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ASX ANNOUNCEMENT

PERICOACH LAUNCH UPDATE

Analytica Limited (ASX: ALT) provides the following update regarding the public launch of the PeriCoach™ System.

The updated, dual-operating system product version has its first batch in the final stages of production and is awaiting final iOS app approvals from Apple Inc.

Analytica engineers were delayed by several weeks identifying a 'bug' in widely-used third-party driver software, and worked with external developers to rectify the issue for all users of these globally-used bluetooth electronics.

The Apple app store approval has also been delayed slightly with additional requests for hardware samples for testing at Apple headquarters in Cupertino. These hardware samples have been sent and the approvals process will resume shortly.

Analytica CEO Geoff Daly stated " *These recent challenges were frustrating to be sure, but just a natural part of the product development process. I've been very pleased with the progress achieved by my engineers and the whole company is excited about making the product available for sale in Australia and NZ soon.*"

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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.