

13 May 2015

ASX

Attention: Elvis Onyura

ANALYTICA LIMITED: ASX APPENDIX 4C QUERY

In reply to your questions in the attached letter we confirm

1. Does the Company expect that it will continue to have negative operating cash flows for the time being and, if not, why not?

The Company does expect negative cash flows for the immediate future.

2. Has the Company taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

The directors closely monitor the future capital needs of the Company and the directors believes it has the resources or will have access to the resources to meet its business objectives. This may result in additional capital raisings.

3. Does the Company expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Yes the Company expects to be able to continue its operations and to meet its business objectives. The March quarter 4C covers the period where the Company launched its PeriCoach® system.

The launching of any new product entails significant costs in building brand awareness with customers and building awareness and trust with the medical community. The Board see this brand development as an investment for the future.

As the company moves forward marketing and development costs will be reduced to sustainable levels as well as being offset by expected growth in sales.

As can be seen from the information below the Company has met the objectives it set itself leading up to and during the launch of the product.

Analytica advised the market in October 2014 that it was raising capital for the following use of funds.

1. Marketing top down: Key opinion leaders → Specialists → Patients & GP's
2. Marketing bottom up: Patients → GP's → PeriCoach Specialists
3. Region specific marketing managed in-country

4. Data warehousing to mine clinical evidence
5. Social media driven communications
6. Centralised automated logistics and billing.
7. Controlled market release risk reduction
8. FDA and CE mark approval
9. Core technology of device redeveloped for simpler, faster upgrades
10. Recruit sales team
11. Investigate sports and fitness market
12. Near term cash flow product
13. PeriCoach has no comparable competition
14. PeriCoach hits all drivers for E-Health market: patient centric driven by apps

Analytica has presented the December 4C, March 4C, AGM Chairman's address, Shareholders newsletter and ASX releases to advise the progress of these use of funds.

1. Sales team recruited and have been visiting specialists and representing the company at trade shows and clinician conferences. Mail and email campaigns targeting GP's and their support team. Articles in GP publications. Engagement of clinical advisory board members in events. Expanded PeriCoach healthcare network. Clinical trials commenced.
2. Completion of a PeriCoach marketing strategy by jacobstahl, an experienced medical device PR agency based in New York. Attendance by sales team at mother's expos. Publishing brochures, bathroom advertising, trials of pharmacy health and sales promotions. Sponsorship of sporting events, developing and releasing YouTube video promotions, training and testimonials. Media activity in women's magazines.
3. United States: PeriCoach presence at key clinician conferences. Logistics and distribution in place for spring (US) sales release. US early adopters program underway. Help desk trained and in place for sales release. Active assistance of key opinion leaders.
4. European: Logistics, distribution and sales channels in place for introduction of PeriCoach into UK this month.
5. Data warehousing in operation and early statistics developing.
6. Key social media bloggers activity including their support of local and national events. Expanded web content, digital media campaign including Google Adwords, remarketing, Facebook advertising, conversion rate optimisation.
7. Centralised logistics completed. Long term savings.
8. Controlled market release completed and public sales commenced.
9. CE mark registered and the FDA 510(k) approval announced March 2015.
10. Redevelopment of core technology completed and updates functioning effectively. Enhanced functionality and long term savings.
11. 11 Sales team engaging clinicians and attending conferences across all states and New Zealand.
12. Sports and fitness market preliminary investigation.
13. Sales have commenced and reported in March 4C.

14. PeriCoach continues to have no comparable competition in the app driven Medical device market for Pelvic Floor Exercises.
15. Updated webpage and communication to target eHealth market with registered medical device.

The activity in the last 6 months includes expenditure that will be much reduced or were one-off events.

- FDA and CE Regulatory approval.
- Development and validation testing of core technology completed.
- Sales team engagement and training.
- Marketing collateral development.
- Centralised logistics system.
- Controlled market release completed.

Cash burn on these activities has reduced. Core cash burn is stable with marketing being the variable depending on cash resources.

The board are committed to delivering on commitments made to shareholders and the above list details the considerable success honouring those commitments in the last 6 months. The board have also been consistent in informing the market, that to achieve sales volume would require time and repetition to building awareness and trust.

The PeriCoach is being confirmed as an exceptional low risk product by clinicians, patients and preliminary statistics. The market is very large. The board are managing the limited company resources to attract the attention of clinicians and patients, particularly the enormous United States market.

