

ASX Release

INDIA APP STORES RELEASE FOR TALi

TALi Digital Limited (ASX: TD1) (TALi or The Company), a leading digital health business is pleased to announce that TALi DETECT, and TALi TRAIN are now available via iOS and Android app stores in India.

HIGHLIGHTS

- TALi DETECT and TALi TRAIN are now available in India via iOS and Android app
- India has the world's second largest mobile subscription base with ~1.2 billion subscribers
- Almost one in eight Indian children aged between 2-9 years of age are estimated to have at least one neurodevelopmental disorder¹
- TALi's strategy is to enter the India market via a partnership model with the launch on the app stores part of the early release program

TALi Digital aims to enter the Indian market via a partnership model and the availability of TALi DETECT and TALi TRAIN cognitive performance tools in India via the IOS and Android app stores is the first step in the strategic rollout. India has the second-largest mobile subscription base, with ~1.2 billion subscribers, and the second-largest internet subscription base, with 560 million subscribers.² The high level of penetration and utilisation of mobile devices presents a large target market for TALi's game based cognitive performance tools.

The Indian market represents a significant growth opportunity for the company. Almost one in eight children aged 2-9 years living in India may have at least one neurodevelopmental disorder. Further evidence indicates that the global prevalence in school-aged children is 3–5 percent for Attention deficit hyperactivity disorder (ADHD)³. In India, however, it is reported to be as 1.7 per cent⁴.

It is the identification of children with inattention and related learning delays via non-invasive, evidence based digital programs that provides the greatest opportunity to assist the health and well-being of children in India. Many of these children are currently under-identified and not receiving the timely care and interventions they deserve. This represents a direct opportunity of approximately 30 million children in the TALi age range⁵.

The Company has been working during 2020 to accelerate market entry into India and the launch of TALi DETECT and TALi TRAIN via iOS and Android app stores is part of the early in-country release program. The Company anticipates a full market launch in 2021 and is well progressed with partnership discussions to enter the Indian market.

¹<https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002615>

²<https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/McKinsey%20Digital/Our%20Insights/Digital%20India%20Technology%20to%20transform%20a%20connected%20nation/MGI-Digital-India-Report-April-2019.pdf>

³ Polanczyk G, de Lima MS, Horta BL, Biederman J, Rohde LA. The worldwide prevalence of ADHD: A systematic review and meta-regression analysis. *Am J Psychiatry* 2007;164:942-8

⁴ Srinath S, Girimaji SC, Gururaj G, Seshadri S, Subbakrishna DK, Bholra P, et al. Epidemiological study of child and adolescent psychiatric disorders in urban and rural areas of Bangalore. *Indian J Med Res* 2005;122:67-79

⁵ Arora NK, Nair MKC, Gulati S, Deshmukh V, Mohapatra A, Mishra D, et al. (2018) Neurodevelopmental disorders in children aged 2-9 years: Population-based burden estimates across five regions in India. *PLoS Med* 15(7): e1002615.

TALi Digital Managing Director Glenn Smith said “The release of TALi DETECT and TALi TRAIN in India is a key milestone in our international expansion strategy and follows our achievement of Google for Education Partner status on a global basis. We are excited by the opportunities the release in the large Indian market provides, as we pursue our goal of becoming a global leader in the assessment and treatment of early childhood attention disorders.”

End

Release authorised by:

Glenn Smith
TALi Digital Managing Director

CONTACT

Corporate

Glenn Smith
TALi Digital Managing Director
p. 1300 082 013
e. investors@talidigital.com

Investors

Craig Sainsbury
Market Eye
p: +61 428 550 499
e. craig.sainsbury@marketeye.com.au

About TALi Digital

TALi Digital Limited (ASX:TD1) a leading digital health business is seeking to improve attention in early childhood through its breakthrough TALi platform. TALi combines evidence-based proprietary algorithms inside a game-based program to assess and strengthen core attention skills. Learn more at talihealth.com.au.