

17 September 2014

## ASX ANNOUNCEMENT

### PERICOACH MARKETING AND SALES PROGRESS UPDATE

- Sales and marketing team build-up
- Clinicians recruitment and training
- Preparing PR campaign for general launch

Analytica Limited (ASX:ALT) provides this update on preparations for the general release of the Dual-OS PeriCoach product in October.

The PeriCoach system has had limited availability since May under Controlled Market Release (CMR). Analytica deliberately limited the number of devices to scrutinise every aspect of the production, sales and distribution system prior to wider release.

The CMR has provided invaluable feedback that has led to improvements in production, purchasing, logistics and support as well as improvements in the web portal and app software.

Analytica has commenced production of the updated sensor device which incorporates both Android and iOS (apple) connectivity. Due to the recent release of the iPhone 6 and iOS 8, the App Store approvals process may take longer with app developers submitting new and updated apps. Analytica will keep the market informed of progress.

Accompanying the PeriCoach general release will be a targeted public relations campaign. Shareholders may be aware of a growing presence of the PeriCoach in the media. PeriCoach was recently noticed by *The Australian Woman's Weekly* magazine<sup>1</sup> which resulted in a surge in queries from the public and from clinicians who were approached by their patients. The PeriCoach and Analytica's Chairman Dr Michael Monsour were also featured in *Australian Doctor*, the most widely read publication by Australian general practitioners.

Public relations will raise public awareness but the core target of the PeriCoach general launch is the clinician network. In recent months almost 400 pelvic floor specialists have registered interest in being trained in the use of the system. The sales team has already trained more than 60 of these clinicians.

The sales team has made strong progress in a very short time. It normally takes up to three months for a medical device sales rep to get an appointment with a clinician and then typically takes 4-5 visits before gaining clinician product acceptance. The PeriCoach sales team frequently

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<sup>1</sup> September issue, page 152.

receives calls from clinicians requesting meetings, and these meetings occur on average within two weeks. Training occurs in the first visit or in a follow-up appointment, again, within two weeks. This speaks volumes of clinician acceptance of the device and the success of our sales team.

The team is also organising training events for centres outside major eastern metropolitan areas with the assistance of regional continence specialist groups. Training events are planned over the next two months in Auckland, Darwin, Adelaide, Perth and western Victoria with expected attendances of up to 30 clinicians at each event.

An important clinician awareness and recruiting tool has been the state and national Continence Foundation of Australia meetings. The national meeting of the CFA was held in Cairns last week, and the PeriCoach team recruited over 75 clinicians and trained 23. The PeriCoach booth was well received and delegates were crowded around our booth; three-deep at times.



In preparation for the PeriCoach launch Analytica's Global Sales and Marketing Manager Jane Beamish has been building an experienced sales and marketing team. Each of the sales team has proven performance in the incontinence arena.

Cate Ayres commenced in May as our New South Wales Regional Accounts Manager. Cate began her career as a registered nurse before moving into a role as a Medical Sales Representative.

Mignon Augustusczak has been our Queensland and Northern Territory Regional Accounts Manager since mid-August, and has experience as a Medical Sales Representative in the area of overactive bladder.

We are pleased to welcome Janine Siura who started last week as our Regional Accounts Manager for Victoria and Tasmania. Janine is a practicing nurse and has incontinence sales experience.

Analytica is currently recruiting an additional salesperson to address the South Australian and Western Australian region.

We are pleased to have Megan Henken as our US Marketing and Sales Manager. Megan was instrumental in assembling the US Clinical Advisory Board, organising our very successful presence at the AUGS/IUGA meeting in Washington DC in July and the planning and support on the ground in the world's biggest medical device market. Megan will be recruiting the US sales team over the next six months.

## **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 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.*

