

ASX Release

Investor Presentation

Melbourne, Australia, 6 April 2022: TALi Digital Ltd (ASX: TD1, "TALi" or "the Company") provides an updated investor presentation.

The Board has approved this ASX Announcement.



STEPHEN DENARO
COMPANY SECRETARY

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About TALi Digital

TALi Digital Limited (ASX: TD1) is a digital health company delivering diagnostic and therapeutic solutions to enhance cognitive function and behaviour. The Company has built a patented platform technology with our first solution targeting cognitive attention skills during early childhood via the evidence-based screening (DETECT®) and training (TRAIN®) modules. This program is complementary to existing diagnosis and therapy, placing TALi at the forefront of improving early intervention for childhood attention and concentration performance. We believe in healthy, happier minds – our vision is to deliver a personalised digital experience to enhance cognitive care.

A continuous innovation focus will see the Company deliver a series of product developments in ADHD (Attention Deficit Hyperactivity Disorder) and ASD (Autism Spectrum Disorder). Learn more at talidigital.com.



TALi DIGITAL (ASX: TD1) Investor Presentation

April 2022

talidigital.com

Forward-looking statements

Certain statements in this announcement are forward-looking statements. Forward-looking statements can generally be identified by the use of words such as “anticipate”, “estimate”, “expect”, “project”, “intend”, “plan”, “believe”, “target”, “may”, “assume” and words of similar import. These forward-looking statements speak only as at the date of this announcement. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward-looking statements.

No representation, warranty or assurance (express or implied) is given or made by the Company that the forward-looking statements contained in this announcement are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, the Company and its respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward-looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this announcement or any error or omission therefrom.

Subject to any continuing obligation under applicable law or relevant listing rules of the ASX, the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in these materials to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of the Company since the date of the announcement.

| Investment highlights.



Market opportunity

US\$20B global treatment market opportunity¹.



Evidence-based practice

An evidence-based and validated (8 clinical trials) technology.



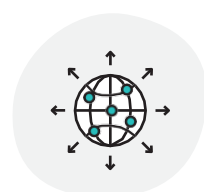
A patented platform

A patented platform for cognitive function assessment, treatment and monitoring in early childhood.



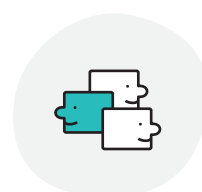
Clinically validated

FDA, TGA and CE-mark (TALi TRAIN® and TALi DETECT®).



Scalable business model

A globally scalable digital “brain health” business model.



Experienced team

A proven, experienced digital health and commercialisation team.



Expansion potential

Expansion pathway for technology platform into other areas of health assessment.



Transformational US market deal

Validates technology and paves way for additional partnerships and revenues.

Non-executive board



Sue MacLeman

Non-Executive Chair

Sue has more than 30 years' experience as a pharmaceutical, biotechnology and medical technology executive with senior roles in corporate, medical, commercial and business development. Sue has served as CEO and Board member of several ASX and NASDAQ listed companies in the sector.



Jefferson Harcourt

Non-Executive Director

Mr Harcourt has over 15 years of experience as a company director and founder of Grey Innovation, a cutting edge engineering and technology commercialisation company based in Melbourne, Australia. Mr Harcourt has brought over one hundred products to market in the past fifteen years, and these devices are sold under leading brand names around the world.



Dr David Brookes

Non-Executive Director

Dr. Brookes has extensive experience in the health and biotechnology industries, as a rural clinician and as a consultant in the biotechnology sector since the late 1990's. He has since held Board positions in a number of ASX listed companies, including as chair of RHS Ltd which was acquired by Perkin Elmer in 2018.

