

7 May 2015

ASX ANNOUNCEMENT

PERICOACH SHAREHOLDER UPDATE NEWSLETTER

BRISBANE, Australia – Analytica (ASX: ALT) is pleased to present the attached PeriCoach Shareholder Update which is being mailed to shareholders today.

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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.



MARKETING AND SALES UPDATE

22 APRIL 2015

Dear Shareholders,

We are delighted to provide you with a comprehensive update of our recent and planned sales and marketing activities.

Significant milestones were achieved in Q1 2015. The PeriCoach has now been released to the public for 2 months and regular sales are occurring in Australia and New Zealand. Sales levels are matching initial expectations as the general public begin to hear more about the device and clinical early adopters refer patients to the system. Sources of sales to date seem to be split evenly between clinician referrals and direct marketing activities, validating our top-down bottom-up marketing approach. The company is also preparing for the PeriCoach introduction in the UK and Europe where it already has the CE Mark and in the USA, where the device received 510(k) from the Food and Drug Administration in March. Recruitment for the PeriCoach clinical trial is set to commence immediately following Easter as all ethics approvals are now complete.

Developing brand awareness and recognition among these women, who suffer in silence for up to 7 years before speaking with their clinician, will be critical to our success. Our analysis of the direct purchase process shows there are a number of hurdles to overcome: female acceptance that incontinence and sexual dysfunction are serious conditions that can be treated, willingness to do something about it, accepting the invasive nature of the device, and acceptance of the financial costs and benefits. For these reasons, PeriCoach is not an impulse buy; marketing plans reflect our key learnings with an eye toward increasing visibility and reducing sales barriers. Activity levels are ramping up as we educate the market as to the prevalence of incontinence and a woman's ability to take back the control to reduce or eradicate the problem.

We are working closely with both our global and local PR agencies to ensure maximum reach and visibility with all of our programs. They are invaluable in helping us to identify the best, most influential partners to get the PeriCoach message out.

All activities are guided by the following objectives:

- Establish PeriCoach as the pelvic floor muscle trainer of choice for women who experience bladder leaking.
- Encourage self-identification among target audience.

Key drivers of this approach are realising:


- WHO they are.
- While all women are candidates for PeriCoach, lowest hanging fruit are:
 - New mums.
 - Women around the age of menopause.
- WHERE they are.
- Big groups, small groups.
- WHEN they will be responsive to a PeriCoach introduction.
- WHICH influencers they trust.
- Bloggers, peers, friends, family, other women, clinicians.
- HOW to capture their attention in a way that carves out a distinctive position for PeriCoach and drives a purchase.

Recent updating of the PeriCoach branding "Leak when you....." (laugh, jump, lift, love, run etc) will be brought to life in all of our marketing activities to help drive brand recognition and equity.

Leak when you laugh? Don't pad the problem.

Exercise your way back to confidence.

Find out how at: www.pericoach.com

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What's been done consumer engagement:

- Attendance at Pregnancy, Babies and Children's Expos nationally. (Access to 60,000+ people). Addresses 2 target markets- new mums and their mums- the menopause (or post) market.
 - Engaged social media blogger activity including their support of our local and national events. Blogger appearances to date include:
 - Keeping Up With The Holsbys
 - Stay at Home Mum
 - Styling You
 - Fox in Flats
 - The Hoopla
 - Balance by Deborah Hutton
-
- Audience - Mums
- Audience - Menopausal Women
- Cocktails and Conversations events- consumer education.
 - Digital media campaign including Google Adwords, remarketing, Facebook advertising, display advertising, conversion rate optimisation.
 - Demographically targeted online advertising is running with over 100,000 advertisement impressions being delivered in the last few weeks to Facebook users in our target market.
 - Developed, printed and distributing brochures and sales material.
 - Expanding web page content.
 - Completed native campaign with Mamamia, Australia's fastest growing women's website. Next steps- exclusive Electronic Direct Mailout (EDM) to 63,00 women members (late May).
 - Media activity in target publications/websites. Already appeared in: Women's Health, Women's Weekly, Women's Health and Fitness, Practical Parenting , Bub Hub, Mumzone, Mouths of Mums and fitness magazines.
 - Reconfigured consumer only website for easy direct purchase, clearer messaging.
 - Public bathroom advertising trialled in specific geographic areas (Adelaide, Wide Bay). Driving sales and awareness.
 - Trial of pharmacy health week promotion. Followed up with a trial pharmacy sales promotion.
 - Sponsorship of sporting events.
 - Business and Information Technology Public Relations releases and interviews with CEO Geoff Daily. e.g. widely read Information Technology site- IT Wire.
 - Developed and released You Tube videos promotion, training and testimonials.
 - Developed "Leak when you.... Campaign.

