PERICOACH

ANALYTICA

ANALYTICA LTD - ABN 12 006 464 866

ASX ANNOUNCEMENT

Chairman's Address – Annual General Meeting

Dr Michael Monsour

24 November 2016

Good morning Ladies and Gentlemen and welcome to the 2016 AGM of your company, Analytica.

Over the last 12 months the Analytica team has worked tirelessly to put us closer to a position to enable execution of a global licence deal for both the PeriCoach and the ASB.

As stated at the last AGM Analytica's strategy to commercialize the PeriCoach and the ASB was to partner with multinational medical device companies. We see ourselves as an R & D company, not a marketing company.

After talking to multinational medical device companies, US based Investment Bankers and external consultants we soon realised that Analytica needed to do several things in order to get the best possible deal on our terms.

These included:

- Consolidating the company balance sheet.
- Securing a corner stone investor onto our registry.
- Broadening the medical indications for the PeriCoach
- Obtaining compelling clinical evidence of the efficacy both for the PeriCoach and the ASB.
- Obtaining Over-The-Counter FDA Clearance for the PeriCoach in the USA.

Firstly, I will talk about our balance sheet and our cornerstone investor and then move onto the other aspects.

On the 20th April 2016 Analytica announced to the market that we were successful in raising $567,700 in a Share Purchase Plan which was well supported by shareholders. These shares were at 0.255 cents per share. A further private placement of $280,000 was placed to nonrelated parties also at the same price as the SPP.

At the same time, we announced that a placement of $500,000 to INOV8 LLC at the same price as the SPP subject to shareholder approval and a placement to myself of $1 million at 0.3 cents also subject to shareholder approval. This $1 million placement to myself was at an 18% premium to the SPP and nonrelated placement price. These 2 placements were subsequently ratified at an EGM on the 22 April earlier this year.

We also announced that we were drastically reducing our expenditure on all marketing activities and only spending money on the things we had to do in order to get a licence deal.

I will now address in further details our efforts to broaden the medical indications and usage claims that we can make for the PeriCoach.

In July we obtained clarification from the US Food and Drug Administration regarding additional marketing claims for improved sexual function in women from strengthening their pelvic floors using the PeriCoach system. This is extremely important for us as it broadens the usage market potential for the PeriCoach.

We are currently working on an application for FDA clearance for the use of the PeriCoach in pelvic organ prolapse. This would allow Analytica to make therapeutic claims for the use of the PeriCoach with women with uterine

prolapse and rectal prolapse. This would greatly broaden the clinical indications for the PeriCoach. We already have a lot of clinical evidence on the benefits of using the PeriCoach for pelvic organ prolapse.

As discussed at the last AGM, it has been Analytica's strategy to partner with leading clinicians both in Australia, the USA and the UK to gather clinical evidence supporting our claims for the PeriCoach. This evidence is pivotal in distinguishing the PeriCoach from other competitors who lack clinical evidence and FDA registration for stress urinary incontinence. It is to be noted that the multinational medical device companies have told us how important clinical evidence is to them.

In May of this year we announced that Analytica had been successful in having case studies published in the Urological Nursing Journal of the US Society of Urologic Nurses.

The first case reported by the Women's Health Care Centre, University of Missouri Healthcare, describes the experience of an athletic 37-year-old woman seeking treatment for symptoms of stress urinary incontinence using the PeriCoach.

The second case reported by Beth Shelley, describes the experience of a 66-year-old woman with Pelvic Organ Prolapse (POP) and urinary incontinence who performed at-home PFME with the assistance of PeriCoach.

Then in September of this year we also announced the publication of a case study in the internationally regarded Journal of Urology and Research by Dawn Sandalcidi who specialises in pelvic muscle dysfunction treatment in Colorado.

The case study details the experience of a 70-year-old female with Multiple Sclerosis (MS) and faecal incontinence using PeriCoach as an adjunct treatment to her physical therapy sessions.

This patient had undergone extensive rectal prolapse surgery on two previous occasions. Unfortunately, her prolapse had recurred within 1 week following her first surgery.

She then underwent a second rectal prolapse surgery, which was followed by a further rectal prolapse 2 weeks later.

After her failed surgery this lady was offered the PeriCoach as an adjunct to her therapy.

In the words of Dawn Sandalcidi "This was a tough case. I had a 70-year-old woman who had undergone two surgeries to repair rectal prolapse, yet was still suffering with symptoms which included faecal incontinence. Multiple Sclerosis results in reduced muscle control making it difficult to strengthen muscle. In particular, the pelvic floor muscles are more challenging to retrain without feedback. We saw her improve from limited pelvic floor strength and control to a functioning pelvic floor in 12 weeks."

In July this year Analytica announced that we had been successful in obtaining FDA Over-The-Counter clearance for the PeriCoach in the USA.

This FDA clearance means that the PeriCoach will be more readily accessible by women in the US who will no longer need a referral from their health professional to purchase the PeriCoach. This again broadens the market for the PeriCoach in the US and makes the PeriCoach much more valuable to any multinational medical device company.

On the 3rd of August this year we announced that Analytica was granted patent protection for the PeriCoach in the People's Republic of China for the device's unique pelvic floor force sensing technology. It is estimated that there are nearly 227 million target women with urinary incontinence in China. Our strategy for the PeriCoach has been to secure intellectual property protection for key geographic areas that have ageing populations and growing

demand for conservative treatment solutions. Once again this patent protection is critical for the multinational medical device companies.