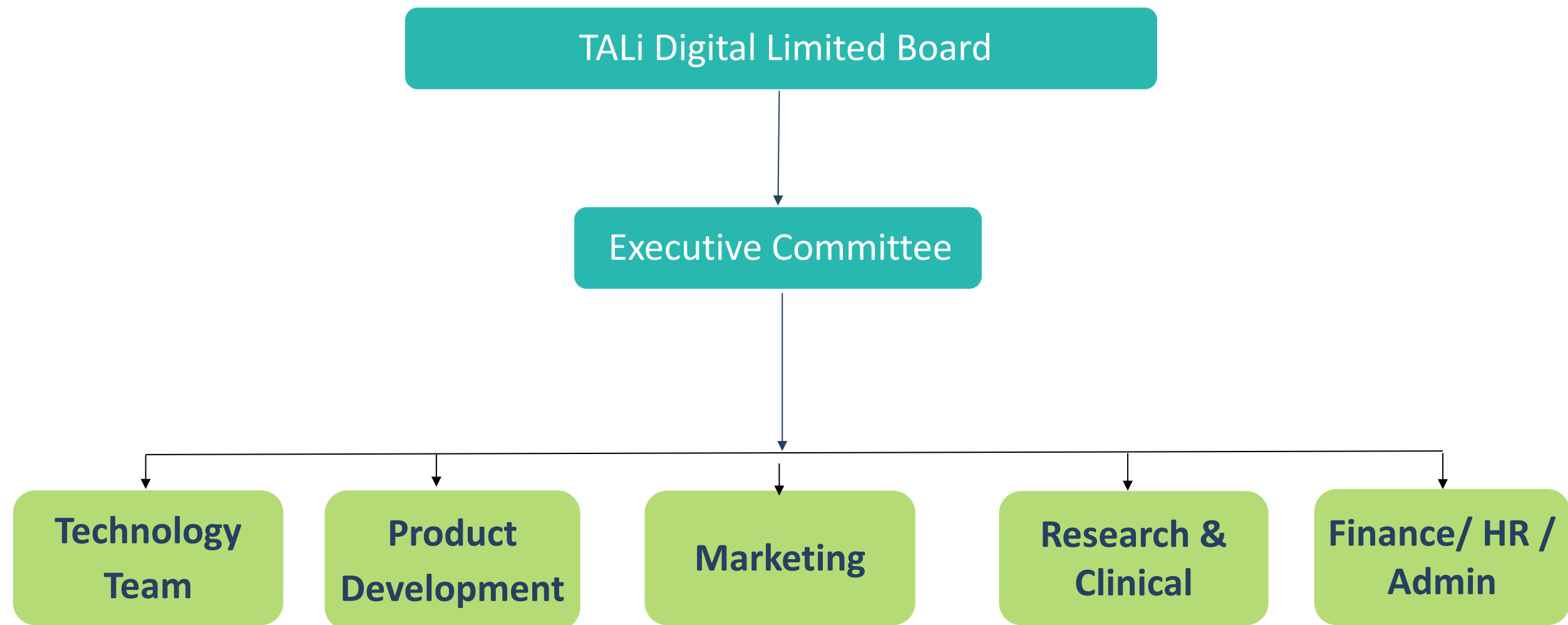


David Williams

Non-Executive Director

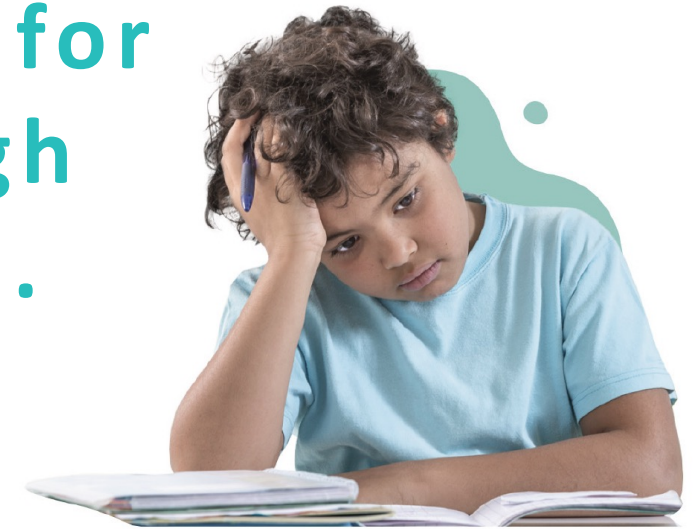
David brings extensive international and domestic healthcare sector experience including 25 years with Cochlear Limited. David held a number of senior commercial and financial roles with the medical devices leader including President of Cochlear Americas (acting) and Vice President of Global Customer Experience.

Organisation structure



A growing problem for children and families

Childhood in-attention is an under-recognised problem. TALi offers an accessible solution for detection and meaningful assistance through training, at the crucial early-learning phase.



An estimated 30% of children in Australia alone have some level of attention difficulties¹

Many children who have attention difficulties that affect their daily lives will never have any kind of intervention and often the issue will remain unrecognised .

Of those, 7-14% have issues severe enough to be labelled¹

Those who do enter the clinical pathway face long wait times, and an over reliance on “self reporting” with few therapeutic options beyond pharmacological solutions for those diagnosed with the more severe expression of ADHD

TALi helps empower parents by giving them access to a simple, low-cost assessment and a training therapy from the convenience of their own home.

It increases access to early intervention to provide improved and sustained outcomes that impact a child’s overall wellbeing and future learning.

TALi helps improve the lives of children and reduce the burden on oversubscribed and often expensive to access healthcare systems.

The concept of neuroplasticity and delivering evidence based digital solutions is at the core of TALi.

Neuroplasticity or brain plasticity is the ability of the brain to modify its connections or re-wire itself. Thus intervention (the earlier the better) can deliver significant benefits to brain health.

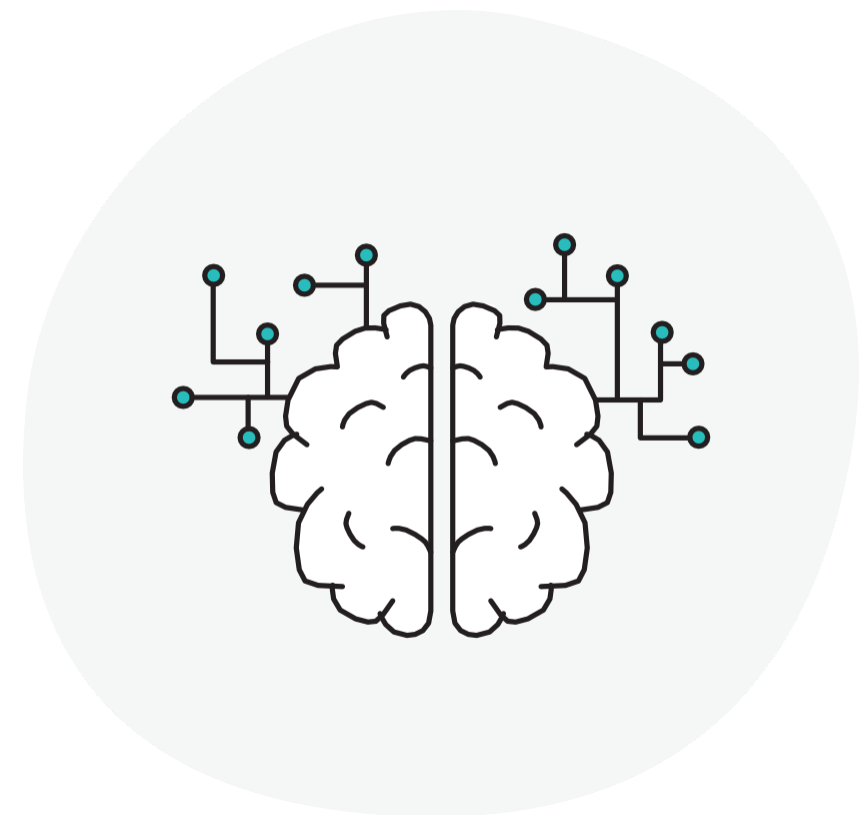
Neurotechnology has the potential to play a prominent role in providing instant patient feedback allowing for personalised digital therapeutics that deliver real-world outcomes. (*Awolusi et al., 2018*).

