

3 October 2014

ASX ANNOUNCEMENT**Capital Raising to raise \$4.01 million**

Analytica Limited (ASX:ALT) (**Company**) is pleased to announce that it is undertaking an equity capital raising (**Capital Raising**) to raise approximately \$4.01 million (before offer costs) in conjunction with Lead Manager, Patersons Securities Limited.

Capital Raising

The Capital Raising comprises:

- a placement of approximately 28 million fully paid ordinary shares at \$0.03 per share to sophisticated, professional and other investors to whom no disclosure is required under the Corporations Act, to raise approximately \$850,000 (before offer costs) (**Placement**). All shares issued under the Placement will rank equally with all existing shares on issue. Shareholder approval has not been sought for the Placement as it falls within the Company's ordinary and enhanced placement capacity under the Listing Rules. It is anticipated that shares will be allotted on Tuesday 7th October 2014; and
- a non-renounceable pro-rata entitlement offer which is expected to be partially underwritten by Patersons Securities Limited to eligible shareholders of 1 new fully paid ordinary share in the Company (**New Shares**) for every 8 existing fully paid ordinary shares at an issue price of \$0.03 per New Share (**Entitlement Offer**) to raise up to \$3.17 million (before offer costs). Full details of the Entitlement Offer will be announced on or about Wednesday, 8 October 2014.

Important dates

Event	Date
Announcement of Entitlement Offer	Friday, 3 October 2014
Existing shares quoted on an 'ex-entitlement' basis	Friday, 10 October 2014
Record Date	7.00pm (Sydney time) Tuesday, 14 October 2014
Entitlement Offer opens Entitlement Offer booklet and acceptance forms released to ASX and despatched	Friday, 17 October 2014
Entitlement Offer closes	5.00pm (Sydney time) Tuesday, 28 October 2014
Announcement of shortfall (if any) under the Entitlement Offer	Friday, 31 October 2014

Allotment date of new shares issued under the Entitlement Offer	Wednesday, 5 November 2014
Despatch of holding statements for New Shares issued under the Entitlement Offer.	Thursday, 6 November 2014
Normal trading of New Shares issued under the Entitlement Offer	Friday, 7 November 2014

The timetable is subject to change and the Company reserves the right to withdraw or vary the timetable for the offer without notice. In particular, the Company reserves the right to extend the closing date for the Entitlement Offer, to accept late applications whether generally or in particular cases or to withdraw the Entitlement Offer without prior notice.

Use of Funds

Net proceeds from the Capital Raising will be used by the Company to fund marketing costs in connection with the launch of the PeriCoach™ System and general working capital expenses.

CEO Geoff Daly said: "The Controlled Market Release has been an extremely valuable phase of the product lifecycle and has allowed the PeriCoach™ team to identify and improve field issues without risking product reputation. These improvements are being implemented and the new iOS-capable version of the product has started production."

"This capital raising enables Analytica to accelerate sales and marketing opportunities. Over the coming months shareholders should expect to see and hear more about the product in mainstream media as our public relations campaign gains momentum."

Investor Presentation

An investor presentation follows.

