

Tinjoy Re-Launch Health Cube and Reports 30,000 new registrations.

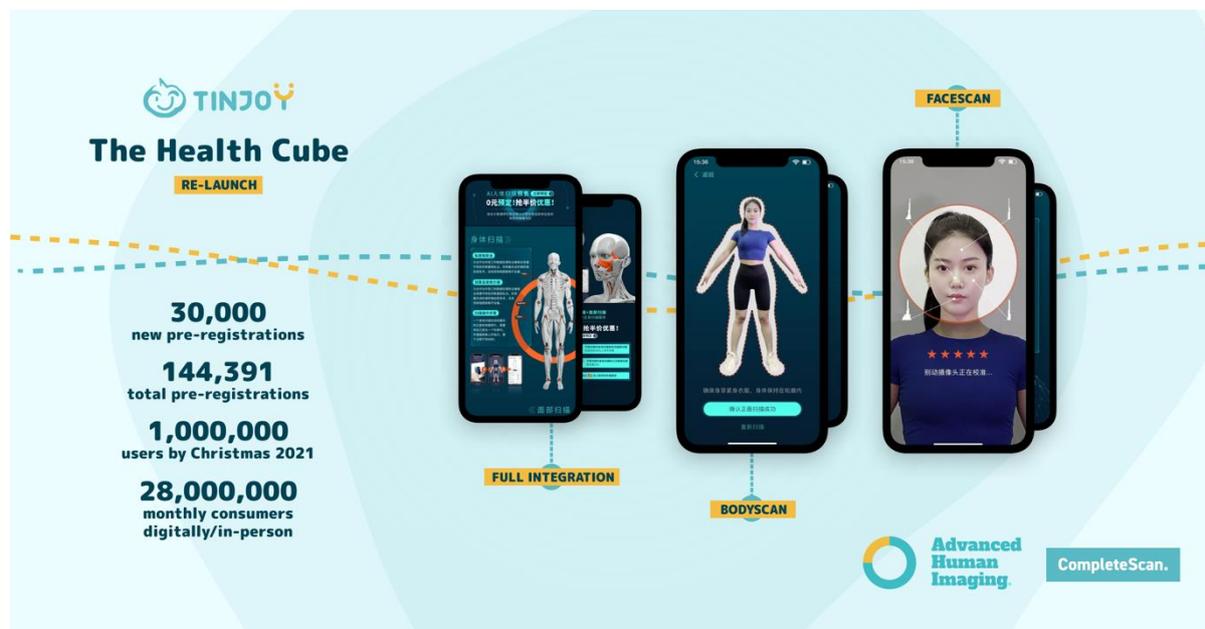
Highlights

- Tinjoy re-launch of “The Health Cube”.
- The Health Cube marketing re-launch sees 30,000 new preregistrations.
- Tinjoy marketing platform “The Health Cube” now totals 144,391 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 re-launch of “The Health Cube”, as preregistration grows by a further 30,000 registrations in preparation for the launch of the Tinjoy Biotech Limited (Tinjoy) owned WinScan App.

AHI is happy to confirm the target release timing for Tinjoy’s re-launch of “The Health Cube” in mid-August 2021 has been achieved with a very promising start over the initial days, and 30,000 new registrations reported by Tinjoy. Tinjoy is also happy to share with AHI several of the user experience screens that have been implemented for the up-and-coming WinScan application launch. Prior to the launch, AHI will conduct a series of application tests to sign off on application readiness. We expect this to take place in the coming weeks.

As previously released to the ASX, the pilot launch of “The Health Cube” platform on 18 July 2021 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 team has worked hard to correct the previous issues and have successfully re-launched on Thursday 12th August in a more measured and controlled release with limited initial marketing. The uptake and interest in the coming application was once again well-received, with Tinjoy confirming once 30,000 new registrations had been achieved.



“The Health Cube” re-launch once again 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 preregistration number now grown to 144,391 users, Tinjoy have achieved a total revenue commitment from their users of 44,761,210 Chinese Yuan (AUD\$9,365,200).