What is a Digital Therapeutic (DTx)? In simple terms, Digital Therapeutics represent the intersection of software and medical treatment. They extend the field of digital health to include digital medicines.

Their use in Australia is regulated by the Therapeutic Goods Administration (FDA in the U.S.)

The global cognitive assessment and training market is predicted to reach US\$11.4 billion in size by 2025, a 29.3% CAGR since 2020¹.

U.S. market leader Akili Interactive plans to list on the NASDAQ this year with a valuation around USD\$1 billion².



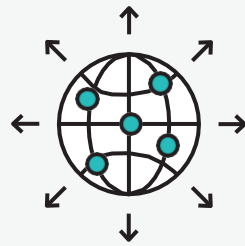
¹ Research and Markets, Cognitive Assessment and Training Market by Component, Organization Size, Application (Clinical Trials, Learning, and Research), Vertical (Healthcare and Life Sciences, Education, and Corporate), and Region - Global Forecast to 2025

²Akili press release, 26 January 2022

Target condition: Inattention, ADHD, ASD

| The scale of the global paediatric cognitive opportunity.

136 million
children



Inattention

An estimated 136 million children¹ have severe attention disorders. There are many more who can benefit from attention training and cognitive stimulation etc.

US\$20B global
drug therapy



ADHD (Attention Deficit Hyperactivity Disorder)

Over US\$20B² global drug therapy market with 50% of parents of children with ADHD willing to try non- pharmacological treatments³.

241% increase
in prevalence



ASD (Autism Spectrum Disorder)

ASD affects one in every 44 children in the United States, a 241% increase in prevalence since 2000⁴. These children often need assistance with attention and concentration.

1. Combined estimates of population of children with ASD (6.8M based CDC US prevalence data and UNICEF estimate of global childhood population in 2021) and ADHD (129M according to General Prevalence of ADHD, Children and Adults with Attention-Deficit/Hyperactivity Disorder, CHADD, 2013)
2. Attention Deficit Hyperactivity Disorder Market Size, Share & Trends Analysis Report By Drug Type (Stimulant, Non-stimulant), By Demographic, By Distribution Channel (Hospital & Retail Pharmacy), And Segment Forecasts, 2019 – 2025, Grandview Research, February 2019
3. Pros and cons of ADHD medication, Consumer Reports (U.S), July 2010
4. Prevalence and Characteristics of Autism Spectrum Disorder Among Children Aged 8 Years, Centers for Disease Cure and Prevention, 2018

TALi — proven digital assessment and training

A simple, low cost early detection and training platform: “TALi”.

Software as a Medical Device (SAMD)
delivered by prescription model

Evidence-based to target neurological
conditions — starting with early childhood
inattention and behavioural conditions

Gamified to increase use and compliance

DETECT

Digital assessment

TALi DETECT® is a clinically
tested, game-based program
for assessing cognitive
attention skills.



TRAIN

Digital training

TALi TRAIN® is a digital
therapy program for
training cognitive attention
skills in early childhood.

Personalised *game-changing* experiences
to enhance cognitive function and
behaviour from any digital device.



| The TALi growth strategy.



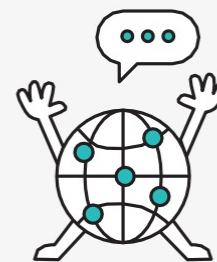
Licensing deal

Exclusive US-market licensing deal with global leader, Akili Interactive.



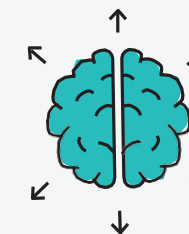
Milestone and royalty payments

Significant expected milestone and royalty payments; estimated from FY23.



International markets

Progressing additional commercial discussions in other international markets.



Beyond ADHD

Cognitive applications beyond ADHD. Suitable for safe attention and concentration training at the early learning stage of brain development in childhood



IP portfolio

An IP portfolio that places TALi at the centre of the digital therapeutics space.

Akili is a global leader in digital therapeutics.



Private US-based company backed by leading venture capital firms.

Flagship product is EndeavourRx®

Completed a US\$160M debt and equity raise in May 2021 supported by top-tier global investment firms and leading pharmaceutical players.

Recently announced plan to become publicly traded via a merger with Social Capital Special Purpose Acquisition Company. The transaction is expected to close mid-2022.

As a public company with world-class backing and strong financial flexibility, Akili will be positioned to pioneer a new class of digital medicines for millions of people living with cognitive impairment.

The transaction is expected to provide up to \$412 million in gross cash proceeds. The company is expected to be valued around \$USD1 billion on listing¹.

