

13 October 2014

ASX ANNOUNCEMENT

MEMORANDUM OF UNDERSTANDING WITH SPORTSMED GLOBAL LTD

Analytica Ltd (ASX:ALT) and SportsMed Global Ltd announce a non-binding Memorandum of Understanding to pursue detailed planning for the integration of the PeriCoach™ pelvic floor exercise system and the SportsMed system.

Analytica's PeriCoach system is an e-health treatment system for women who suffer urinary incontinence. This affects 1 in 3 women worldwide and is usually caused by trauma to the pelvic floor muscles as a result of pregnancy, childbirth and menopause.

PeriCoach comprises a sensor device, smartphone app and a cloud database with web portals for users and their nominated clinicians. The device evaluates activity in pelvic floor muscles and transmits muscle activity to a smartphone app. Physicians can monitor their patient's progress via a secure web portal. This novel system enables physicians to remotely determine if a woman is performing her pelvic floor exercises and if these are improving her condition. It is the only pelvic floor exercise system that allows clinicians to manage, monitor and motivate their patients in between appointments.

The SportsMed system was originally developed in conjunction with the New Zealand Rugby Union to manage the case and cost management of its registered players. Not only did this have enormous advantages for player performance management from the All Blacks, through Super 15, ITM Cup and Secondary school tournament level, but also provided significant health insurance management benefits.

In 2009, the software was further developed to provide elite athlete software for other professional sports team, individual athletes and the everyday elite consumer. SportsMed is now extending internationally into US and European fitness centres, gym chains, corporate health, and fitness and wellness solutions for consumers.

Of particular interest is the growth in Women's participation in sport, which has dramatically increased globally in both participation and on a professional level. Of the 12 million physically active Australians, 65 % are female and of the 45 million commercial gym members in the United States, 49% are now female. Further increases are noted in specific sporting activities, for example of the 19 million participants to complete a marathon globally in 2013, 10.8 million were female. Females who participate in fitness and sport are also likely to be university

qualified (80%) and have a higher source or income level. Aligned to this is the 12.7% growth in the Women only gym market.

The SportsMed system aggregates data from a number of sources, providing a 360 degree athlete and fitness solution. The key features include Injury management and medical record collection, health and wellness performance and scoring, predictive analytics, food and nutrition management, API record sharing, performance and conditioning planning and recording, video storage and sharing, 2-way communications platform, workout and data analysis, security role-based access plus much more.

Unlike other e-Health systems SportsMed athlete information is intended to be shared with a number of 3rd parties, e.g. a Physiotherapist, Doctor, Personal trainer or coach. The parallels between this and the PeriCoach patient-clinician relationship should be obvious. This brings significant privacy and data management burdens, but both systems are structured with the customer's privacy forefront.

A future product in the PeriCoach product development pipeline has been the combination of pelvic floor exercise data with other factors influencing the pelvic floor such as injury, nutrition, medication, maternal history, and overall health and fitness. Analytica has planned to use such data to develop more effective exercise routines, study the effects of certain medications, provide evidence for reimbursement, and perhaps even improve clinical practice.

A partnership with SportsMed would expedite the development of the PeriCoach cross-functional data analysis system. Both systems are complex so there is substantial programming required, and considerations such as patient health record privacy need due attention. This partnership will require significant investment, but not only would this partnership fast-track the development of Analytica's analysis capability, but would allow access to the enormous gym/physical fitness market earlier than we could have achieved ourselves.

This market forms an important subset of the 1 in 3 women with incontinence. Women in this market in western countries are typically time-rich, have disposable income, are technology aware, already use it for fitness (e.g. wearable fitness devices) and are generally pro-active managing their health. They are the perfect PeriCoach customer. In return for rapid access to this market Analytica provides SportsMed with a unique product for their offering to female gym chains, sports teams, corporate health schemes and the fitness-aware public.

It has long been known that physically fit women can have incontinence issues even without having children, because the abdominal muscles are stronger than the pelvic floor muscles which can "give way" when the abdomen is under pressure doing weights or pilates. This problem hit the mainstream media in 2013 with the cross-fit training discipline enveloped in

controversy when women doing weights were seen to experience bladder voiding issues on live television. Responsible gyms and training programmes currently provide access to PF training via local physiotherapists. Having evidence of training programme compliance may have liability mitigation usefulness.

Analytica and SportsMed are both excited about the prospects of a partnership, however there is substantial work ahead and a working integration could be up to a year from reality.

The MOU does not yet cover specific financial transfers between parties as there are a number of international jurisdictions which one or both parties have yet to do detailed pricing studies. Both parties are in general agreement to date.

The respective development teams have had high-level architectural discussions and see no significant obstacles to integration and data exchange between systems.

Zane Hall, SportsMed CEO said *'SportsMed is very excited to establish their relationship with Analytica. The synergies with the respective technology platforms will provide a greater 360 customer experience. Our experience in the software business will add tremendous value to the working relationship'*

Analytica CEO Geoff Daly agreed, adding *"The SportsMed software functionality is where we were aiming to be in 12 months and we wouldn't have their international health and fitness market expertise for at least 2 years. This partnership allows us to simultaneously bring timelines forward and reduce costs in duplicated effort. We also see a lot of future projects in the pipeline with Analytica's device commercialisation capability."*

Mr Geoff Daly

Chief Executive Officer

Analytica

About SportsMed Global

sportsmedcorp.com

SportsMed provides elite athlete software for the professional sports team, individual athlete and the everyday elite consumer. SportsMed's solution is cloud-based and can be access from anywhere, anytime. The software is not limited to browser access and is available on devices in IOS and Android.

SportsMed software is a 360 degree athlete and fitness solution, features include Injury management and medical record collection, health and wellness performance and scoring, predictive analytics, food and nutrition management, API record sharing, performance and conditioning planning and recording, video storage and sharing, 2-way communications platform, workout and data analysis, security role-based access plus much more.

The sports sector is \$140 billion industry annually.*

SportsMed has offices in Australia, NZ, UK and opening an office in the USA early 2016.

SportsMed will launch their CrossFit B2B software in November, targeting the Box owner and managing workouts and members centrally. The global CrossFit market is growing at 30% annually and is recognised as the elite gym environment.

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 performing her 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, and Europe and the US in 2015. 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. The PeriCoach system is not yet available for sale outside Australia and New Zealand.

