

ASX AND MEDIA RELEASE

ANALYTICA RECEIVES \$989K R&D TAX INCENTIVE

24 October 2014, Sydney, Australia: Analytica Limited (ASX: ALT), is pleased to announce the receipt of \$989k from the Australian Taxation Office under the Research and Development Tax Incentive relating to the financial year to 30 June 2014.

These funds will be applied to the Analytica's product development programme with a particular emphasis on the advancement and rollout of the company's novel PeriCoach® system for the treatment of Stress Urinary Incontinence in women.

The research and development tax incentive is an initiative of the federal government to assist small companies to invest in essential research and development to be internationally competitive with new innovative products. This incentive is a welcome boost to our research funding which Analytica is grateful for this support.

For, and on behalf of the board,

Dr Michael Monsour
Chairman, Board of Directors

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.