Specialist medical device PR agency jacobstahl, a US, EU and Australian marketing and sales team experienced in medical devices and women's social media bloggers are the front line of our marketing. The board are confident with successful market engagement the company has a strong future.

4. Can the Company confirm that it is in compliance with Listing Rule 3.1 and that there is no information that should be given to ASX about its financial condition in accordance with that Rule that has not already been released to the market?

The directors confirm they are in compliance with listing rule 3.1 (continuous disclosure) and there is no information that should be given to the ASX that has not already been released to the market.

Dr Michael Monsour

Chairman.

For more information about the PeriCoach System, visit: www.PeriCoach.com

For more information about Analytica, visit www.AnalyticaMedical.com

Follow us on:



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 has USFDA 510(k) clearance in the USA.





8 May 2015

Mr Bryan Dulhunty
Company Secretary
Analytica Limited
Suite 1A, Level 2
802 Pacific Highway
Gordon NSW 2072

By email

Dear Mr Dulhunty,

Analytica Limited (the "Company"): ASX Appendix 4C Query

I refer to the Company's quarterly report in the form of Appendix 4C for the period ended 31 March 2015 lodged with ASX Market Announcements Platform and released on 30 April 2015 (the "Appendix 4C").

ASX notes that the Company has reported:

- negative net operating cash flows for the quarter of \$1,354,000;
- cash at the end of the quarter of \$2,036,000; and
- access to loan facilities of \$400,000.

It is possible to conclude on the basis of the information provided in the Appendix 4C that if the Company were to continue to expend cash at the rate for the quarter indicated by the Appendix 4C, the Company may not have sufficient cash to continue funding its operations. In view of that, please respond to each of the following questions:

1. Does the Company expect that it will continue to have negative operating cash flows for the time being and, if not, why not?
2. Has the Company taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?
3. Does the Company expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?
4. Can the Company confirm that it is in compliance with Listing Rule 3.1 and that there is no information that should be given to ASX about its financial condition in accordance with that Rule that has not already been released to the market?

Please also provide any other information that the Company considers may be relevant to ASX forming an opinion on whether the Company is in compliance with Listing Rule 12.2.

When and where to send your response

This request is made under, and in accordance with Listing Rule 18.7. Your response is required as soon as reasonably possible and, in any event, by not later than **9:30 a.m. AEST on Wednesday, 13 May 2015**. If we do not have your

response by then, ASX will have no choice but to consider suspending trading in the Company's securities under Listing Rule 17.3.

You should note that if the information requested by this letter is information required to be given to ASX under Listing Rule 3.1 and it does not fall within the exceptions mentioned in Listing Rule 3.1A, the Company's obligation is to disclose the information "immediately". This may require the information to be disclosed before the deadline set out in the previous paragraph.

ASX reserves the right to release a copy of this letter and your response on the ASX Market Announcements Platform under Listing Rule 18.7A. Accordingly, your response should be in a form suitable for release to the market.

Your response should be sent to me by e-mail at elvis.onyura@asx.com.au. It should not be sent directly to the ASX Market Announcements Office. This is to allow me to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

Listing Rule 3.1

Listing Rule 3.1 requires a listed entity to give ASX immediately any information concerning it that a reasonable person would expect to have a material effect on the price or value of the entity's securities. Exceptions to this requirement are set out in Listing Rule 3.1A.

The obligation of the Company to disclose information under Listing Rules 3.1 and 3.1A is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

In responding to this letter, you should have regard to the Company's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure: Listing Rules 3.1 – 3.1B*.

Trading halt

If you are unable to respond to this letter by the time specified above, you should discuss with us whether it is appropriate to request a trading halt in the Company's securities under Listing Rule 17.1.

If you wish to request a trading halt, you must tell us:

- the reasons for the trading halt;
- how long you want the trading halt to last;
- the event you expect to happen that will end the trading halt;
- that you are not aware of any reason why the trading halt should not be granted; and
- any other information necessary to inform the market about the trading halt, or that we ask for.

We may require the request for a trading halt to be in writing. The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted.

You can find further information about trading halts in Guidance Note 16 *Trading Halts & Voluntary Suspensions*.

If you have any queries or concerns about any of the above, please contact me immediately.

Yours sincerely,

[Sent electronically without signature]

Elvis Onyura

Senior Adviser Title, Listings Compliance (Sydney)