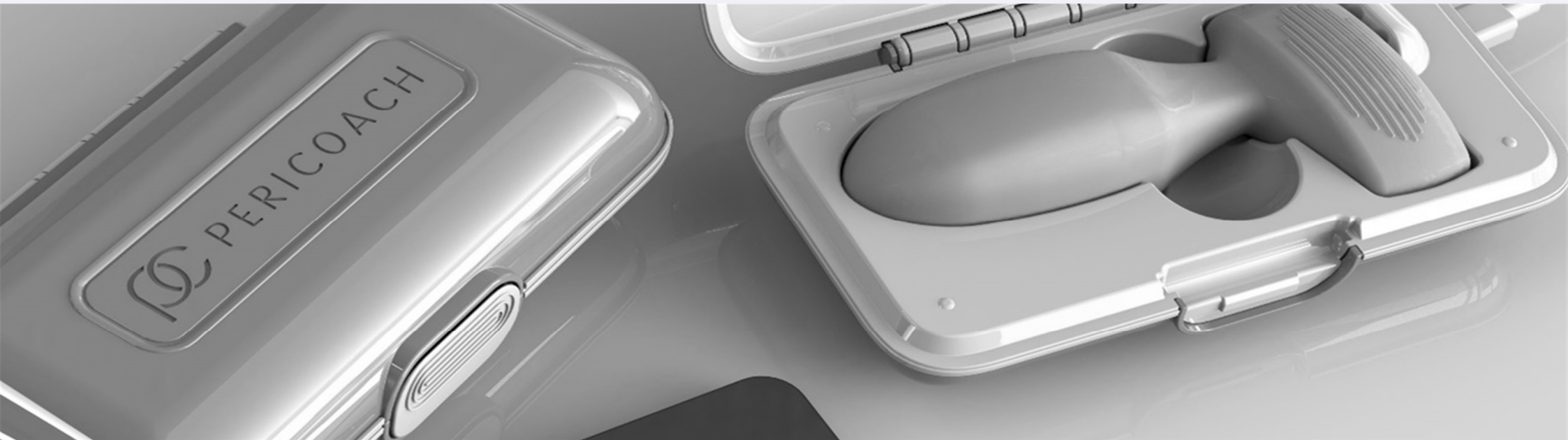
Dr Michael Monsour
Chairman

ANALYTICA

Investor Presentation September 2014

Geoff Daly, Chief Executive Officer

v19



Introducing Analytica

PeriCoach – innovative mHealth treatment for female bladder leakage (urinary incontinence). Impacts 1 in 3 women

- Mobile E-Health system (rapidly growing market segment) – device, app, web portal
- Clinicians involved in design, clinical advisory board, treatment
- Low risk, low manufacturing cost medical device with IP protection & first mover advantage.

Australian PeriCoach full public market launch October 2014

- TGA approved for sale in Australia – initial sales made
- Sales team recruited for NSW, QLD, Vic/Tas, and WA/SA soon
- Clinician network
- Controlled market release
- Ready for commercial production.

PeriCoach US – Staff in country

- Market research, Clinical advisory board, Exhibit major conference
- Better understanding and implementation, Clearer strategy

Analytica Ltd – ASX:ALT

Board and Executive

Dr Michael Monsour	Chairman
Mr Ross Mangelsdorf	Executive Director
Mr Warren Brooks	Non-Executive Director
Mr Carl Stubbings	Non-Executive Director
Mr Bryan Dulhunty	Company Sec.
Mr Geoff Daly	CEO

