

2 July 2014

## ASX ANNOUNCEMENT

### PERICOACH CONTROLLED MARKET RELEASE UPDATE

- **Clinician recruitment on track - essential to PeriCoach clinician-centric strategy**
- **Controlled market release successful in improving production and purchasing systems**
- **Preparation for general domestic launch with iOS-capable system this quarter**
- **Marketing and sales preparation for US and European launches**
- **Domestic sales and marketing - expanding capability and preparing public campaign**

Analytica (ASX:ALT) is pleased to provide the following shareholder update.

**Clinician recruitment** as the first phase of our PeriCoach® controlled market release is progressing well.

Analytica's controlled launch strategy is to develop a core network of PeriCoach-accredited clinicians and healthcare professionals and provide them with the assistance they need for effective patient enrolment and treatment. From our market research we understand that if a clinician has confidence in a product, the majority of patients will purchase on their recommendation.

Analytica has identified a cohort of physiotherapists, urologists and specialist women's health GPs to become our first PeriCoach referral partners. They have received training on the use of the device, app and web portals and have been outfitted with the tools to assist patients to acquire the PeriCoach system. Clinicians can choose to accept consignment stock so that the patients have immediate access to the system during appointments, or can refer their patients to pericoach.com with a one-off online purchasing code.

Clinicians need to be comfortable and confident with the PeriCoach system. Analytica provides accredited clinicians with a PeriCoach for their own use and a wifi-enabled tablet pre-configured to facilitate in-clinic purchases. Experience from the usability trials is that by using the system, clinicians appreciate the outstanding ability of the PeriCoach system to manage, monitor and motivate pelvic floor exercises. The tablet assists with demonstrating the system, engaging and training patients as well as providing tools for the clinician to develop treatment regimes with associated clinicians.

The enthusiastic, insightful observations and suggestions from our network of clinicians have been extremely valuable. Many of these suggestions will be used in future releases of PeriCoach and the supporting marketing system. Analytica recognises the sensitivity of patients to their pelvic floor fitness and the desire of clinicians to be able to discuss and recommend an effective treatment regime. Programs are being developed to encourage patients to initiate the discussion about their

pelvic fitness with their trusted clinicians. Our objective is not to “sell” to the patient, rather to assist the patient to more effectively treat her condition with the guidance of her clinician.

**Production** of PeriCoach devices commenced late May as scheduled. Rather than develop our own facility, Analytica appointed a specialist manufacturer for production and assembly of this unique device. In conjunction with our engineering team their manufacturing experience has helped quickly address inevitable teething issues. The controlled release of the product is highlighting efficiencies in production and improving reliability, speed and volume of throughput.

To provide a seamless experience for clinicians and patients while minimising cost and error, the purchasing, support and logistics software includes several systems and suppliers, adding complexity. The controlled release has again allowed the development team to address issues that have arisen and to add additional features for the release to the wider market.

**Marketing.** To increase market knowledge and specialist awareness globally, the PeriCoach team will be attending the prestigious combined American Urogynecologic Society and International Urogynecological Association meeting in Washington DC late July. Again, building a network of clinicians is the first stage of rolling out the PeriCoach system and the timing of this meeting is ideal. Attendance at this meeting will allow the marketing and sales team to understand regional variations of clinicians’ requirements and expectations. Having a PeriCoach presence will provide exposure to nearly 3000 leading specialists worldwide.

Attending continence and pelvic floor conferences contributes a large part of the initial PeriCoach marketing strategy. It provides access to a concentration of relevant clinicians in an environment where they are particularly receptive to new treatment advances. Most of the clinicians already accredited first expressed interest in the PeriCoach system during continence conferences in which Analytica executives have participated.

As the Australian controlled market release proceeds our US marketing, reimbursement and regulatory team continues to develop our commercialisation strategies for the US market. Supported by the recently appointed US Clinical Advisory Board and in depth market research, Analytica continues to thoroughly test and gain understanding of the US market. This preparation and the knowledge accumulated in the Australian roll out will reduce risk for when we launch into such a large market.

Global recruitment is also underway with an active search for a European Marketing Manager and sales managers.

In line with the clinician-first strategy, active sales promotion will increase as the clinician network expands. Recruitment of a clinical sales team is underway with a NSW Regional Account Manager already active. Recruitment for QLD is in the late stages and will be followed by VIC/TAS and SA/WA regional managers. New Zealand will also be managed by this sales team.

Over the past two quarters advertising and public relations consultants have been working with our marketing team developing our public campaign, which will launch at the end of the controlled release phase.

"We've had a big year. One year ago no-one outside the company had heard of the PeriCoach. 11 months ago we committed to production by the end of May, which was delivered. 11 months ago we announced that a clinician-centric strategy was key, and every piece of evidence since has confirmed that. Today the network of accredited PeriCoach clinicians is rapidly growing," said Analytica CEO Geoff Daly.

"The next step is the general release of the product with the public market campaign later this quarter. With an established base of local accredited clinicians and informed GPs, the PeriCoach public campaign is designed to raise awareness among women that there is a solution to this hidden issue. We want to encourage women to discuss their pelvic floor fitness with their GPs and partner with PeriCoach-accredited clinicians. The general release will include the iOS-capable device that together with the public campaign is expected to increase sales."

"We are preparing for our international expansions in early 2015, concentrating right now on marketing, sales and regulatory affairs, and scaling the manufacturing and IT systems to cope with larger numbers and different jurisdictions. 2013/14 was a great year for Analytica and we're in a great position to take this product worldwide in 2014/15."

#### *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 PeriCloud where physicians can monitor patient progress via web portal. This novel system enables physicians to remotely determine if a woman is correctly performing pelvic floor exercises and if these are improving her condition; otherwise physicians are guided on the need for surgery.*

*PeriCoach™ has been approved in Australia with product launches expected in 2014 in Australia, Europe and the US. The US market for incontinence pads is \$5 billion pa. It is projected that by 2030, 5.6 million women in Australia will suffer urinary incontinence. The PeriCoach is not currently available for sale in the US or Europe.*

*Analytica is also commercialising the AutoStart™ Infusion System. This is a burette with improved safety and cost reduction features. It is targeting a \$3 billion pa global market, has FDA approval and potential near term cash flow with distribution agreements.*

