

ASX ANNOUNCEMENT

PeriCoach® CE-Mark for Treatment of Pelvic Organ Prolapse

18 April 2019 - Brisbane, Australia – Analytica Ltd (ASX: ALT). Analytica is pleased to announce that the PeriCoach system is now CE-Marked to assist in the conservative treatment of Pelvic Organ Prolapse (POP) in addition to urinary incontinence (UI).

This expansion of clinical indications allows PeriCoach to be sold in the European Economic Area, Switzerland and Turkey for the conservative treatment of pelvic organ prolapse.

PeriCoach remains the only smartphone pelvic floor muscle rehabilitation system indicated for women to target resolution of symptoms for mild to moderate POP, UI and sexual wellness.

This follows the company's Australian clearance for POP announced 2 May 2018.

Pelvic organ prolapse is a very common condition with one in twelve women in the UK reporting symptoms. The data shows that up to 50% of women that have given birth have some degree of POP and prevalence increases with age. It is estimated that half of women over 50 experiencing symptoms and by the age of 80 more than one in ten will have had a surgical intervention, with incidence of surgery peaking in women aged 60-69. The symptoms of POP (feeling of heaviness, back pain, constipation, incontinence), have a significant impact on quality of life. 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. It is widely recognised that pelvic floor muscle exercises are an effective tool in reducing the burdensome 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 "Expanding the indication of PeriCoach to include pelvic organ prolapse supports our commitment to offering women and clinicians the best in class conservative treatment tool for pelvic floor disorders including urinary incontinence and sexual wellness. 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. 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

For more information about the PeriCoach System, visit: www.PeriCoach.com

For more information about Analytica, visit www.AnalyticaMedical.com

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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 for urinary incontinence in Australia and has CE mark and USFDA 510(k) clearance.

PeriCoach also has clearance in Australia, and CE Marking in Europe for the treatment of pelvic organ prolapse, a condition that affects up to 1 in 5 women during their lifetime.

The product is available for sale from pericoach.com in Australia, New Zealand, UK and Ireland, and the USA.

