

ASX ANNOUNCEMENT

Appointment of PeriCoach regional licence for the Middle East

28th November 2019: Analytica Ltd (ASX: ALT), manufacturer of the PeriCoach® system and the AutoStart® and AutoFlush infusion system technologies, is pleased to advise a distribution partner has been appointed for the Middle East.

The appointed distributor is an established local distributor of health related products to hospitals in the region. The distributor has been appointed exclusively for 4 years for the sale and distribution of the PeriCoach® device in the target markets of Egypt, Saudi Arabia, UAE, Kuwait, Bahrain, Jordan, Lebanon and Iran. The strategy will be to sell product through obstetric hospitals. Under the agreement, the distributor is required to use best endeavours to achieve minimum sales volumes during the term.

Analytica believes there is demand in these markets for the PeriCoach® system. The magnitude of Urinary Incontinence among Middle Eastern and North African women stands at 54% compared to 33% in western countries. This is a result of the greater number of children Middle Eastern women bear.

Dr Monsour said. "The Middle East with 260 million people is a substantial market with a pressing need for a discrete, effective system to treat urinary incontinence. Discussions are continuing with other potential distribution partners for other markets".

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

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.

