

Hello,

Welcome to the PeriCoach® newsletter. The team at PeriCoach is very excited to report that we have introduced The PeriCoach System to Australia through a Controlled Market Release. The availability of the system has been limited to a select group of healthcare professionals. This approach is designed to assist the company in understanding how our processes and channels to market can be optimised.

CLINICAL CONSULTATION

From the beginning of its development, PeriCoach 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. In Australia, we have had a Clinical Advisory Board (CAB) approximately 12 months. Each member is a thought leader in their field, their opinions are respected by peers and colleagues in Australia and Internationally. The time 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 patient identification is optimal and that a partnership between clinician and patient is created to promote best outcomes. We have deliberately identified clinicians from different disciplines within the area of pelvic health to ensure we meet the needs of all of our potential referral partners. The CAB has been instrumental in designing our clinical trial protocol, with 4 of its members providing the sites for patient recruitment. With most clinicians practicing Evidence Based Medicine, the data gathered from this trial will provide the independent proof to boost clinician and patient confidence. 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.

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

This group of healthcare professionals receive a training program designed to ensure that the PeriCoach can provide patients with the best possible outcome. PeriCoach expects the app for the iPhone to be available in the next few weeks enabling the company to undertake a full scale launch towards the end of September. We expect the launch to include a comprehensive Public Relations campaign with an emphasis on creating increased awareness of the PeriCoach solution for female urinary incontinence.

Recently PeriCoach appointed a 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 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.

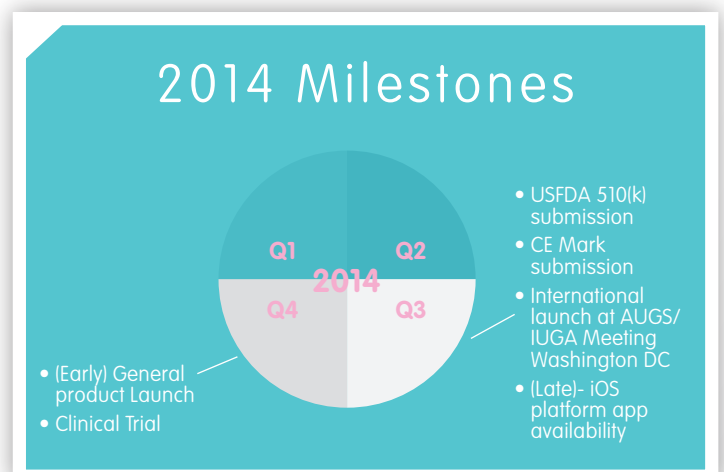
Dr Elizabeth Mueller: Associate Professor, Division Director, Female Pelvic Medicine and Reconstructive Surgery, Fellowship Program Director, Female Pelvic Medicine and Reconstructive Surgery, Medical Director Urogynaecology, Female Pelvic Medicine and Reconstructive Surgery, Urology.

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 Sandalici: 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



MARKETING

Trade shows and conferences form an important part of our marketing activities, providing access to large numbers of our target customers in an environment where they are particularly receptive to the latest treatment options in their fields.

A very exciting and timely event for PeriCoach was the AUGS/IUGA (American Urogynecologic Society/ International Urogynecology Society) meeting in Washington DC. Held from 22-26th July, this meeting hosted over 3000 clinicians from the field of women's pelvic health. PeriCoach featured amongst exhibitors displaying treatment options ranging from surgical solutions to in office treatments and pharmaceutical therapies. The PeriCoach system occupied a specialised space with an 'at home' biofeedback system. There was an overwhelming number of positive comments about the superiority of PeriCoach, in addition, the company's clinical partnership approach was acknowledged to be an appropriate one to create positive patient experiences and outcomes. The response from the international community of Urogynaecologists, and allied pelvic health professionals regarding the potential of the PeriCoach System was extremely



encouraging. The significant cohort which signed onto our data base acknowledged the novelty and utility of our technology and their eagerness to implement with their patients was validation of the system. There was also overwhelming interest in participating in research, this will greatly assist PeriCoach to gather clinical data.

Each year the Continence Foundation of Australia conducts an annual national scientific meeting aimed primarily at women's health physiotherapists and continence and urology nurses. This year, the meeting will be held in Cairns in mid-September, and the PeriCoach will take pride of place amongst the sponsors. It was at the CFA National meeting in Perth in October last year where we first introduced

the PeriCoach System (at that time not yet available) and were overwhelmed by the response. This year with The PeriCoach System available, and with some of last year's attendees being among the early adopters, we have high expectations recruiting new clinician referrers. One on one training sessions and registration will be offered, in addition to product demonstrations.

The PeriCoach has made great advances in the last six months. Your "Team PeriCoach" is very excited about the future - we believe we are about to deliver on the promise to provide women with a better outcome for improving their pelvic floor and eliminating stress incontinence.

Geoff Daly, CEO.



INVESTOR CHECKLIST

- ✔ Intellectual Property protection in major markets worldwide
- ✔ Addresses a well-known condition using proven treatment
- ✔ Massive market: 1 in 3 women experience condition
- ✔ Direct to consumer model means we're not reliant on multinationals or distributors
- ✔ Early clinician involvement and input means relevance and a channel into the market
- ✔ Early market research - high potential identified
- ✔ New market space – no known competition
- ✔ Global marketing and sales strategy underway
- ✔ Personally controlled eHealth product
- ✔ Low risk product – straightforward regulatory passage anticipated
- ✔ Subscription based revenue
- ✔ E marketing sales strategy
- ✔ Data-centric product – easy upgrades and feature enhancements
- ✔ Integrated data mining to drive reimbursement strategy
- ✔ Consumer-level medical device – small, easy to use and clean, discreet
- ✔ Significant treatment and patient management benefits for clinicians.
- ✔ Product development well advanced – first production before Christmas