

ASX ANNOUNCEMENT

Analytica Annual General Meeting – Chairman’s Address

26 November 2020.

Good morning Ladies and Gentlemen and welcome to the 2020 AGM of your company, Analytica.

My aim today is to give our shareholders an update on developments during the last 12 months and to outline our strategy going forward to successfully commercialize the PeriCoach and the Enhanced Infusion System.

It goes without saying the travel restrictions as a result of Covid-19 have greatly restricted our ability to meet with overseas company executives. Last December Geoff Daly and I travelled to Jakarta with the assistance of the Queensland Trade Commissioner for Indonesia to discuss potential licence deals for Indonesia.

At the same time Ross Mangelsdorf held meetings in China to progress a licence deal for China.

As a result of Covid-19 these large medical device companies that we were in licence discussions with had to put a hold on any new licence deals and pivot from the manufacture of their usual medical devices to making products as directed by their Governments for the Covid-19 effort.

Only recently have these companies recommenced formal discussions with view to a licence deal for these respective areas. These discussions are still ongoing, however via Zoom.

While these are still in play Trade Investment Queensland has introduced us to organisations in Singapore that cover South East Asia. Unfortunately, this process is slower than what we had hoped due to the severe travel restrictions.

Our New York bankers are experiencing the very same problems in North America and Europe.

So, the process of commercialization has continued in spite of the logistic difficulties Covid-19 has placed in front of us.

As announced at the last AGM we signed our first regional licence for the Middle East 12 months ago.

It was expected that the regulatory process to be able to export the PeriCoach to the Middle East would take us 6 months. However once again because of the Covid-19 pandemic this time frame has blown out to over 12 months.

We expect shortly to start exporting the PeriCoach to the Middle East.

We expect this to be the first of many regional licences that will cover the US, Europe, Australia, China and the rest of Asia.

I would now like to talk to you about other developments that have occurred during the last twelve months.

Since the last AGM our engineering team have redesigned the hardware of the PeriCoach in order to take advantage of improvements in technology and to reduce the cost of goods.

This new version, the PeriCoach V4 will be available in the coming weeks.

This version will shortly be shipped to the Middle East.



Of critical importance to Analytica was the recent publication of the results of the Randomised Controlled Trial done by the University of New Mexico in the US comparing the use of the PeriCoach versus supervised pelvic floor physical therapy done in a specialised pelvic floor centre of excellence. These results were published on the 19/11/2020 in the prestigious Journal of Female Pelvic Medicine & Reconstructive Surgery, the official journal of the American Urogynecologic Society. The results demonstrated that the home use of the PeriCoach by women without any medical input whatsoever was equally effective as intensive pelvic floor physiotherapy done in a pelvic floor centre of excellence with a specialised physiotherapist.

Ten years ago, we looked at the role of a pelvic floor physiotherapist and set about to develop a medical device that could duplicate this role. By doing this we had hoped that we could offer women all the functionality of a highly trained professional but at a fraction of the cost and in the privacy of one's home and at a time of one's choosing.

Dr Lauren de Winter MD (formerly Barnes) was the lead investigator in this trial. Based on these clinical results Dr de Winter wrote a whitepaper on the Health Economics using the PeriCoach. As expected, this paper showed that the PeriCoach is the most cost-effective way to treat women with Stress Urinary Incontinence.

I quote Dr de Winter in the whitepaper "Use of the PeriCoach system significantly improves the quality of life with women with Stress Urinary Incontinence and Mixed Urinary Incontinence and is non inferior to the current standard of care. The system costs significantly less to both patients and payers for similar treatment success and may delay women from needing expensive surgical treatments".

These peer reviewed published results from the University of New Mexico in the US proves that the PeriCoach has achieved what we set out to achieve. These results will now allow us to approach with independent clinical evidence both State Health and Federal Health Authorities in Australia offering them a cheaper but equally effective means to address this massive burden on women and our overall health system. This process has already commenced.

With this clinical evidence and the accompanying Health Economics we intend to target the aged care market as we believe the PeriCoach can reduce the cost of aged care.

65 % of aged care residents are admitted with pre-existing urinary incontinence and a further 27% develop urinary incontinence within 2 months.

92% aged care residents use incontinence products, the most common product is a disposable absorbent pad.

81% of people living in residential aged care have reversible causes of urinary incontinence.

On average a resident in an Australian Nursing home receives 30 minutes of direct care in an 8 hour day shift.

17.39 minutes per 8-hour shift is for toileting assistance.

We believe that the PeriCoach can go a long way to addressing real issues in the aged care market.

At the last AGM I stated that we were exploring all levels of Government for funding for Analytica. Once again Covid-19 put these discussions on hold, but I am glad to inform you that these discussions have since recommenced.



I will now talk about our Enhanced Infusion System.

As you are aware last year we rebranded our burette technology as the Enhanced Infusion System which adds safety, time and cost saving features to the other infusion systems currently on the market.

We had hoped to have had a licence deal for our enhanced Infusion system by now but once again all discussions were sidelined due to Covid-19. However, we are now back in discussions with interested companies and we feel we are much closer to finalising the first of many licences for this technology.

As a result of our low share price it was decided not to do a capital raising during the last 12 months. It was felt that this would dilute shareholders unnecessarily.

The board elected instead to take up the offer of a \$1 m loan from one of my companies to fund Analytica activities which has occurred.

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 for any of us.

Before I finish, I would like to thank my fellow board members Ross and Peter, who also have worked hard to re-position our company. I would also like to thank Thomas Lonngren for all the hard work he did for Analytica.

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

Dr Michael Monsour

Chairman, Board of Directors.



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 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.