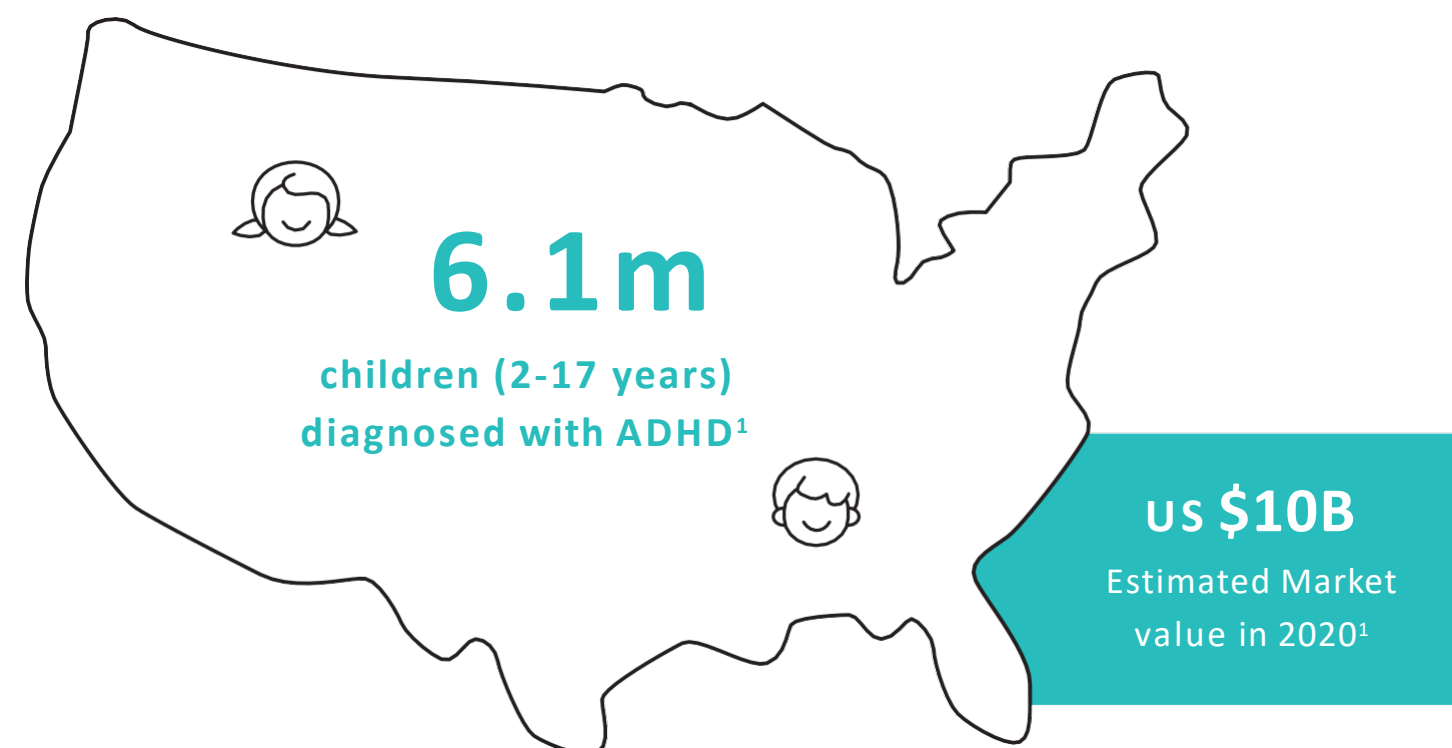
- Prescription digital treatment to improve attention function in children aged 8–12 years
- First FDA cleared and CE-marked video game treatment¹
- Patients demonstrate improvements in a digitally assessed measure Test of Variables of Attention (TOVA®)

“ This passion is evident in TALi’s evidence based cognitive testing and training products, making TALi TRAIN® and TALi DETECT® ideal additions to Akili’s family of treatments.

Eddie Martucci, PhD, Akili’s co-founder and CEO

¹Akili press release, 26 January 2022

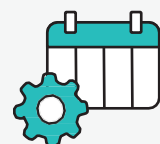
Access to large and growing US market in ADHD treatment



Market opportunity

- US is largest global market for treatment of ADHD globally¹
- 50% of parents of children with ADHD willing to try non-pharmacological treatments²
- Healthcare providers need a screening tool for children at early learning stage
- Families want safe, interactive tools to assist learning and attention
- TALi targets early learning age group 4-8 years and TALi Detect is a screen for pre-school
- TALi complements Akili's programme for children from 8 years of age

Attractive opportunities in Cognitive Assessment and Training Market



+29.3%: CAGR P.A.
(2020-2025) cognitive
assessment and training³



Rise in adoption of
gamification for cognitive
assessment and treatment



Digital therapeutics central in
a telemedicine/telepharmacy
post-COVID world

1. National Prevalence of ADHD and Treatment, U.S. CDC, 2016

2. Pros and cons of ADHD medication, Consumer Reports (U.S), July 2010

3. Cognitive Assessment & Training Market by Component, Organization Size, Application, Vertical and Region – Global Forecast to 2025, Research and Markets, 2020

Significant milestones and royalty payments

TALi will be entitled to receive estimated total milestone payments up to AU\$51m (US\$37.5m) plus royalties.

Indicative timeframe



Additional clinical clearance

- Clinical development and trials collecting US based data (facilitated by Duke Clinical Research Institute — DCRI)
- Existing collaboration between TALi and DCRI since June 2020
- Trials to commence in FY22 with protocols for trials being finalised
- ³TALi to receive payments from Akili in current financial year for clinical development

FDA clearance

- Expected FDA clearance process based on “prescription treatment” submission
- Leverage knowledge and data from Akili’s EndeavourRx® FDA approval process
- US\$2M milestone payment

Akili will lead commercialisation & roll-out in US market (no sales costs for TALi).

Future sales/royalties

- Additional milestones based on revenue scale up e.g. US\$1.5M on \$10M sales
- High single digit percentage royalty payments on all product sales (in addition to milestone payments)
- Ongoing term provides annuity income

TALi leverages IP portfolio in its goal to become pivotal in the digital therapeutics ecosystem.

Additional markets

TALi strategy to leverage US partnership providing foundation for other revenue opportunities.

Progressing additional commercial discussions in other international markets

- Potential regions include Japan and South Korea.
- Japanese healthcare companies have established track record of licensing and partnership agreements in the digital therapeutics space.

Additional clinical data to support reimbursement submission in AU market

- Clinical research conducted in US market highly relevant in Australia.
- Leverage data to support TALi in undertaking a reimbursement submission (MSAC and/or PBS submission).



Indian partnership strategy (The Times Group)

Building diversified revenue base through direct to consumer model in India.