As earlier outlined by our CEO Geoff Daly, while all this has been going on our engineering department have been busy developing the next generation of the PeriCoach, what we call the Version 3 or V3. Whereas the V2 PeriCoach is a biofeedback device measuring the force of the pelvic floor muscles.

V3 is able to analyse each and every pelvic floor contraction making sure that the muscles contract correctly. In other words the PeriCoach V3 is a digitalized pelvic floor physiotherapist.

I will now go on to summarize what we have learnt from our high level detailed discussions with the US multinational medical device companies.

In short they see women's pelvic floor issues as massive global market especially in first and second world countries.

They have indicated that they want to be in this market.

Currently there is no major multinational in this space.

They see the PeriCoach as the only FDA, CE and TGA registered medical device in this field with strong clinical evidence from both Australia and North America supporting our medical claims for the PeriCoach.

They see the PeriCoach as an alternative to pelvic floor surgery and in the most severe cases as an adjunct to surgery.

The version of the PeriCoach that they want is the V3 as the market potential for the V3 is far greater.

Over the coming months we intend to release the V3 and to quickly gather as much clinical evidence as possible.

This evidence on the V3 will supplement the mass of clinical evidence and data that we already have on the V2 PeriCoach.

At this stage, we intend to reengage with the New York based Investment Banks with view to holding an auction. This auction will not only be for PeriCoach but also for the AutoStart Burette.

I will now address our endeavours to commercialise the ASB. In discussions with major burette multinationals it is clear that they will only licence our ASB technology if they can see that our burette is making inroads into their market share in first world hospitals.

In June this year we announced the successful inclusion of our AutoStart Infusion system onto the Queensland Health purchasing schedule. It is our hope that the success of the ASB in Queensland Hospitals will be able to be used as a reference when licencing the ASB technology to major players in the US.

In July this year the AutoStart burette system was granted patent protection by the US Patent and Trademarks Office. This again is critical for a successful licence for the ASB technology.

Before I finish this address I must make mention and thank all the Analytica staff who have worked so hard on the ASB and the PeriCoach. We have been able to develop the leading products in the world in both the women's pelvic floor field and the IV infusions field.

The PeriCoach is now being courted by some of the leading medical device companies on the planet.

I would especially like to personally thank Geoff Daly our CEO, Chelsea Cornelius our Product Development Manager and Peter Bartlett our chief electrical engineer.

I would like to acknowledge that Ms Chelsea Cornelius has recently been presented with the Medical Technology Association of Australia (MTAA) Outstanding Achievement Award. This award recognises an individual who has contributed in a significant and outstanding way to the development of medical technology that improves patient outcomes and excellence.

I personally am very proud of what our team have achieved and the fact that I know the PeriCoach will in a very short time improve the lives of countless millions of women around the world.

I also would wish to take this opportunity to thank our shareholders who have supported us over the long years of development. I and I know the rest of your board am grateful for your support.

Before I finish I wish to also thank my fellow board members who have supported our capital raising. We too have invested heavily in our company. We too have skin in the game. We believe in the PeriCoach and honestly believe that we will get a licence deal on our terms that will reward all shareholders in the very near future.

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

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Forward-Looking Statements

This presentation contains forward-looking statements that involve risks and uncertainties.

Although we believe that the expectations reflected in the forward looking statements are reasonable at this time, Analytica can give no assurance that these expectations will prove to be correct.

Actual results could differ materially from those anticipated. Reasons may include risks associated with medical device product development and manufacture, risks inherent in the regulatory processes, delays in clinical trials, risks associated with patent protection, sales estimates, success of future activities, future capital needs or other general risks or factors.

This document does not constitute an offer, solicitation or recommendation in relation to the subscription, purchase or sale of securities in any jurisdiction. Neither this presentation nor anything in it will form any part of any contract for the acquisition of securities.

Best Possible Multinational Medical Device Deal

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- Securing a corner stone investor onto our registry
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Share Purchase Plan Cornerstone Investor

- April 2016 – SPP was well supported by shareholders and successfully raised $567,700.
- Shares were issued at 0.255 cents per share
- A further placement of $280,000, at the same price as the SPP, was allocated to non-related parties
- A further placement of $500,000 to INOV8 LLC at the same price as the SPP was issued
- At placement of $1 million to myself (M Monsour) at the price of 0.3 cents was also announced subject to shareholder approval
- Approval for these placements was granted at the EGM in April this year
- We also announced a reduction in marketing activities

PeriCoach Medical Indications and Usage Claims

- July 2016 – US FDA clarified that marketing claims for improved sexual function from strengthening pelvic floor muscles could be made.
- Working towards an application to the US FDA for POP indications
- Partnered with leading clinicians in Australia, the US and UK to gather clinical evidence to support our claims.
- Case studies published in the Urological Nursing Journal of the US Society of Urologic Nurses, and the Journal of Urology and Research

Milestones

- July 2016 – obtained US FDA Clearance- PeriCoach Over-The-Counter
- August 2016 – Patent protection for the PeriCoach was granted for China
- Our Engineering department has prioritised development of PeriCoach Version 3.

Multinational Discussions

- This is a massive global market, especially in first and second world countries.
- PeriCoach is seen as the only FDA, CE and TGA registered medical device in the field with strong clinical evidence.
- PeriCoach is seen as an alternative or adjunct to pelvic floor surgery
- Multinationals want to be in this space
- No current major multinational in this space.
- V3 capability has a great market potential.

Other Highlights

- AutoStart Burette listed on the Queensland Health purchasing schedule July 2016. Hospitals trialling this technology.
- AutoStart Burette granted US Patent protection July 2016.
- Medical Technology Association of Australia outstanding achievement award presented Ms Cornelius.