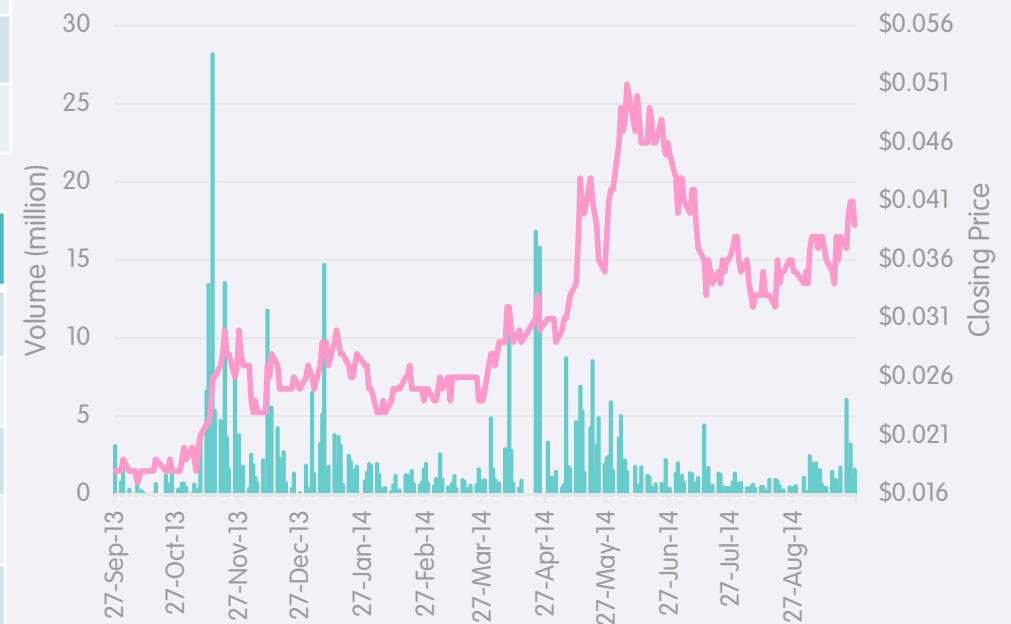
Capital Structure

Ordinary Shares:	815.4m
Last Sale:	3.9¢
Options:	55.85m various prices
Market Cap:	33.4m at 4.1¢
Liquidity (rolling 12mth):	\$19.5m

Shareholders at 23 September 2014

Directors & Associates	18.4%
Number of shareholders:	3450

Share Price Performance and Volume



PeriCoach – Female Urinary Incontinence

A GLOBAL PROBLEM: 1 in 3 women

- Most commonly caused by trauma to pelvic floor muscles during childbirth.
- The personal impact on sufferers can be significant, affecting quality of life.
- Existing treatments are:
 - Surgery and implants – Surgical risks
 - ‘Pressure’ perineometers – measure intra-vaginal pressure, not the muscles that actually control continence
 - Pads - address the symptoms not the cause



PeriCoach System – Patient Experience

Urinary Incontinence E-Health system



The App

A free smartphone app that manages data from the device and provides real time audio and visual feedback during exercises.



Web Portal

A secure website where the patients can access exercise history and news, generates alerts and encouragement.



The Device

Small, discreet and easy to use. The device has patent-pending sensors to measure the pelvic floor muscle force directly.



Charging Case

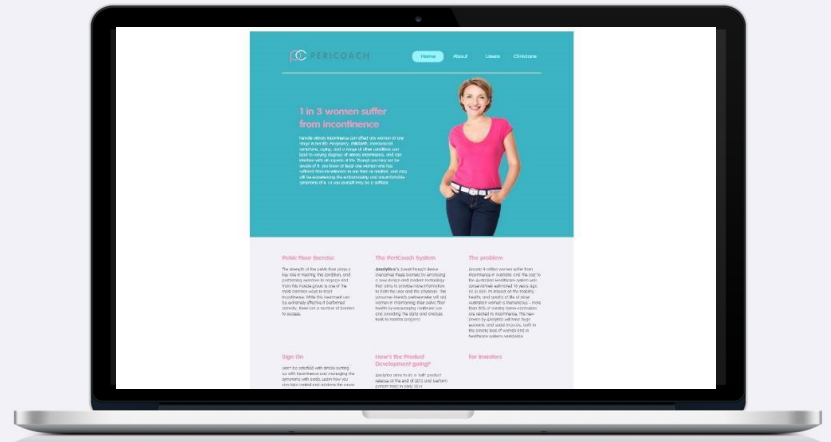
A robust, discreet, and highly mobile recharging and storage case for the device.

PeriCoach – Clinicians are Key

Patient Monitoring has been non-existent... until now

Registered Clinicians have patient data summary in dashboard format:

- Who's improving?
- Who's not exercising?
- Who needs follow-up?
 - e.g. is there a more serious condition?
- Designed for, and by Clinicians.
- Clinician portal at no cost to Clinicians.
- Aim is to drive business to clinicians and get better patient outcomes.
- Clinician driven recruitment adds credibility.
- Recruiting Clinicians is a key marketing focus.



Support and enthusiasm from Clinicians.

