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ASX ANNOUNCEMENT

PROMINENT US HEALTHCARE PR FIRM TO DRIVE PERICOACH URINARY INCONTINENCE GLOBAL CAMPAIGN

Medical device developer Analytica Limited (ASX: ALT) has appointed US specialist healthcare marketing communication agency jacobstahl Inc. to promote the launch of the PeriCoach™ System.

The PeriCoach™ System, Analytica's lead product, is nearing its global roll out and Analytica is managing resources accordingly. PeriCoach™ is 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 during childbirth. Pelvic floor exercise is also known to improve sexual function in some women. The PeriCoach web portal and smartphone app give real time information to the clinician on whether a patient is exercising and improving with exercise. It is the only system available that allows clinicians to manage, monitor and motivate their patients between appointments.

jacobstahl will develop a global communications strategy, headed by agency partner Sandra Stahl, and conduct the positioning, find alliance partners and run PR activities in all launch markets on behalf of Analytica.

Based in New York, the full-service marketing agency specialises in healthcare, consumer and corporate communication. Sandra Stahl has held senior global positions and gained deep experience in communication for more than 30 years.

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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, 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 product is not available for sale in the USA.