advancedhumanimaging.com](http://www.advancedhumanimaging.com)