

19 August 2014

ASX ANNOUNCEMENT

ANALYTICA ANNOUNCES CLINICAL ADVISORY BOARDS

- **Multi-disciplinary Australian and US-based clinical advisory boards.**
- **Key opinion leaders across all aspects of pelvic floor treatment.**
- **Provide Clinical Trial design advice and recruitment sites.**
- **Provide invaluable marketing and sales perspectives.**

Analytica Ltd (ASX:ALT) is pleased to announce the composition of its Clinical Advisory Boards in Australia and the United States.

From the beginning of its development, the PeriCoach development team has consulted with specialist clinicians to ensure that the final product meets the expectations of healthcare professionals and patients. We continue that approach through the appointment of Clinical Advisory Boards.

An Australian Clinical Advisory Board (CAB) has been meeting for approximately 12 months. Each member is a thought leader in their specialty, their opinions are respected by peers and colleagues in Australia and internationally. The commitment that these leaders have demonstrated is a significant validation of their belief in the clinical utility of PeriCoach. By engaging with the clinical community to understand their concerns and limitations with patient treatments, we can ensure that targeting of our key market segments is optimal and that partnerships between clinicians and patients are created to promote best outcomes. The CAB has been instrumental in designing our clinical trial protocol, with four of its members providing patient recruitment sites.

Our Australian CAB consists of:

- **Professor Ajay Rane:** Director of Urogynaecology, Townsville Hospital, Director of the Mater Pelvic Research and Education Unit at the Townsville Mater Hospital, Professor of Obstetrics and Gynaecology at James Cook University, Townsville.
- **Dr Ailsa Wilson Edwards:** Urologic surgeon at Continence Matters, Adelaide.
- **Dr Margaret Sherburn:** Senior lecturer, Melbourne University, APA Continence and Women's Health Specialist Physiotherapist, Clinical Head and Manager, Physiotherapy, The Royal Women's Hospital, Melbourne.

- **Dr Pauline Chiarelli:** Associate Professor and Program Convenor for the Discipline of Physiotherapy at Newcastle University (Australia).
- **Kay Talbot:** Urological/ Incontinence Nurse at Australian Urology Associates (AUA). Kay was a founding member of the Victorian Urological Nurses Society, and the inaugural president and meeting convenor of the Australia and New Zealand Urological Nurses Society.
- **Marietta Mehanni:** Pelvic Floor First Ambassador, Australian Fitness Network Ambassador, Fitness Gymstick International Program Coordinator and Master Trainer

Analytica has recently appointed a PeriCoach Clinical Advisory Board in the USA. The appointment of this Clinical Advisory Board ensures that the Company has expertise and experience of leading clinicians in the largest healthcare market in the world. Our Australian Clinical Advisory Board together with respected international pelvic floor practitioners have assisted Analytica in assembling this outstanding advisory board. The US CAB consists of:

- **Dr G Willy Davila:** Chairman of the Department of Gynaecology and Head of the Section of Urogynaecology and Reconstructive Pelvic Surgery at Cleveland Clinic.
- **Dr Elizabeth Mueller:** Associate Professor, Division Director, Female Pelvic Medicine and Reconstructive Surgery, Fellowship Program Director, Female Pelvic Medicine and Reconstructive Surgery, Medical Director Urogynaecology, Female Pelvic Medicine and Reconstructive Surgery, Urology.
- **Dr Francie Bernier:** RNC Dr. Bernier is on the Nursing Faculty at Shenandoah University in Winchester, Virginia.
- **Dr Beth Shelly:** Pelvic Physical Therapist Educator.
- **Dawn Sandalcidi:** Physiotherapist specialising in: pelvic muscle dysfunction (incontinence and pain), orthopaedic manual therapy, and TMJ treatment.
- **Mary Drill:** Fitness Trainer, Master Trainer and Consultant at Body Mechanics by Drill

Mr. Geoff Daly

Chief Executive Officer

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 sensor device, web portal and smartphone app. The device evaluates activity in the pelvic floor muscles and transmits this information to a smartphone app, which in turn uploads data to a secure cloud server- PeriCloud- which allows a clinician access to patient's data via a web portal.

This novel system allows clinicians to remotely monitor, manage and motivate their patients, tracking their progress and identifying where there may be need for further treatment.

PeriCoach™ has been approved in Australia and is currently in a controlled market release. The product is not currently available for sale in Europe or the USA. 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.

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.

