

ASX ANNOUNCEMENT

Analytica Annual General Meeting – Chairman's Address

28 November 2019.

Good morning Ladies and Gentlemen, and welcome to the 2019 AGM of your company, Analytica.

At the last Analytica AGM I said to the meeting that for Analytica to get full value for the PeriCoach we needed to structure the deal to mitigate the risks for the medical device companies.

With our bankers we developed a strategy that addresses these commercialisation issues and meet the demands of the medical device companies to lessen their risk and at the same time delivers Analytica shareholders full value for our IP.

Our bankers then set about engaging with the major medical device companies which resulted in a major UK based multinational expressing strong interest in the PeriCoach.

This multinational did their full due diligence on the PeriCoach and expressed to us their desire of a full purchase of the PeriCoach and the employment of our key staff.

We spent the best part of 7 months and a lot of money engaging with this multinational only for them to tell us in July of this year that they could no longer continue with this purchase due to the situation the company found itself in.

They were not able to make a decision to move forward.

If they had progressed the sale their aim was to manufacture the PeriCoach in the UK and to export it to the EU and North America. Their intention was to test and develop the market in key areas before full rollout.

As a result of this setback the board took another hard look at what we had to do to achieve commercial success.

It is no good having the best product on the market if we can't achieve commercial success.

We decided that instead of pursuing one global deal it would be easier, quicker and safer to do regional geographic deals to cover the entire globe.

We enlisted our bankers and the Queensland Government through Trade Investment Queensland to help us seek out regional players in the medical device industry who are interested in this field. While our bankers are concentrating on North America, Europe and the Middle East, Trade Investment Queensland is concentrating on Asia.

As a result of these activities we signed our first regional licence for the Middle East this week. We expect this to be the first of many regional licences that will cover the US, Europe, Australia, China and the rest of Asia.

Our working partnership with Trade and Investment Queensland partnership is proving valuable and we will be engaging potential distributors in South-East Asia this coming week. I will be flying to Jakarta this Monday.



At the same Ross Mangelsdorf will be returning to China meeting with several Chinese medical device companies who likewise are keen to get into this field. Analytica has had previous meetings with these companies, all of whom have expressed an interest in the PeriCoach and have signed NDA's.

I would like to highlight some facts about the Middle East market

We were first approached by Professor Kamel, a professor of Urology at University of Arkansas. Professor Kamel told us that his field of research was in stress urinary incontinence and this had led him to the conclusion that Analytica had the only device that could address the problem. He then introduced us to a company that he had an association with, in the Middle East, who were keen to licence the PeriCoach as the Middle East had a massive problem with female urinary incontinence.

The Middle East is a market of 260 million people. 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.

Studies have found that the most distressing issue for sufferers was their inability to pray. The majority of these women are Muslim and 90% gave this as their number one reason they want their urinary incontinence treated. Muslims pray five times every day and must be clean to do so. 33% of these women gave their inability to have sexual intercourse as their second reason to get treated.

The Middle East deal should see the PeriCoach distributed through obstetric hospitals in Egypt and will then be rolled out to Saudi Arabia, UAE, Kuwait, Bahrain, Jordan, Lebanon and Iran.

This of course will mean that Analytica will have to supply the PeriCoach to our distributors, be in a position to scale up our data centre and our women's help and support capability.

For this to be successful we need to reduce our cost of production of the PeriCoach as our future profit is inversely proportional to our costs.

As such we immediately suspended sales and set about redesigning the PeriCoach to include latest development features and for mass production which will reduce the cost of goods.

It would also be advisable to take control of our own manufacturing facilities. However, this will take money that we currently do not have.

To this end we set about engaging with all levels of Government in Australia from local Government, State Governments and the Federal Government to see what offers of financial support Analytica could get if we were to set up a manufacturing facility in Australia.

We have found all levels of Government very eager to help us and support regional jobs in technology businesses.

We also learned contrary to what one is told by the daily press, both sides of politics are willing to work together to help Analytica achieve our goals.

We are still in discussions with all three levels of Government and from our discussions we are hopeful of receiving offers of support to base our help and support centre, data centre and manufacture the PeriCoach.

We believe that a state-of-the-art high-tech factory will be cost competitive.

I have asked the CEO to talk about this in further detail.



Since the last AGM, Analytica has also been working with Government based health systems in an effort to convince the Health Departments around Australia that the use of the PeriCoach post-childbirth could rehabilitate pelvic floor muscles, improve women's lives, and save unnecessary pelvic floor surgery and money. If we are successful, we will see the PeriCoach used in Obstetric Hospital post childbirth as is being planned to be rolled out in the Middle East.

AutoStart Burette

It is true to say that we have meet resistance in trying to get a licence deal for our burette technology with North American and European burette companies.

A conversation with an Asian company alerted us to a perception problem. Burettes are simple, common with limited benefits and as a result difficult to get through the door.

We therefore rebranded our technology as the Enhanced Infusion System which adds safety, time and cost saving features to the infusion systems currently on the market.

As part of Ross Mangelsdorf's trip to China next week he will be talking to IV infusion companies as well as companies interested in the PeriCoach.

Before I end this address I would like to make mention and thank the Analytica staff, especially Geoff, Chelsea, Megan Rebecca and Rebecca who have worked so hard on the PeriCoach and our Enhanced Infusion System.

I also would wish to take this opportunity to thank our shareholders who have supported us over the long years of development. Our focus continues, make the best in class, gather evidence that the product performance is exceptional and actively pursue partnering opportunities. As a board we are conscious of the need for sales to make Analytica a successful company. It has not been an easy road.

As obstacles are put in our way, we have had to change our strategy numerous times to get around these obstacles.

I know the board is grateful for your support.

This year has certainly not been an easy year as we came so closed to a sale of the PeriCoach only to be told at the last minute that the purchaser was not in a position to move forward with a deal at this stage.

As stated, this setback led us to a major change of strategy which now appears to be working.

Before I finish, I would like to thank my fellow board members Ross, Thomas and Peter, who also have worked hard to re position our company.

I will finish by saying once again that I believe we will be successful and hope we will soon have positive news to tell our shareholders.

Dr Michael Monsour

Chairman



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

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.