Next steps:

- Identification and development of celebrity face and partner for PeriCoach- associated media partnership, girls only "Pow Wow on PeriCoach" lunch, advertising opportunities.
- PeriCoach Pop Up at Westfield Shopping Centres.
- Comedy Movie nights in partnership with relevant organisations (CFA, Pelvic Floor First).
- Finalise Media Doctor engagement negotiations.
- Sponsorship of consumer events such as "Fun, Fitness and the Pelvic Floor" run by Pelvic Floor First.
- Special offers via promotional codes linked to specific events.

What's been done Health Care Professional engagement:

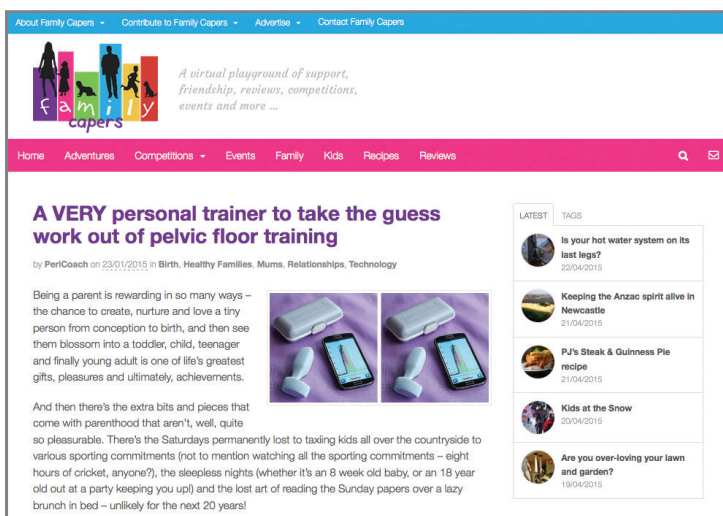
- Attendance at Royal Australian and New Zealand College of Gynaecologists/Royal College of obstetricians and Gynaecologists (RANZCOG/RCOG) meeting in Brisbane April 13-15th. 2,100 attendees.
- Articles in General Practice publications on PeriCoach and chairman Dr Monsour.
- Attendance at American Physiotherapy Association and Society of Urological Nurses and Associates meeting in the US in February 2015.
- Sponsorship of local health care events. e.g. Inner West (Sydney) Medicare Local for GPs, Physios and Practice Nurses.
- Attendance at New Zealand's Continenence Foundation meeting in February 2015, with associated clinician training.
- Presentation of 2 posters by product developer Chelsea Cornelius at prestigious Simon Foundation For Continenence meeting in Chicago April 2015.
- Sales team established PeriCoach Women's Health Physios network.
- Our sales team has expanded its Women's Health Physiotherapist primary focus to include Obstetricians, Urogynaecologists, Women's Health GPs and Midwives driving higher levels of product education and brand awareness for patient referrals.
- Clinical Advisory Board consultation and engagement.
- Presentations at health professionals information evenings.
- Promotion to GPs and team via letter mail out Adelaide and Wide Bay.
- Dedicated PeriCoach GP information packet delivery to Perth and inner city Sydney.
- Regular promotional email communication with Women's Health Physios.