Commercial rollout in India

TALi entered an investment agreement and an advertising agreement with Brand Capital Worldwide Inc. (BCI), announced in December 2020.

BCI is the strategic investment arm of Bennett Coleman & Co. Ltd (BCCL – ‘The Times Group’), which is India’s largest media conglomerate.

Terms of the agreements¹ include:

- Up to US\$7m investment by BBCL into TALi Digital Limited via two investment tranches.
- Priority advertising placements with BCCL’s media assets and provision of exclusive marketing services.

Partnership with BCCL

Partnership with BCCL validates the global opportunity for TALi IP and platform technology, particularly B2C opportunities in large global markets, such as India.

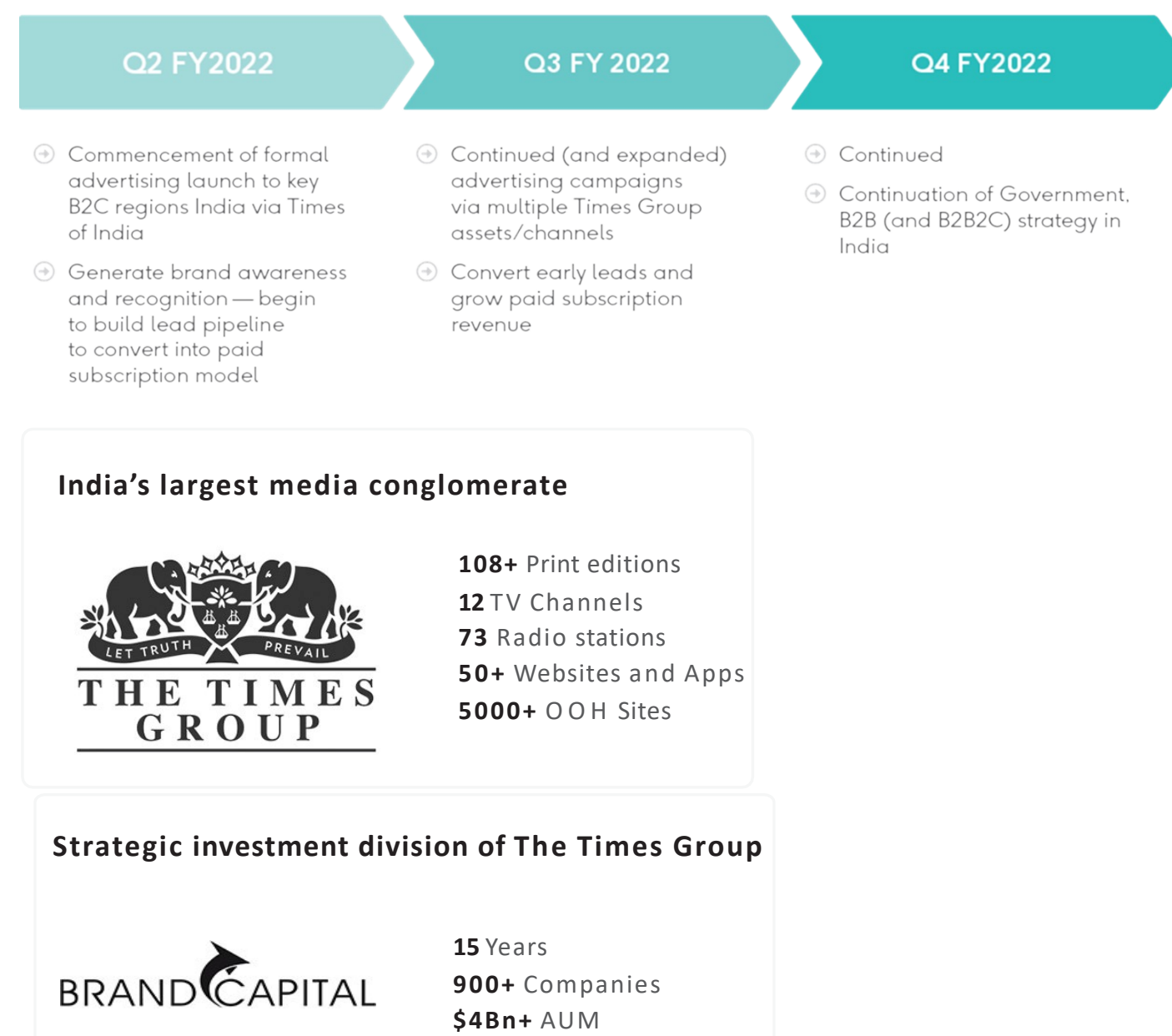
- Smartphone subscriptions in India was estimated at 810 million in 2020 and expected to grow to 1.2 billion by 2026 (CAGR 7%).²
- EdTech market estimated to grow from US\$700-800Mn to US\$30Bn by 2031.³
- ~12.5% of children aged 2-9 years identified with at least one neurodevelopmental disorder.⁴

1. TALi press release, 8 December 2020

2. Ericsson Mobility Report, June 2021

3. Education Technology (EdTech) research report, RBSA Advisors, April 2021

4. Neurodevelopmental disorders in children aged 2-9 years: Population-based burden estimates across five regions in India, PLoS Med, 2018



TOI campaign analysis

PHASE 1 & 2 THROUGH TO NOVEMBER 2021

During 2021, Times Of India (TOI) delivered comprehensive campaigns for TALi's MVP across their Print, Radio, Online and Social networks.

