

27 November 2014

ASX ANNOUNCEMENT

CHAIRMAN'S AGM ADDRESS

Good evening Ladies and Gentleman and welcome to the 2014 AGM of Analytica Ltd.

The main focus of Analytica during the last 12 months has been to get the PeriCoach to the market.

However before detailing the PeriCoach, I wish to update you on the AutoStart Burette. As a result of limited success in the Australian market due to the bundling and dominance of the main distributors we looked overseas. With our agents we considered countries not dominated by major distributors of infusion pumps and associated burettes. Brazil looked a good candidate. Due to the complexity of the AutoStart there is a significant price differential. Although there is interest, cost is a major barrier.

At that time Taiwan Allied Dragon signed a distribution agreement and believed they could source an attractive cost and set about registering the AutoStart. They and our agents advise they have potential sales opportunities in South East Asian countries, however cost is important. To achieve registration a local manufacturer is required. Two substantial companies expressed interest in being that manufacturer and there seemed an opportunity to reduce the cost. After a great deal of negotiation the pricing from these manufacturers has not been attractive enough for Taiwan Allied Dragon to move forward. In conjunction with Taiwan Allied Dragon we are formulating an alternate plan. We have not forgotten the AutoStart, it is still an exceptional product but it does have its challenges. Those challenges have been front of mind when considering the PeriCoach strategy.

The PeriCoach

Ladies and gentleman, I am pleased to announce that this week we have released the PeriCoach for direct sales to the public both in Australia and New Zealand.

The PeriCoach will be used to monitor and provide bio-feedback to female patients who are being treated for damaged or weak pelvic floor muscles.

As such we expect to sell the PeriCoach to patients receiving treatment not only for Stress Urinary Incontinence, but also for: Uterine Prolapse, Rectal Incontinence, Pelvic and Low back pain, and of course Female Sexual Dysfunction.

This is an absolutely massive market. We will be targeting the majority of women of child bearing age and above. Our advertising campaign is aimed at women and will directly target these 5 medical conditions I just noted.

We have previously stated that the PeriCoach took 5 years of development. Analytica has appointed highly respected clinical advisory boards in Australia and the United States of America. The people on these boards are key opinion leaders in their field in Australia and North America. With their help Analytica has been able to develop best practice requirement for a biofeedback system for the pelvic floor muscles. The clinical advisory board's input combined with the data from the usability trials has enabled Analytica to further refine the PeriCoach for a better consumer experience.

In addition to our very capable engineering team, a marketing/sales team has been brought on board during the last 12 months. We now have sales teams coving all of Australia and New Zealand. We also have appointed a marketing manager for the US.

We have spent a great deal of time and money over the last 12 months doing further market research including focus groups on pelvic floor problems. We have concentrated on the consumer "What's in it for me?", and "how to keep me engaged?"

The controlled market release permitted testing of: The production, The logistics, and the sales systems as well as the opportunity to build a clinicians network to support the PeriCoach.

The rigorous and detailed development documentation by our engineers enabled the successful registration with the TGA in Australia and the CE mark in Europe. These registrations are critical and are required to sell into these markets.

We expect shortly to file a 510K with the FDA for the United States market. We had delayed the filing due to the implementation of enhancements for the PeriCoach.

As we have already announced the Android app was released for the use ability trial in June 2014. The Apple version, iOS, has been submitted for review and is awaiting release.

The apple version was delayed due to what was finally determined to be a fault in third party supplied software which our team were able to solve. Although Android dominates the smart phone market (over 70%) the controlled market release and website statistics point to our target market having a greater proportion of Apple phones/tablets users.

The PeriCoach released this week has had significant enhancements to that released in June 2014, addressing issues and opportunities identified in the controlled market release.

However development will continue, as our team of engineers have a pipeline of additional features and add on products that address the pelvic floor market space.

We aim to keep the PeriCoach in a leading position in this market.

Critical program and app development has been moved in house with appointment of key personnel.

I acknowledge the amazing contribution of our engineering team, Chelsea, Peter and CEO Geoff in delivering an outstanding system in such a short time.

As previously announced to the ASX, Analytica is now running a major multi-centre clinical trial around Australia.

We do not need the trial to obtain registration, however it will build an undisputed body of evidence validating the effectiveness of PeriCoach bio feedback system of pelvic floor exercise assisting in the treatment of bladder leakage and addressing female sexual dysfunction.

The data from this clinical trial will enable us to initiate discussions with Governments seeking reimbursements for patients using the PeriCoach System.

Marketing.

Last year, your board determined to accelerate the development and release of the PeriCoach. The decision was also made to manage the sale, distribution and marketing in house rather than seek a sales channel through distributors.

Recognizing the critical role of marketing, Jane Beamish was appointed marketing manager in August 2013. Jane has a nursing and medical device marketing background.

The development team enjoyed marketing training to ensure “what’s in it for me” of the user was addressed in the core design.

In January 2014 Carl Stubbings was appointed to the board of Analytica. This was to add international and in particular United States medical devices marketing experience.

Carl’s extensive industry experience, network and on the ground experience greatly assisted us in the appointment of Megan Henken as our United States marketing manager.

Over the last 6 months we have built a team of educators and facilitators enhancing our reach by recruiting and training clinicians, attending key industry conferences, and identifying additional opinion leaders.

To develop and address the global opportunity and especially the United States market, New York based agency jacobstahl have been appointed. This agency has strong credentials in women’s health care. Their insight and pace are exciting and promises innovative messaging.

A social media and web based marketing strategy has also been developed and is in the process of rollout.

Market research has identified the pricing point of the PeriCoach, however we realise pricing may affect the decision to buy the system for many consumers.

We expect sales to grow gradually. We have to build trust with our market.

To build that trust we will use the full range of messaging from the expertise of our Australian and US clinical advisory boards, The clinician network, the clinical trial, the conferences, and the opinion leaders.

We will shortly be starting a marketing campaign directed at all women of child bearing age and above. This will be in print and the electronic media.

Shareholders have been offered the opportunity to purchase the PeriCoach for themselves, their families and close friends using our shareholder discount. We hope that as many shareholders as possible take the opportunity to purchase the PeriCoach and take it to their local doctor. By doing this we hope that more doctors will become aware of the PeriCoach..

Capital raising

Fuelling this extensive development and marketing program have been the 3 very successful capital raisings. We also received a research and development tax incentive worth nearly \$1 million. In total we brought in over \$4.7 million in October.

At this stage I feel I must say something about the Federal Government R & D Research Grants. This targeted, effective support of the federal government's research and development scheme has enabled your company to invest in critical research to develop this world-class product.

We acknowledge and appreciate that support.

I personally do not believe that our Federal Government get enough credit for the help and support that it offers companies like Analytica to do such research and development. Thank you Mr Abbott.

I understand that this scheme is being wound down for the large multinationals but it appears that our Federal Government appreciates how import these grants are to innovative small Australian companies like Analytica who I believe will be critical for the future of high tech manufacturing in Australia.

I would also like to thank Australia's largest stock broking house Patersons Securities who have been instrumental in the success of our capital raisings.

Without question the support of you, our shareholders, considering the range of unknowns and the uncertain economic and market conditions, has been outstanding. Your board is grateful for your support.

We too have invested heavily in our company. Your board has a lot of skin in the game and do not take for granted that it is shareholders money we are dealing with every day.

With the long development and foundations in place we look forward to an exciting year entering a large, known market with a well-credentialed solution.

The hard development work has been done. The product is ready for Global launch. Now it is a marketing exercise.

Thank you for support.

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 performing her pelvic floor exercises and if these are improving her condition. For more information, visit www.pericoach.com

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

