

# Tinjoy WinScan Launch and Preregistration Update

## Highlights

- **WinScan to launch mid-August 2021.**
- **Tinjoy 3-day preregistration marketing update.**
- **Tinjoy marketing platform “The Health Cube” achieves 114,391 preregistrations.**
- **Tinjoy targeting 1,000,000 users by Christmas 2021.**
- **Tinjoy is servicing over 28,000,000 monthly consumers digitally and in person.**

**Advanced Human Imaging Limited (ASX: AHI) (Advanced Human Imaging)** is pleased to update shareholders with the progress of the WinScan launch and preregistration marketing carried out in July 2021, by Tinjoy Biotech Limited (**Tinjoy**), in preparation for the launch of the Tinjoy-owned WinScan App.

AHI is happy to confirm the target release for the WinScan application is mid-August 2021. Tinjoy had anticipated an earlier launch in line with the 618-sale held annually in China but unfortunately was unable to meet this objective. On 18 July, the Tinjoy team embarked on a preregistration campaign utilizing its call centre and its new marketing platform “The Health Cube”. The campaign was overwhelmingly successful with 114,391 preregistrations within a 3-day period.

The soft launch of the pilot Health Cube app on 18 July was a test designed to identify concurrency and load capacity of the platform through the network of existing customers of the Tinjoy group. Unfortunately, after reaching a penetration of several hundred thousand engagements and the associated simultaneous payment interactions, the Health Cube platform crashed.

The response from the test market substantially exceeded all expectations. Tinjoy had not anticipated such high-volume concurrent transactions and forced the company to stop taking preregistrations. This allowed the development team to execute the required changes to facilitate the onboarding and payment system upgrade. Pleasingly, this has now been carried out and the platform will go live by mid-August 2021. AHI previously advised shareholders the timing of the fully integrated WinScan Application, that will initially feature BodyScan and FaceScan, would be launched by Tinjoy in July 2021. The launch will now take place in August as disclosed above.

The preregistration number confirmed by Tinjoy is a clear demonstration of the interest shown by the initial Tinjoy captive audience of several hundred thousand which will soon be launched to the balance of the 28,000,000 consumers within China. The integrated WinScan offering has been specifically designed for this audience in its workflow to accommodate Tinjoy’s partners and the community needs they wish to address.

AHI and Tinjoy have successfully combined their respective platforms for release across multiple market segments within China. The training of the 500 call centre team members has clearly been successful along with the business development marketing team within the Health Cube to the pre-existing Tinjoy customer base of 28,000,000 potential users.

The initial preregistration launch only offered an annual subscription of 310 Chinese Yuan (AUD\$64.86). Under the 12-month subscription, subscribers have unlimited BodyScans and 52 FaceScans. Under the terms of the preregistration, the party must register with their WeChat payment gateway. With a total initial preregistration number of 114,391 users, Tinjoy have achieved an initial revenue commitment from its users of 35,461,210 Chinese Yuan (AUD\$7,417,637).

Importantly, investors should be aware as previously announced, the agreement with Tinjoy is a gross revenue share arrangement with a 70/30 split. With AHI receiving 70% of the revenue. There are no deductions from the revenue generated.

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

“To say I am pleased with the confirmation on numbers received from Tinjoy would be an understatement. With an audience of over 28,000,000 and a population of over a billion people within China, I am looking forward to seeing what the short-term launch will bring. China is a very health conscious and technology friendly community. The key steps from here are to launch the application and commence the consumer growth and acquisition plan Tinjoy are successfully executing on. With a target of 1,000,000 users by Christmas 2021, we will do all we can to facilitate this with and for Tinjoy”.

**Russell Bateman Executive Director of Tinjoy, said:**

"The delay we have had to endure is only comforted by the amazing response to the offering we have experienced. AHI and the Tinjoy team rallied quickly in the upgrades and application capabilities. The delay was unfortunate, but I believe we have a better product to offer our millions of consumers and preregistered parties. My first step will be to action the current preregistrations to downloads, and the marketing team will execute on next steps to continue the interest and growth we saw from the initial campaign to achieve the 1,000,000-user target we have undertaken with AHI".



**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 Pharmaceutical group Tinjoy is able to service and support its growing customer base. Along with its 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:**

AHI has developed and patented a proprietary dimensioning technology that enables its users to check, track, and assess their dimensions using only a smartphone both 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 AHI 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 AHI 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.

AHI 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. AHI 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)