Ad Click Thru Rate

0.27%

November's CTR was above TOI's goal of 0.20%

~8%

App Store > Download

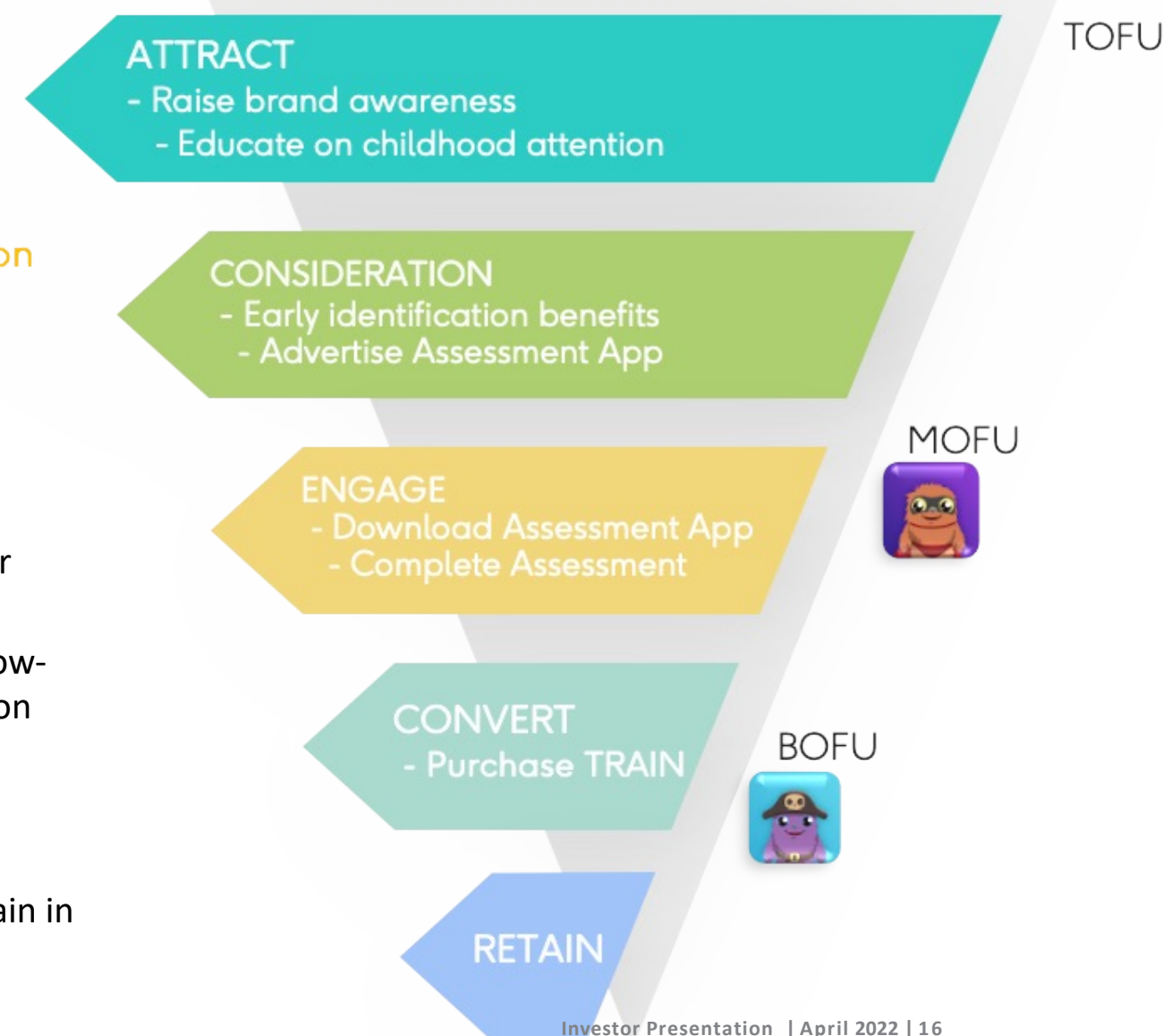
57%

Download > Registration

2022 Campaign optimisation

- More consistent campaign messaging that's aligned to product offering and customer journey and ensures we are bringing through the right leads
- Introduce performance marketing to support above-the-line with corresponding below-the-line activity (PPC, SEO, Social channels) to drive down CAC and increase conversion and engagement
- Improve touchpoints used along customer journey and channels to improve nurture journey and increase conversion to purchase and completion
- Update pricing model to assign value to Detect and bring forward the purchase of Train in the sales funnel with a redesign of the customer journey

THE TIMES OF INDIA



Every Child Deserves an Applause. De tali!

PHASE 3 APRIL 2022

THE TIMES OF INDIA

CAMPAIGN MESSAGING

Messaging will be centred on
"Every child deserves an applause. De tali."

TALi helps children to improve their
attention and achieve their full potential"

TALi supports parents worldwide

CONVERSION OPTIMISATIONS

Activities targeted at improving
conversion will also be performed
across TALi's website, app and
outreach comms