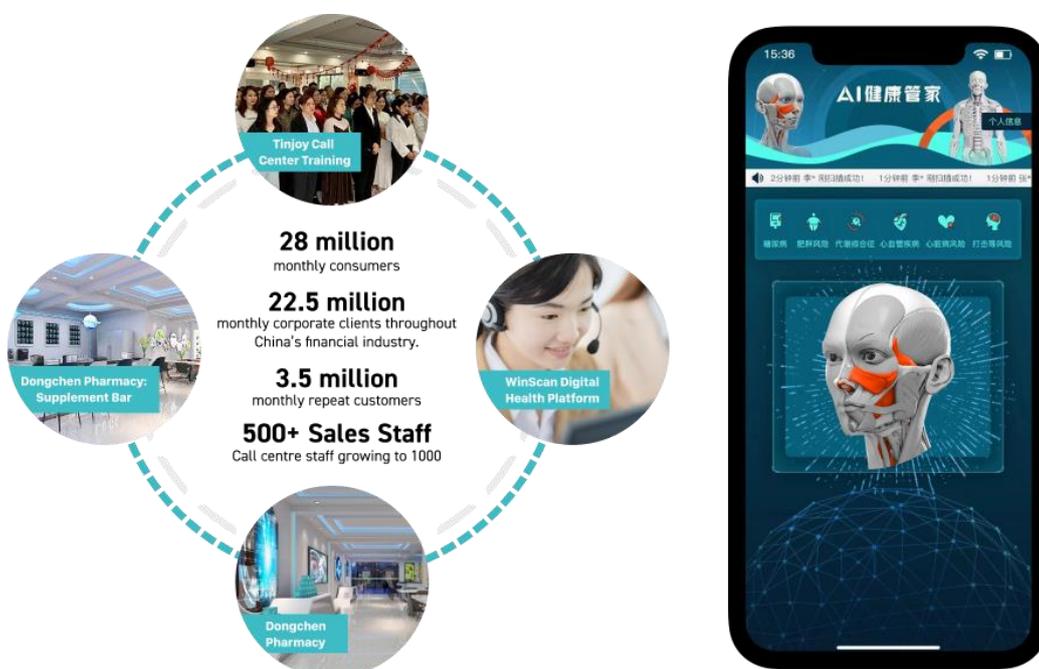
In addition to a 12-month subscription, Tinjoy has identified a need to offer 2 additional subscription levels, a 1-month subscription for 33 Chinese yuan (AUD\$6.94) and a 3-month subscription for 99 Chinese Yuan (AUD\$20.83) which will be offered as part of a bundled offering to the Tinjoy prebiotic purchasers, which currently exceed 1,000,000 individual purchases per month.

Importantly, as previously announced, investors should be aware that 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 by Tinjoy. The collection of the preregistration payments will be activated by Tinjoy upon the release of the WinScan application to registrants. AHI’s arrangement with Tinjoy consists of billing events at the end of each month and payment is then due to AHI within 14 days of invoice. AHI will report to shareholders on a regular basis as Tinjoy confirm the conversion of registrants to paid users.

The preregistration number confirmed by Tinjoy is a clear demonstration of the interest shown by Tinjoy’s captive audience. Once the integrated WinScan application is ready for commercial release, Tinjoy will proceed via “The Health Cube” to the balance of the 28,000,000 Tinjoy 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.

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

“Tinjoy are meeting the objective on the release timeframes they outlined. “The Health Cube” seems to be working well and is gaining momentum. I am looking forward to seeing the pre-registrations convert to active users. The sheer size of the market in China and acceptance of digital engagement is proving to be a very positive outcome for the partnership. Clearly, 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 has been a two-edged sword, the post Covid-19 world in China is very focused on all things health, that’s really positive for us but it also increases our responsibility. We really wanted to be getting deeply embedded with our user base before now. The opportunity to perfect the user experience has, however, been invaluable. Consumers in China have a high expectation for digital performance, and we did not want to disappoint the millions of people who interact with Tinjoy every day. We now sit with a product that is very much in-tune with where the market is right now.

As we ramp up the production versions of our Health Cube app, our priority is to convert all of the pre-registrations and expressions of interest to active and satisfied users, and to exceed our initial targets as soon as possible”.

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 largest population, 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