

30th January 2015

ASX ANNOUNCEMENT

APPENDIX 4C - QUARTERLY CASH FLOW

Analytica Limited (the Company) presents its Appendix 4C for the quarter ended 31st December 2014.

Research and development expenditure (\$271k), staff costs (\$308k), marketing expenses (\$590k) accounted for the bulk of the operating cash flows for the quarter with the balance being \$550k. Analytica received R & D tax concession of \$988k. The cash on hand at the end of the quarter totalled \$3,425k.

The Company continues to have access to a line of credit of \$400k.

On the 24th November 2014 Analytica Ltd announced the consumer introduction of the PeriCoach®, the first pelvic floor muscle training system that includes a monitor, web portal and Android smart phone app. As well as helping improve sexual function, pelvic floor muscle training is designed to help women regularly follow doctor-recommended treatment for urinary incontinence, a problem up to three million women in Australia experience particularly after childbirth or menopause. This release was available for Android smart phones and tablets.

On the 12th January 2015 Analytica Ltd announced the approval and release of the iOS (Apple) app, combined with the existing Android system now covers most of the smart phone and tablet market. Analysis of PeriCoach website statistics since the start of the marketing campaign shows that 76% of our new visitors are using iOS devices. The ability of iOS users to purchase the PeriCoach for their choice of hardware has already made a corresponding impact on recent sales.

Over the last six months, Analytica Ltd has recruited an Australian sales team responsible for the introduction of the PeriCoach system to physiotherapists and incontinence practitioners to develop a professional support network. In conjunction with the establishment of a professional support network the PeriCoach Team has built clinical advisory boards, obtained Therapeutic Goods Administration (TGA) approval in Australia, submitted an application for approval to the Food and Drug Administration (FDA) and displayed the product at multiple incontinence conferences. The goal of these activities was to establish the PeriCoach system's credentials as a medical device. Analytica believes this will provide the necessary confidence to Medical Practitioners enabling them to recommend PeriCoach.

PeriCoach has been released to the social media in an aggressive and comprehensive program. While this element of the company's strategy is a patience and trust building exercise, initial tracking of the campaign has been extremely encouraging. Social media is a two edged sword and Analytica is cautious in not over promising and under delivering. The support of bloggers, many of whom are using the PeriCoach has been very encouraging.

Clinical trials of the PeriCoach are in the final stages of preparation and patient recruitment is expected to start in February. While these trials are not required for regulatory approval. Analytica is conducting these studies to further support the PeriCoach's medical device credentials and to gain important data as an input to Health Economic analyses.

To support the Company's overseas ambitions our United States and European marketing representatives have been laying the groundwork for PeriCoach market entry. The PeriCoach system has CE marking and is able to be sold in the United Kingdom market. The PeriCoach is pending 510(k) regulatory clearance in the United States. The US and UK markets are significant opportunities for PeriCoach the company continues to research optimal channels for effective and cost efficient release, marketing and distribution of the PeriCoach.

The success of PeriCoach will be underpinned by trust and trust has to be built gradually through clinical validation and word of mouth. Directors are encouraged as market adoption continues to build.

The company believes PeriCoach is a major innovation that addresses a significant unmet medical need, we are very excited about the future.

Dr Michael Monsour

Chairman, Board of Directors



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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 performing her pelvic floor exercises and if these are improving her condition.

PeriCoach has regulatory clearance in Australia, and has CE mark clearance. Product launches are anticipated in 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 pending USFDA 510(k) clearance in the USA.

Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/3/2000. Amended 30/9/2001

Name of entity

Analytica Limited

ABN

12 006 464 866

Quarter ended ("current quarter")

31/12/2014

Consolidated statement of cash flows

Cash flows related to operating activities		Current quarter \$A'000	Year to date (6 months) \$A'000
1.1	Receipts from customers		
1.2	Payments for		
	(a) staff costs	(308)	(601)
	(b) advertising and marketing	(590)	(685)
	(c) research and development	(271)	(717)
	(d) leased assets	-	-
	(e) other working capital	(566)	(876)
1.3	Dividends received	-	-
1.4	Interest and other items of a similar nature received	8	15
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	-
1.7	Other-		
	(a) Net sales income	3	4
	(b) R & D Tax Concession	988	988
	(c) Royalty Income	5	5
	(d) Other Grant Income	-	-
Net operating cash flows		(731)	(1,867)

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$A'000	Year to date (6 months) \$A'000
1.8 Net operating cash flows (carried forward)	(731)	(1,867)
Cash flows related to investing activities		
1.9 Payment for acquisition of:		
(a) businesses	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	(23)	(42)
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (purchase of Convertible Notes)	-	-
Net investing cash flows	(23)	(42)
1.14 Total operating and investing cash flows	(754)	(1909)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares	3,716	3,716
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings:	-	-
1.19 Dividends paid	-	-
1.20 Other Creditors (costs of fund raising)	(320)	(329)
Net financing cash flows	3,396	3,387
Net increase (decrease) in cash held	2,642	1,478
1.21 Cash at beginning of quarter/year to date	783	1,947
1.22 Exchange rate adjustments to item 1.20	-	-
1.23 Cash at end of quarter	3,425	3,425

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	62
1.25	Aggregate amount of loans to the parties included in item 1.11	-
1.26	Explanation necessary for an understanding of the transactions	
	Payment of director's fees and compulsory superannuation.	

Non-cash financing and investing activities

- 2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A

- 2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

Financing facilities available

Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).

	Amount available \$A'000	Amount used \$A'000
3.1 Loan facilities	400	0
3.2 Credit standby arrangements	-	-

+ See chapter 19 for defined terms.

Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.		Current quarter \$A'000	Previous quarter \$A'000
4.1	Cash on hand and at bank	3,425	783
4.2	Deposits at call	-	-
4.3	Bank overdraft	-	-
4.4	Other (provide details)	-	-
Total: cash at end of quarter (item 1.23)		3,425	783

Acquisitions and disposals of business entities

		Acquisitions	Disposals
5.1	Name of entity	N/A	N/A
5.2	Place of incorporation or registration		
5.3	Consideration for acquisition or disposal		
5.4	Total net assets		
5.5	Nature of business		

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here: Original Signed

Date: 30th January 2015

Print name: Ross Mangelsdorf

+ See chapter 19 for defined terms.