PRODUCT FOCUS

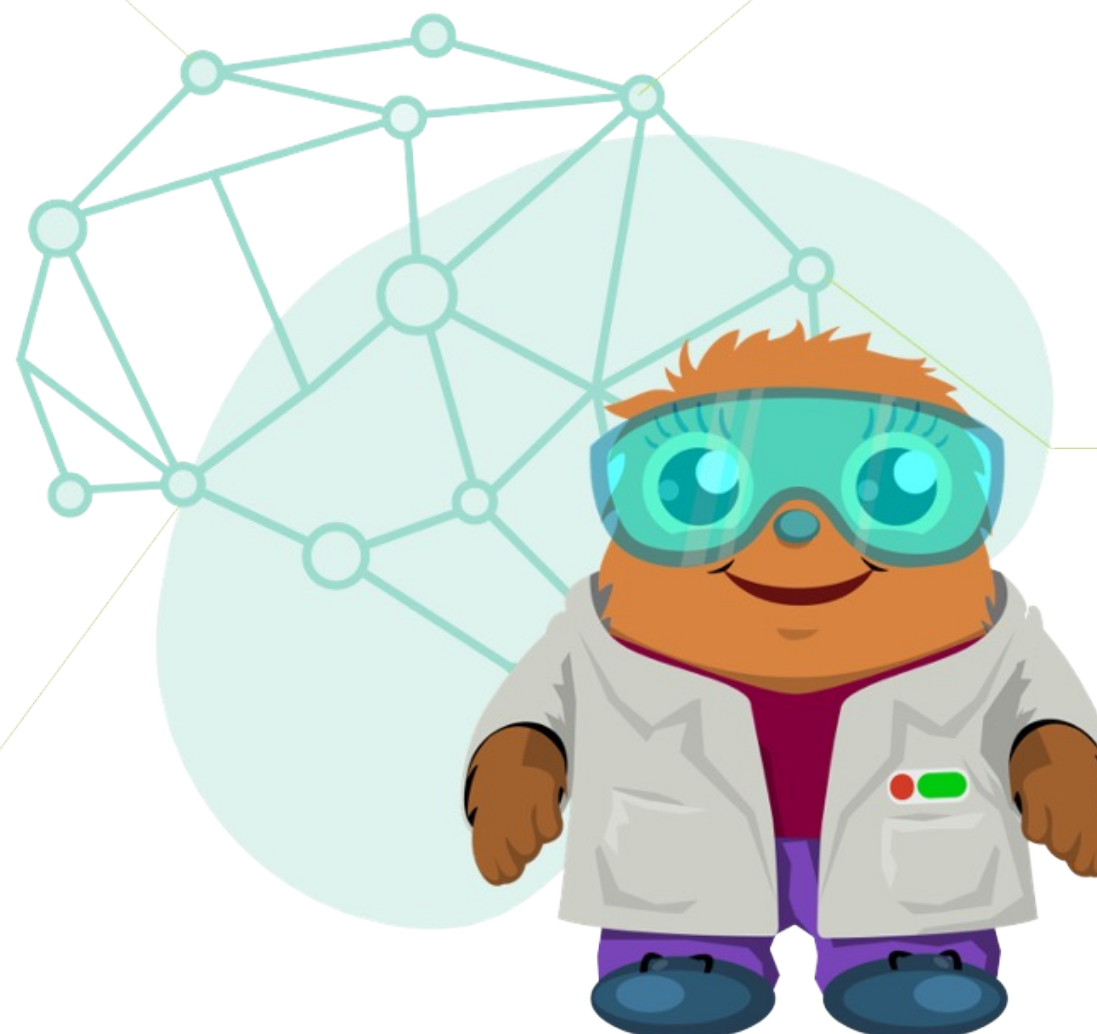
Both TALi apps to be central to campaign.
This is intended to 1) improve awareness of
Train program and 2) support motivated
parents to purchase immediately.

MARKETING CHANNELS

Campaign will use TOI's Digital, Radio and
Video channels.

Phase 1 & 2 results used to calibrate Phase
3 media

TALi's own media channels (SEM, Social,
Email) harnessed to further build brand
equity and support TOI's campaign



Refocus on Consumer and HCP model in Australia

Consumer channel strategy

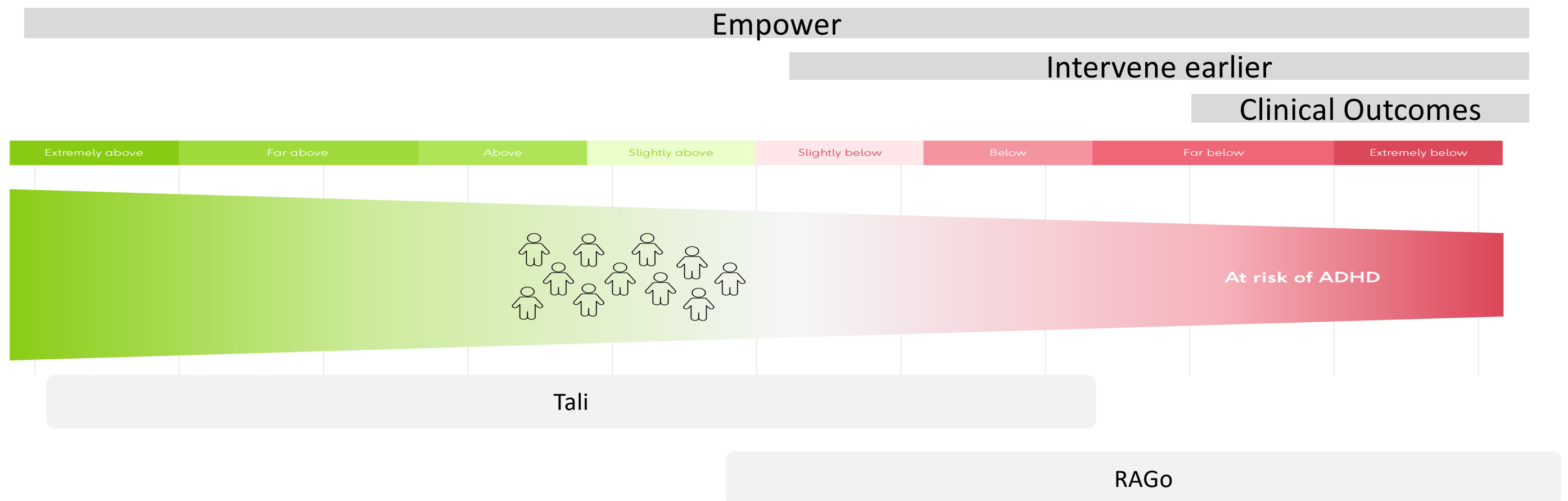
LAUNCH OF D2C CHANNEL MID 2022



- 1. Assigning Value to TALi Detect:** Parents are already completing Detect on their own demonstrating interest
- 2. Promoting TALi Detect:** Safe early childhood assessment tool empowering parents and leads to next steps of seeking formal assessment and/or further assistance with training.
- 3. Offering TALi Train Directly:** Better fits philosophy of Early Intervention and primary care provision models
- 4. Removing pathway barriers:** Congested clinical pathway with waiting lists for medical specialists and AHPs(psychology/OT etc) delaying access to the benefits of TALi Train in early intervention window of optimal neuroplasticity.



