

ASX ANNOUNCEMENT

Analytica Announces Expansion of Enhanced Infusion System into Middle East

20th April 2021, Brisbane, Australia

- Distribution and marketing of Enhanced Infusion System (EIS) to Egypt, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Saudi Arabia and United Arab Emirates.
- Initial registration and focus of EIS is Egypt due to its size and substantial influence on Africa and the Middle East.
- Agreement builds on the existing PeriCoach distribution arrangements in Egypt, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Saudi Arabia and United Arab Emirates and in China, Macau, Hong Kong and Taiwan to facilitate growth and manufacturing of PeriCoach in international markets.

Analytica Limited (ASX:ALT), the Australian manufacturer of the Enhanced Infusion System (EIS) and PeriCoach pelvic floor exercise system for the treatment of stress urinary incontinence, has, through its subsidiary, Analytica Export ME Pty Ltd, entered into an agreement with an Egyptian entity, Marwa's Office for Export & Import Medical Supplies to distribute and market the EIS in Egypt, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Saudi Arabia and United Arab Emirates (Licensed Territory). Marwa's Office for Export & Import Medical Supplies is based in Tanta, Egypt (Marwa).

The Egyptian public/parastatal sector consists of quasi-governmental organizations such as the Health Insurance Organization and the Curative Care Organization. Marwa principals have extensive experience of the Egyptian health system, as a consultant and undersecretary of health for the Egyptian Health Insurance Organization Clinics (HIO) as well as leadership positions in the Egyptian Ministry of Health.

Subject to Egyptian Ministry of Health clearance, the plan is to distribute the EIS through the hospital network in Egypt. Egypt with a population of over 100 million people has 1,848 hospitals with more than 131,000 beds. Egypt's medical device market is the second largest in the Middle East. The Egyptian government is rapidly improving the health system and has introduced the Universal Health Insurance Law to provide a comprehensive health insurance system all over Egypt which the Egyptian government is aiming to cover all Egyptians by the year 2025.

Many medical staff who are serving in the health sectors of Middle Eastern countries are graduates of Egyptian Medical Schools, Egyptian Nursing Institutes and Egyptian Technical Allied Health Institutes.

In addition to the Egyptian Health system, Marwa also aims to target distribution to the health systems of Bahrain (population 1.7M), Iran (85M), Iraq (41M), Jordan (10M), Kuwait (4M), Lebanon (6M), Saudi Arabia (35M) and United Arab Emirates (10M).

The agreement furthers Analytica's strategy to bring the EIS and PeriCoach into global markets, building upon the PeriCoach agreement for the Middle East with partner Motion Egypt LLC, and the recently announced agreement with Nacol for PeriCoach in China, Macau, Hong Kong and Taiwan, as well as pursuit of other partners in North America, Europe and Southeast Asia outside of China.



The Enhanced Infusion System (EIS) is a simple and inexpensive solution to reduce monitoring costs and automatically restart flow after medication delivery during intravenous fluid infusion.

Key features of the EIS are:

- The EIS contains a supplemental float system that automatically restarts IV fluid flow following medication delivery thereby reducing healthcare workers' time, reducing hospital costs and preventing the adverse events associated with air embolism and Peripheral Intravenous Catheters (PIVC) failure.
- The EIS enables closed infusion system integrity by reducing the interactions believed to cause mechanical and vascular complications as well as good flushing and/or patency practice.
- The EIS increases the capability of any infusion pump regardless of sophistication or cost as it reacts immediately, silently, without intervention or programming and at a very low cost.
- The EIS has Australian TGA ARTG entry and USFDA 510(k) clearance and is currently in the Patent Cooperation Treaty (PCT) national phases, and has been granted patents in China and USA, with Australia and Germany pending.
- The global infusion system market will be expected to exhibit significant growth, especially the home-based market, due to favourable policy and cost effectiveness. Thus, home based hospital care market represents a growth opportunity globally.

"Marwa has presented a compelling opportunity with experienced professionals to take Analytica's EIS system into a large and growing market." said chairman, Dr Monsour. "We look forward to building the Egypt and broader Middle East market together with the features of the Enhanced Infusion System, reduced patient trauma, reduced opportunity for infection together with lower cost and less nursing time."

Under the joint venture, Marwa is appointed as exclusive distributor of the EIS in the Licensed Territory for the term of the agreement. The agreement term ends 10 years after the date on which domestic import sales approval of the EIS is first granted in any Licensed Territory unless the agreement is terminated earlier.

Marwa is responsible for obtaining and maintaining all necessary regulatory approvals required for the distribution, sale and use of the EIS in each of the countries comprised in the Licensed Territory in the joint names of Marwa and Analytica, including organising any necessary clinical trials for the EIS. Analytica has the right to terminate the agreement if Marwa has not obtained domestic import sales approval for the EIS in any country comprising the Licensed Territory within 6 months of the date of the agreement.

Analytica will receive a monthly royalty based on product sales at the following rate:

- from commencement of the agreement until 12 months after the date on which domestic import sales approval of the EIS is granted in any country comprised in the Licensed Territory – 10% of gross sales;
- for a 12-month period from the first anniversary of the date on which domestic import sales approval for the EIS is granted in any country comprised in the Licensed Territory – 12.5% of gross sales; and
- thereafter – 15% of gross sales.

Analytica will retain ownership of the EIS intellectual property and be entitled to continue to develop it and exploit it independently outside the Licensed Territory.



At Marwa's written request, Analytica must provide reasonable training and assistance to Marwa in relation to the EIS.

The agreement contains commercial provisions which are commonly found in marketing and distribution agreements relating to the protection of intellectual property; compliance with product specifications; reporting of historical and sales forecasts; setting KPIs for yearly marketing spend and sales targets; the auditing of sales to verify royalties; a royalty dispute resolution mechanism; and restrictions on Marwa, and its shareholders and directors, without Analytica's consent which may not be unreasonably withheld, competing with the EIS product during the term of the agreement.

Authorised for release by the Board.

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 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.

