

26 May 2015

ASX

Attention: Elvis Onyura

ANALYTICA LIMITED: ASX PRICE QUERY

In reply to your questions in the attached letter we confirm

1. Is the Company aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities? In responding to this question, please consider in particular whether the Company is aware of any information that its earnings for the 12 month period ending on 30 June 2015: a) are likely to differ materially (downwards or upwards) from any earnings guidance it has given for the period; or b) if the Company has not given any earnings guidance for the period, are otherwise likely to come as a surprise to the market (by reference to analyst forecasts for the period or, if the Company is not covered by analysts, its earnings for the prior corresponding period)?

No.

2. If the answer to question 1 is "no", is there any other explanation that the Company may have for the recent trading in its securities?

Not Really. The Company has met the objectives, as announced in October 2014, it set itself leading up to and during launch of its new product. The Appendix 4C report and query may have initiated speculation. The share price may be quite volatile due to the core of shareholders rarely trading. The company is aware of a small speculative advisor overnight changing his recommendation. This may have influenced today's market activity.

The Company expects to be able to continue its operations and to meet its business objectives. 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.

The launching of any new product entails significant costs in building brand awareness with customers and building awareness and trust with the medical community. A recent example of medical community awareness and trust was the Sydney GPCE conference, last weekend, attended by 1,100 clinicians, where the PeriCoach received strong interest, support and sales to doctors.

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.

3. Please confirm that the Company is in compliance with the Listing Rules and, in particular, Listing Rule 3.1.

Yes. 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.





26 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 Price Query

We have noted a change in the price of the Company's securities from a close of 1.6 cents on Wednesday, 20 May 2015 to an intra-day low of 1 cent at the time of writing today, Tuesday, 26 May 2015.

We also note an increase in the trading volume of the Company's securities.

In light of the price decrease and volume increase, ASX asks you to respond separately to each of the following questions:

1. Is the Company aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?

In responding to this question, please consider in particular whether the Company is aware of any information that its earnings for the 12 month period ending on 30 June 2015:

- a) are likely to differ materially (downwards or upwards) from any earnings guidance it has given for the period; or
- b) if the Company has not given any earnings guidance for the period, are otherwise likely to come as a surprise to the market (by reference to analyst forecasts for the period or, if the Company is not covered by analysts, its earnings for the prior corresponding period)?

2. If the answer to question 1 is "yes":

- a) Is the Company relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1?

Please note that the recent trading in the Company's securities would suggest to ASX that such information may have ceased to be confidential and therefore the Company may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is "yes", you need to contact us immediately to discuss the situation.

- b) Can an announcement be made immediately?

Please note, if the answer to this question is "no", you need to contact us immediately to discuss requesting a trading halt (see below).

- c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?
3. If the answer to question 1 is “no”, is there any other explanation that the Company may have for the recent trading in its securities?
4. Please confirm that the Company is in compliance with the Listing Rules and, in particular, Listing Rule 3.1.

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 **1:30 p.m. AEST today, Tuesday, 26 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 eonyura@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 Company 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 Company’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, or if the answer to question 1 is “yes” and an announcement cannot be made immediately, 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 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, Listings Compliance (Sydney)