Unique and First Mover Advantage

Intellectual Property Position

- Patent application for unique sensor arrangement lodged 2011, with National phases entered in key global markets AU, US, CN, BR, JP, IN, EU.
- Design Registration and Trademark applications filed in same jurisdictions.
- First Mover Advantage. Time and Cost to replicate:
 - Proprietary knowledge involved in developing force sensors.
 - Proprietary database and App require specialised development.
- Medical device status and Mobile Medical App status
- Innovation timetable to keep us ahead – We already have a long PeriCoach development pipeline – new conditions, new functions, new products. Innovation driven by Data, Clinicians, Patients.

PeriCoach Production

Ready for Commercial Production

- Melbourne electronics contract manufacturer
- Sydney contract moulding manufacturer includes final assembly and test
- Both are major suppliers to large listed medical device companies
- Production easily duplicated and scaled, but no plans to move offshore
 - Not a labour-intensive product – Little COGS savings to be gained
 - Quality Control and other overhead costs would balloon
- Current production capacity = 2400 units per week
- Capacity can be doubled for ~\$50k / ~3 months for existing design.
- Redesign for massively increased production could be done for ~\$500k / ~6 months
- Existing tooling designed for >18 months at max capacity.



PeriCoach Pricing and Marketing

GLOBAL Problem – Global Product

- Top-down approach – **Clinical campaign** (underway): Key Opinion Leaders → Specialists → Patients and GPs.
- Bottom-up approach – **PR campaign** (Q4): Patients → GPs → PeriCoach Specialists
- Plan for Region-specific marketing via local agents, managed by in-country employees.
- “Mobile phone” pricing strategy: upfront ~\$300 or subscription < \$1/day
- Data warehousing from first patient onwards provides unique opportunity to mine clinical evidence for reimbursement, product enhancements, and clinical studies.
- Social media driven communications - E-Portals facilitate industry conversation and news.
- Centralised automated logistics and billing system.

Last 6 months significant milestones

- First full production run
- Continue FDA & CE registration
- Appointment Media consultants
- Marketing collateral, campaigns
- Exhibit at State CFA conferences
- Exhibit AUGS/UGA conference, Washington
- Appointment US Reimbursement and regulatory advisors
- US Reimbursement studies,
- Appointment US Marketing manager,
- Appointment US Clinical advisory board
- Commission PeriCoach portal, sales and payment gateways
- Dedicated development operations manager, in-house .NET, Salesforce.com, Android and iOS
- Appointment Sales Managers NSW, QLD, Vic/Tas, and WA/SA pending

Controlled Market Release June - Present

Risk Reduction – Reputation Protection

- CMR is a deliberate strategy of restricting supply to assist in identification and improvement of field related issues.
- Used with new technology, markets, sales channel, etc
- Significant 'opportunities' were identified:
 - Production test bottleneck – new jigs constructed (June/July)
 - Purchasing system difficulties – Fixed July/Aug
 - Clinician samples and trial take-up higher than anticipated – incorporated into sales model July/Aug
 - Additional sales channels identified – implemented Aug/Sept
- **RESULT** – Public release in Oct will be lower risk with better customer and clinician experience.

Downsides

- Delayed revenue
- Additional unbudgeted costs to implement improvements and bring certain product development forward.

Progress during Controlled Market Release

Systems and Market Foundation

- US market investigations. Critical elements of reimbursement strategy, clinician involvement and access to clinicians have resulted from engagement by in-country team.
- Intensive work to finalise FDA and CE mark approval, close to submission. Changes in standards added complexity and delay.
- Core technology of dual operating system (Android/iOS) device redeveloped to facilitate simpler, faster future upgrades. To be released to the public in October 2014
- \$900k R&D tax incentive lodged, anticipate refund before Christmas.
- Recruit ANZ sales team and public relations consultants, and building marketing collateral

Sports and Fitness Market

Analytica investigating partnerships with E-health data companies

- [World Health & Fitness Market](#) - \$79 billion industry revenue, 140 million members
- Sports and fitness known to exacerbate incontinence if no PFE's done
- Women who are time rich, disposable incomes, technology aware, proactive health self-managers – ideal PeriCoach customer