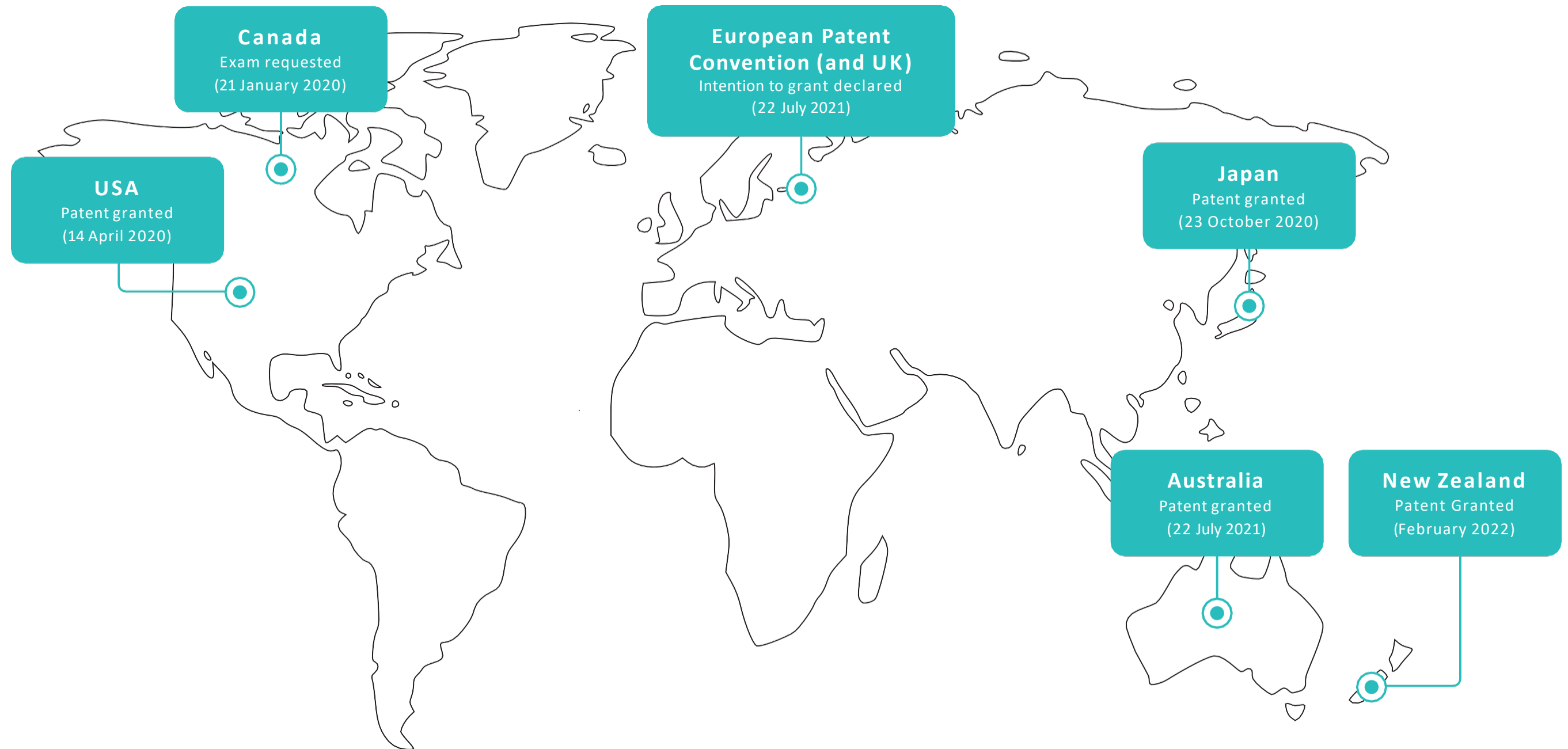
Reframing the solution



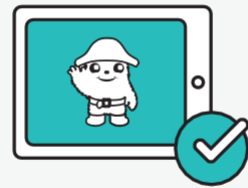
- School readiness product
- Most suited for children aged 3 – 6
- Clinical and non-clinical pathways
- Target buyer is parent paying out of pocket

- Medical Device
- Most suited for children 5+ with a diagnosis
- Clinical pathways
- Reimbursement depending on market

Leveraging our patents to become a key ecosystem participant.



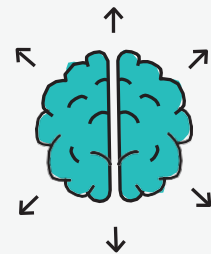
I The building blocks of future revenue growth.



Validate technology

Clinical program in largest market:

- Additional data and clinical development in the US.
- Supports other partnership / licencing discussions.
- Provides support for reimbursement submission in Australian market.



Expand application for attention difficulties

- TALi technology can be used as a screen (“Detect”) in early childhood for attention concerns and to improve attention (“Train”) not necessarily associated with a specific disorder.



Layer recurring revenues

Diversification:

- Strategy to build long-term recurring revenues
- Diversified partners, markets and revenue sources.



Build international partnerships

Working with global leaders:

- Akili strategic agreement.
- Partnership with Times Group of India.
- Other commercial discussions in Japan, Korea underway.

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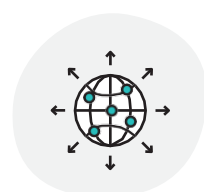
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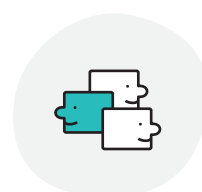
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Transformational US market deal

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TALi — Personalised *game* changing experiences to enhance cognitive function and behaviour from any digital device.

For further information please contact the TALi Digital team:

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