

Investor Newsletter  
May 2022



## Dear Shareholders,

Welcome to the latest edition of the TALi Digital (ASX: TD1 or “the Company”) newsletter. The opportunity of helping parents and children with in-attention is very clear and we believe that digital therapeutics (DTx) are well placed to effectively address these unmet needs. TALi is at the forefront of this industry and is determined to make a difference and remain excited about the Company’s future.

We announced in the last Newsletter that Dr Mary Beth Brinson was joining TALi Digital as Chief Medical Officer (see ASX announcement 5 April 2022). We are excited to announce that Dr Brinson has now been appointed to the role of Interim Chief Executive Officer. In this role she will work with the Board and Executive team to complete the full operational review of the business with a renewed focus on the key deliverables which create shareholder value.



*Dr Mary Beth Brinson*

*"I am thrilled to have the opportunity to lead TALi into this next phase of the journey. Since joining TALi in April, I have been directing efforts in the following areas: streamlining the business- both people and our processes, focussing on the Australian health care professional customer, delivering on the relationship with Akili in the USA and innovating our products.*

*The digital healthcare business is a true opportunity to make healthcare accessible to many more people and TALi products provide support to an under-served group of children and families! I appreciate how patient our investors have been and look forward to communicating much more frequently with you all. TALi will do great things for children with attention problems!"*

The opportunity for TALi is significant in that an estimated 30% of children in Australia alone have some level of attention difficulties. Childhood inattention is an under-recognised problem. Of those children, 7-14% have issues severe enough to be labelled. TALi offers an accessible solution for detection and meaningful assistance through training, at the crucial early-learning phase. The three strategic pillars are:

1. TALi provides professionals with tools to assess and improve attention, giving feedback on important cognitive domains to aid their provision of care for children with poor attention. It increases access to early intervention to provide improved and sustained outcomes that impact a child's overall wellbeing and future learning.
2. TALi helps improve the lives of children and reduce the burden on oversubscribed and often expensive to access healthcare systems by empowering parents to participate in their child's therapy in their own home.

3. We believe that Tali Detect as a clinically based screening assessment tool along with TALi Train as a registered ongoing therapy, combine to provide a unique competitive position and the ongoing development and support of this product portfolio remains our primary focus.

The Clinical Development Phase of our Agreement with Akili continues in the USA having identified the sites for the the initial Pilot Study. The team are very busy preparing the sites for recruitment activities. This represents an important first milestone on the pathway towards the U.S. Food and Drug Administration (F.D.A.) certification to market a regulated medical device in the USA.

Commercialisation plans for TALi focus on our home market of Australia. The Australian market is a typical regulated market where both Health Care Professionals (HCP's) and parents of children with in-attention are key. The focus on both the detection and management pathways to assist learning through attention also has the potential to provide models that can be scaled to other countries. TALi's initial focus are the Allied Health Professionals (AHP's), in particular the Occupational Therapists and Psychologists, due to their already established key role supporting early intervention for children experiencing attention difficulties. Again, commercialisation in Australia was slowed by the impact of COVID and the focus is now to rebuild this momentum with a new business development team member leading this effort.

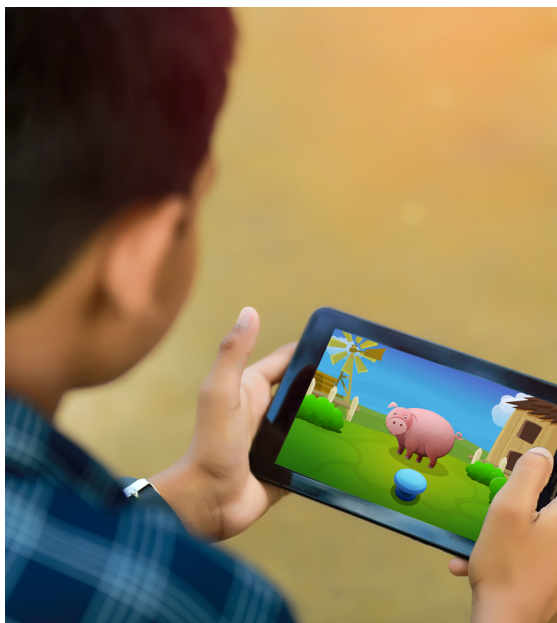
We have been reporting that the Board initiated a capital raise which will strengthen the Company's cash position and provide funding for ongoing operations. The March Placement raised \$1.54 million before costs. We are happy to report that a further \$1.68M was successfully raised via an Entitlement Offer in April/May. We appreciate the continued support of existing shareholders and are pleased to welcome a range of new institutional and sophisticated investors to the register.