Potential Market Opportunities for Analytica include:

- Fast track exercise analysis capability – more effective routines
- Integrate other bladder leakage factors: nutrition, medication, comparative performance
- Ability to warn and predict due to advanced analytics – future diagnostic capability
- Access to the gym and exercise market up to 18 months earlier than planned

Potential Opportunities for EHR System Partner include:

- Unique 360° product offering to female gym, teams, corporate health schemes
- Analytica product pipeline device development capability
- Greater success for mHealth apps with data collection devices

- Potential opportunities are speculative – Neither the Directors nor the Company guarantee that such opportunities will eventuate

Why Now?

- Technology timing is perfect – sensors, bluetooth, smartphones ubiquitous
- Unmet need for a massive and costly problem vs. dwindling healthcare resources – Patient-driven healthcare takes load from public system.
- Regulatory Approval done in Australia (ARTG). Regulatory clearances will be sought in US, EU soon.
- Lowest risk classification medical device in AU & EU
- Multi-pronged Intellectual Property protection strategy.
- Production ready – Device tooled, software released, cloud validated.
- Easy future upgrades – app updates free over the air via Play store and App Store (Oct release).
- Enthusiasm from Clinicians at every level.
- Low infrastructure, manufacturing, and overhead costs.
- Analytica is a relative unknown – but not for long.

Proposed New Issue

Raising

- Analytica is looking to raise up to \$4 m by way of:
 - a share placement of 28.33m ordinary fully paid shares to raise up to \$850k; and
 - an underwritten 1 for 8 non-renounceable rights issue of circa 108m ordinary fully paid shares to raise up to \$3.2m.
- The implied theoretical ex rights price ("TERP") is 3.8 cents.
- The issue price of 3.0¢ represents a:
 - 21.1% discount to the TERP; and
 - 23.1% discount to the last sale (3.9¢).

Indicative Capital Structure

	Ordinary Shares	Amount Raised (\$)
Shares on Issue	815,361,809	-
Placement	28,333,334	\$850,000
Sub Total	843,695,143	\$850,000
Rights Issue (1:8)	105,461,893	\$3,163,857
Total	949,157,036	\$4,013,857

Note: Analytical also has 55.9 unlisted options ex at various prices (at least 3.3¢) by various expiry dates.

Source and Use of Funds

Cash Circumstances

- Cash burn of \$350,000 per month

Sources of funds

- Currently have circa \$0.75m cash
- To receive \$0.9m R&D refund
- Raising \$4m would see cash reserves increase to circa \$5.4m.

Use of funds

- Boost Australian marketing with extensive public release campaign
- Expand system for additional sales channels.
 - Enhancements to PeriCoach system
 - US market preparation
 - EU market preparation
 - Collaboration advanced personal health system
 - Product Development
- Working capital / Issue costs

Indicative Timetable

Event	2014
Announce Placement & Rights Issue	Thursday 2 October
Placement Settled	Tuesday 7 October
Placement Shares commence trading	Wednesday 8 October
Record Date	Tuesday 14 October
Closing Date	Tuesday 28 October
Shortfall notified	Friday 31 October
Shortfall settlement and Allotment of shares	Wednesday 5 November

Analytica – Summary

Near term Cash Flow product:

- PeriCoach - near term commercialisation and cash flow/sales
- Clinician involvement in design and extensive clinician support network
- US regulatory, reimbursement and marketing strategy underway
- Production facility fully operational in NSW – Scalable at low cost
- Applications filed for patent, trademark and design protection in key markets

PeriCoach has no comparable competition.

- Approved on the Australian Therapeutic Register - First mover advantage
- Large, currently unmet, low-risk market
- Championed by specialists in the incontinence field
- Low-cost model – single SKU for the entire globe, WWW distribution to end user

PeriCoach system hits all the drivers for E-Health market, including –

- Ease of product/service connectivity, Patient-centric and Innovative
- Device driven app – higher probability of success