

## ASX ANNOUNCEMENT

### PeriCoach® Expands Clinical Indication to Include Pelvic Organ Prolapse

**2 May 2018 - Brisbane, Australia – Analytica Ltd (ASX: ALT).** Analytica is pleased to announce that it has received Australian Therapeutic Goods Administration clearance for the expanded clinical indication for the PeriCoach System to assist in the conservative treatment of Pelvic Organ Prolapse (POP). PeriCoach is now the only smartphone pelvic floor muscle rehabilitation system indicated for women to target resolution of symptoms for mild to moderate POP, urinary incontinence and sexual wellness.

Pelvic organ prolapse is a very common and serious condition. Data suggests that 50% of women that have given birth have some degree of POP and half of women over 50 complain of prolapse symptoms. Estimates state women have a lifetime risk of up to 12% of undergoing a surgical intervention, with a re-operation rate of nearly 20%. Each surgical intervention in the US is estimated to cost between USD\$10,000-USD\$20,000. As the population continues to age and awareness of the condition grows, it is projected that the number of women with POP will increase up to 46%.

The PeriCoach system with its patent protected force sensing technology assists women to properly perform pelvic floor exercises. Pelvic floor muscle exercises have been demonstrated to be an effective tool in treating women with mild to moderate POP symptoms. In a 2015 case study, Analytica demonstrated that when the PeriCoach was used in coordination with a pelvic floor physiotherapist, symptoms of POP were reduced, quality of life improvements were reported, and the requirement of an assistive inserted pessary was no longer needed.

Dr Michael Monsour, Analytica Chairman said "In the US alone, as many as 60 Million women experience POP, urinary incontinence and sexual wellness concerns. As the population ages, more women are at risk for surgery, leaving room for complications and a large burden on healthcare systems. Expanding the indication of PeriCoach to support women experiencing the very serious condition of POP further demonstrates our commitment to providing clinicians with a comprehensive tool to support early interventions."

"This clearance from the TGA is significant in that the PeriCoach system is indicated for the most common conditions stemming from a weak pelvic floor: urinary incontinence, sexual wellness, and pelvic organ prolapse. No other system on the market has this capability. This additional capability adds substantial value and progresses the sale of the company and PeriCoach system to a multinational".

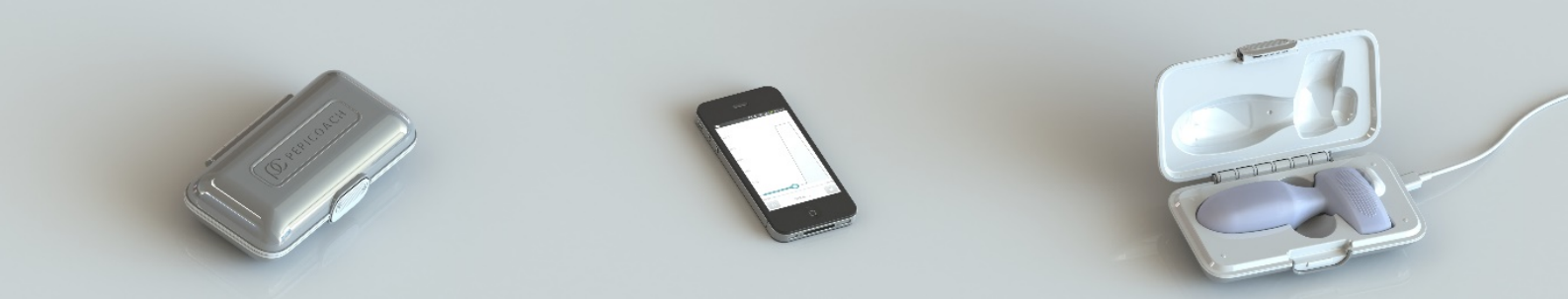
For more information, please contact: [investorrelations@analyticamedical.com](mailto:investorrelations@analyticamedical.com)

For more information about the PeriCoach System, visit: [www.PeriCoach.com](http://www.PeriCoach.com)

For more information about Analytica, visit [www.AnalyticaMedical.com](http://www.AnalyticaMedical.com)

Follow us on:    





## About Analytica Limited

Analytica's lead product is the PeriCoach® System – an e-health treatment system for women who suffer Stress Urinary Incontinence. This affects 1 in 3 women worldwide and is mostly caused by trauma to the pelvic floor muscles as a result of pregnancy, childbirth and menopause.

PeriCoach comprises a device, web portal and smartphone app. The device evaluates activity in pelvic floor muscles. This information is transmitted to a smartphone app and can be loaded to a cloud database where physicians can monitor patient progress via web portal. This novel system enables physicians to remotely determine if a woman is performing her pelvic floor exercises and if these are improving her condition. Strengthening of the pelvic floor muscles can also potentially improve sexual sensation or satisfaction and orgasm potential in some women.

PeriCoach has regulatory clearance in Australia, and has CE mark and USFDA 510(k) clearance. The product is available for sale from [pericoach.com](http://pericoach.com) in Australia, New Zealand, UK and Ireland.