

8th October 2014

Dear Shareholder

Notification to Ineligible Shareholders

Dear Shareholder

This letter is to inform you that, unfortunately you are not eligible to participate in the Entitlement Offer recently announced by the Company (please see details below).

You are not required to do anything in response to this letter.

Analytica Limited (**Company**) has announced a partially underwritten non-renounceable pro-rata entitlement offer to eligible shareholders of 1 new share in the Company (**New Share**) for every 8 existing shares held as at 7.00pm on Tuesday, 14th October 2014 (**Record Date**) at an issue price of \$0.03 per New Share (**Entitlement Offer**) to raise approximately \$3.17 million (before offer costs).

The entitlement offer price of \$0.03 is being set at the same price as the \$850,000 placement which was made to large and sophisticated investors and represents a discount of approximately 23% to the 15 day volume weighted average price up to and including 2 October 2014.

The funds raised will put Analytica in a strong financial position leading up to the launch of its PeriCoach™ technology. The capital raised will be used to expand the scope of marketing activities of the Company's lead product PeriCoach™, which remains on target for launch this quarter

Why am I not eligible to participate in the Entitlement Offer?

Shareholders who are eligible to participate in the Entitlement Offer (**Eligible Shareholders**) are those persons who:

- are registered as a holder of ordinary Analytica shares as at 7.00pm (Sydney time) on Tuesday, 14 October 2014 (**Record Date**);
- have a registered address on the Analytica register of members in Australia or New Zealand;
- are not in the United States and are not a U.S. Person and are not acting for the account or benefit of a US Person; and

- are eligible under all applicable securities laws to receive an offer under the Entitlement Offer.

Analytica has determined, pursuant to section 9A(3)(a) of the *Corporations Act 2001* (Cth) and Listing Rule 7.7.1(a) of the ASX Listing Rules, that it would be unreasonable to make offers to shareholders in countries outside of Australia and New Zealand in connection with the Entitlement Offer.

The securities laws of many countries require the use of offer documents specific to that country or compliance with local laws for the Entitlement Offer to be made in those countries. Having regard to the number of retail shareholders in particular countries, the number and value of Analytica ordinary shares to which those shareholders would otherwise be entitled and the potential cost of compliance with local laws to make the Entitlement Offer in those countries, Analytica has limited the countries in which the Entitlement Offer will be made.

Unfortunately, according to our records, you do not satisfy the eligibility criteria for an Eligible Shareholder stated above.

Accordingly, in compliance with ASX Listing Rule 7.7.1(b), Analytica wishes to advise you that it will not be extending the Entitlement Offer to you and you will not be able to subscribe for new shares under the Entitlement Offer.

As an ineligible shareholder you are not required to do anything in response to this letter.

On behalf of the directors and management of Analytica, we regret that you are not eligible to participate in the Entitlement Offer and thank you for your continued support.

Yours sincerely,

Dr Michael Monsour
Chairman