

ASX Release

CHINA TRADEMARK FOR TALi

- **TALi has been successfully registered as a trademark in China which covers its TALi Train and TALi Detect products**
- **Trademark increases IP portfolio protection and potential for increased partner discussions with reputable Chinese institutions and organisations**
- **~1 in every 100 children in China having autism spectrum disorder (ASD).¹ Equates to ~24.9 million children or 1% of 249 million children in China between the ages of 0-14. ²**
- **Language translation engine already built for seamless translation initially to Mandarin**
- **Activating quality assurance (QA) with China-based QA personnel so deployment of TALi in Mandarin can commence in line with objectives of potential partners**

TALi Digital Ltd (ASX: TD1) (TALi or the Company), a leading early childhood technology business targeting attention in children through its breakthrough TALi platform, is pleased to announce it has been issued a trademark for TALi in China from the China Trademark Office (CTMO).

The Company has been issued Chinese Trademark No. 39832111 and No. 39832113 for the name TALi – which covers its TALi Train and TALi Detect products - and has been classified under the following Acceptance Classes:

- Class 41 – which includes services for education, tutoring, training and entertainment: and
- Class 44 – which includes medical analysis for the diagnosis and treatment of persons.

China is potentially a high value market for the TALi Detect and TALi Train products since approximately one in every 100 children in China have autism spectrum disorder (ASD) or equating to 1% of all children.

Currently, there are approximately 249 million children between the ages of 0-14 in China which equates to approximately 2.5 million children likely to have ASD and potentially benefit from TALi.

Commenting on TALi receiving a trademark in China, TALi Digital Managing Director Glenn Smith said:

“This is a major milestone in our ability to enter markets which present significant opportunities for our business. Receiving a trademark in a high value jurisdiction such as China not only helps to protect our IP but allows for increased partner discussions with reputable institutions and organisations in the country.

TALi has already built a language translation engine which will allow for the seamless translation of all TALi programs initially to Mandarin. The company will activate quality assurance (QA) with China-based QA

¹ Sun X. et al. Mol. Autism 10, 7 (2019)

² The World Bank data – Population ages 0-14 (2018)

<https://data.worldbank.org/indicator/sp.pop.0014.to>

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personnel shortly so deployment of TALi in Mandarin can commence in line with the objectives of potential partners.

ABOUT TALi DIGITAL

TALi Digital Limited (ASX: TD1) is a leading early childhood technology business targeting ATTENTION in children through its breakthrough TALi platform. TALi combines evidence based proprietary algorithms inside a game-based program to assess and strengthen core attention in early childhood (www.talihealth.com).

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