A Letter to Shareholders has been sent confirming an Extraordinary General Meeting of Shareholders will be held on Tuesday, 28 June 2022 at [11.am](#) as a virtual meeting.

We continue to welcome ongoing interactions with investors and continue to provide updates on progress.

Yours faithfully  
Sue MacLeman, Chair

## TALi India



The launch of TALi in India involves a partnership with the Times of India (TOI). The approach is to directly engage parents of children with in-attention directly using print, online, and social networks. The results to date confirm that there is a genuine interest from parents who want to help their children improve attention with over 5 million website visits and more than 66,000 App downloads. Looking at the direct to consumer (DTC) end of the sales funnel has provided valuable learnings associated with DTx and a DTC approach. These learnings will be useful as commercialisation plans are scaled across other markets.

### Indian Campaigns

Click to discover more

[Primary Product Video](#)

[The Times of India Immersive Showcase](#)

['Newton' Video Campaign](#)

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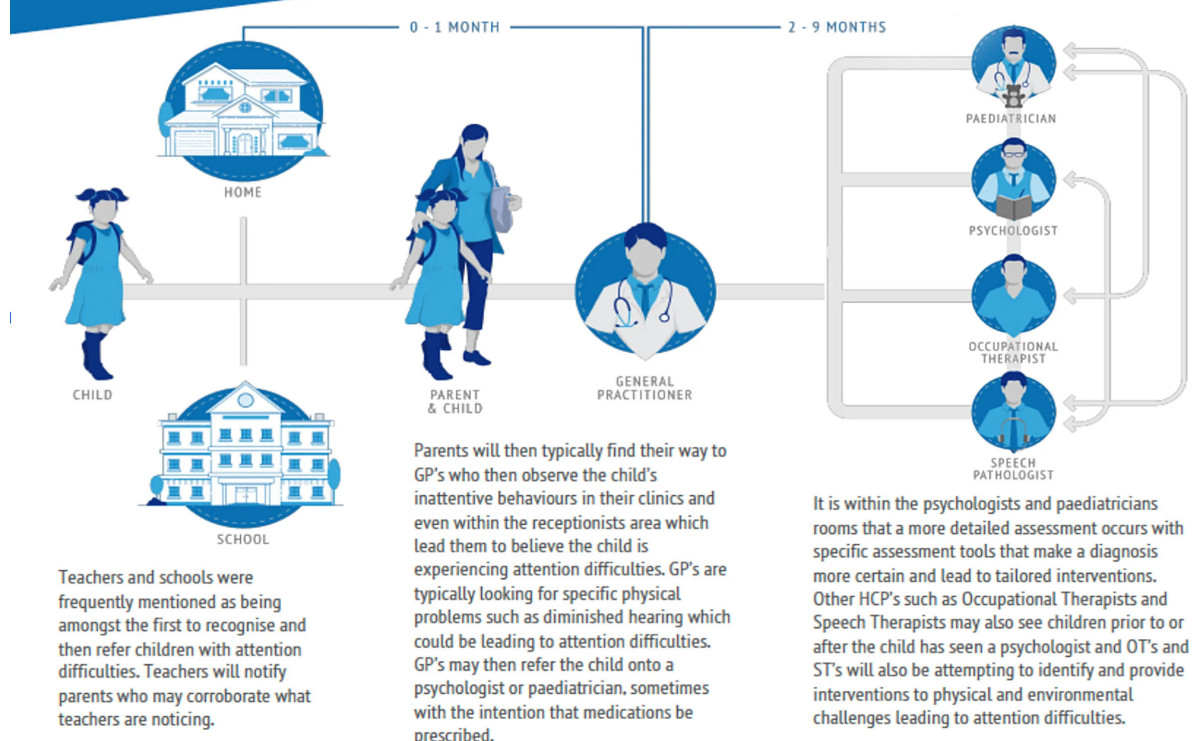