Next steps:

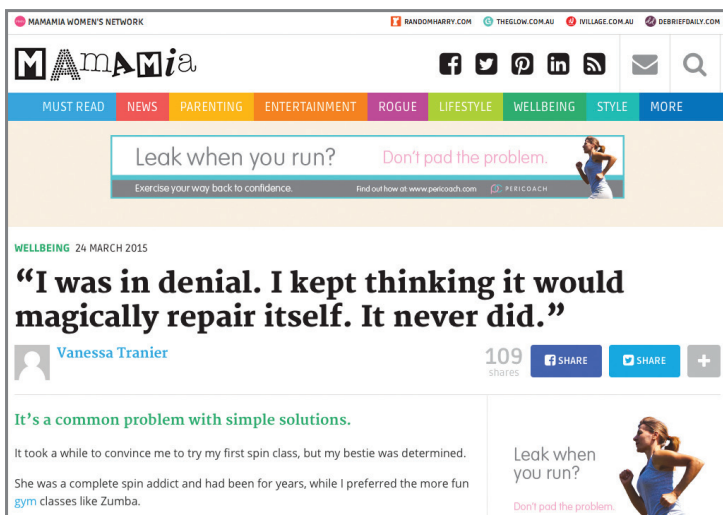
- Attendance at General Practitioner Conference and Exhibition (GPCE) Sydney, 22-24th May.
- Attendance at regional Continenence Foundation Meetings (State based- 5 in total) through April and May.
- Attendance at International Urogynaecology Association (IUGA) meeting in Nice where we are hosting an educational event moderated by Professor Ajay Rane, and the panel will feature internationally recognised physiotherapists Margaret Sherburn (AUS), Stephanie Knight (UK) and Maeve Whelan (Ireland).

What they're saying about PeriCoach



“ Since using the PeriCoach I am back at the gym without the worry of wetting my pants! I no longer have accidents in pump class, I can jump on the trampoline with my children, and I don't have to worry about stocking up on pads. ”

(Cate NSW)



“ The best part of the PeriCoach is the feedback and the ability to actually visualize your strength of contractions... ”

(Rebecca QLD)



“ PeriCoach really takes the guesswork out of pelvic floor training! ”

(Danielle NSW)

USA

- PeriCoach Presence at Key Clinician Conferences
- APTA Combined Sections Meeting in Indianapolis & Society of Urological Nursing Advanced (SUNA) Practice Symposium in Nashville
 - PeriCoach exhibited and hosted successful “Conversation” events between Clinical Advisory Board members moderated by Executive Director of the Women’s Health Foundation
 - The reception and enthusiasm for the technology led to submissions by more than 50 facilities for the 15 available slots for our US Early Adopter Program.
- On 16 March, Analytica received 510(k) clearance from the U.S. Food and Drug Administration for the PeriCoach
- Distributor plans are being confirmed and sales and marketing in place for a spring introduction
- Training conducted for US help desk staff

We continue to closely monitor the activities that are most successful in driving sales activity.

United Kingdom and EU

- The company is preparing the UK market for PeriCoach introduction in May 2015.
 - Marketing, sales and public relations plans are underway
 - Clinical advisors have been identified; dialogue underway to generate early support and engagement
- First sales have also been made in Europe to a potential distributor.
- An order fulfillment and logistics agreement is in place in the UK
- Key Opinion Leaders have been identified

PeriCoach is being noticed.



Practical Parenting Magazine



Sydney Airport Toilet Ad



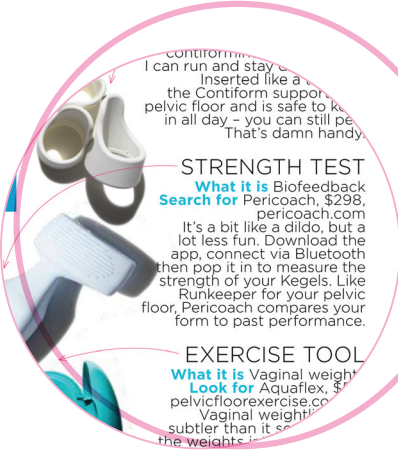
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Oh Magazine



The Pregnancy Babies and Children's Expo in Adelaide



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