

24 November 2014

For immediate release

## ASX ANNOUNCEMENT / PRESS RELEASE

### ANALYTICA RELEASES PERICOACH® SYSTEM

**Beginning today, PeriCoach is available directly to women, clinicians and physiotherapists.**

BRISBANE (November 24, 2014) – Analytica (ASX: ALT), a Brisbane-based medical device developer, today announced the consumer introduction of PeriCoach®, the first pelvic floor muscle training system that includes a device, web portal and smartphone app designed to help women regularly follow doctor-recommended treatment for urinary incontinence (UI), a problem up to three million women in Australia experience particularly after childbirth or menopause.

PeriCoach will be available directly to women, clinicians and physios through the company's website [www.pericoach.com](http://www.pericoach.com). The Android platform is available immediately, with the iOS platform currently under review by Apple with approval anticipated soon.

"PeriCoach addresses a significant unmet medical need offering a solution for a long-neglected area of women's healthcare," said Geoff Daly, CEO of Analytica. "Today's introduction is the culmination of four and a half years of development, testing and consultation with our clinical advisory board that includes specialists in urogynaecology, gynaecology and pelvic physiotherapy."

According to the Continence Foundation of Australia, UI affects up to 36% of Australian women.<sup>1</sup> Further, 65% of women sitting in a GP waiting room report some type of urinary continence, yet of those only 31% report having sought help from a health professional.<sup>2</sup>

In addition to treating UI, pelvic floor exercise is also known to improve sexual function in some women.

"Technology has made general fitness routines much easier for people to follow and maintain. It's time it was applied to this very common women's health issue so it can be treated rather than covered it up," added Daly.

PeriCoach will be available initially in Australia and New Zealand. To date PeriCoach units have been shipped to accredited pelvic floor exercise specialists allowing women to purchase a

device and subscription directly at the clinic following a consultation. A federal government program is available to reimburse the cost of associated health professionals treating UI via the team care plan.

PeriCoach is expected to launch in the United States in 2015, where sales of incontinence pads top \$5 billion annually. PeriCoach has already been granted the CE-mark in the EU. Plans for Q1 2015 launch are underway.

Analytica has the production capacity to meet anticipated demand, and the company has designed its production system to be quickly and inexpensively scalable should demand require additional capacity.

### About the PeriCoach System

The PeriCoach System comprises a novel device, web portal and smartphone app. The device is discreet and works by evaluating activity in pelvic floor muscles. This information is immediately transmitted to a smartphone. From there it can be uploaded and accessed by physicians via cloud based 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.

### About Analytica

Analytica Limited is a Brisbane-based public listed company (ASX: ALT). Analytica's lead product is the PeriCoach™ System – an e-health treatment system for women who suffer stress urinary incontinence. For more information, visit [www.analyticamedical.com](http://www.analyticamedical.com).

### REFERENCES

1. Australian Institute of Health and Welfare, 2006
2. Bytes & Chiarelli, 2003