## Australia

The current customer journey in Australia for parents and children with cognitive attention difficulties (in-attention) is shown below. There are many pain-points in this journey for both parents and HCP's including:

- delayed or failure to identify in-attention in children
- lack of appropriate assessment tools, treatments and clear referral pathways
- difficulties getting access to key HCP's such as psychologists, paediatricians and OT's.
- inadequate funding for necessary services

### Current journey of assessment and intervention



The commercial launch in Australia focuses on Occupational Therapists as research

supports this as the most immediate opportunity. This then enables expansion of commercial plans to address other HCP's leveraging initial work.

## Akili Update

The Clinical Development Phase of our Agreement with Akili Interactive is continuing focused on the initial Pilot Study. The pilot study is a key part of the pathway toward the U.S. Food and Drug Administration (F.D.A.) certification to market a regulated medical device in the USA. The sites that will be participating have been selected and now we are on-boarding those sites to get ready for enrolment activities.

The initial invoice for reimbursement of TALi's out-of-pocket clinical costs of \$33,000 AUD has now been paid by Akili, per the terms of the Agreement. A further Invoice for \$101,000 AUD is expected to be paid in June. TALi expects to receive further reimbursement payments from Akili over the coming quarters.

The Akili agreement is transformational and highly strategic for TALi in the US market and is estimated to represent AU\$51 million (US\$37.5 million) in total future contingent milestone payments plus royalties on potential revenues.

Further evidence of the transformation value of this relationship are two recent announcements by Akili:

1. We previously reported that Akili recently announced its intention to become a publicly traded company in the U.S via a merger with Social Capital Suvretta Holdings Corp. I ("SCS"), a special purpose acquisition company. The transaction values Akili at approximately USD\$ 1 billion and is expected to provide up to USD\$412 million in gross cash proceeds.
2. Akili this month announced a strategic collaboration with Roblox (NYSE: RBLX). Roblox is reimagining the way people come together to connect, create and express themselves through immersive, interactive shared experiences. Every day, millions of people around the world play, learn, communicate, and expand their friendships as they explore millions of user-generated digital experiences, all built by creators on the platform.

Through this partnership, Akili and Roblox are introducing new ways for medicine to fit into patients' lives. Initially, the companies will establish an exclusive Roblox rewards exchange tied to Akili's EndeavorRx® treatment (see full indication below). The companies are exploring additional novel approaches and opportunities to engage Akili patients through Roblox integrations.

"We are committed to improving the world's cognitive health through treatments that engage and wow patients," said Eddie Martucci, CEO and Co-Founder of Akili Interactive. "Our FDA-cleared video game treatment demonstrates that medicine can be enjoyable, and that is only the beginning. Akili's long-term vision aims to integrate digital medicine into patients' daily lives in ways never before seen or experienced. Roblox has changed how millions learn, work, connect and play, and we are excited to work together to further push the boundaries of our industries and continue to redefine the experience of medicine."

## Feedback

We trust you find this update useful. We welcome your feedback. Investors are welcome to use the dedicated email address [investors@talidigital.com](mailto:investors@talidigital.com).

## Got a question? We're here to help.

Contact the TALi Digital Team

**TALi Digital Limited (ASX: TD1)**

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