

## ASX ANNOUNCEMENT

### PeriCoach® Clinical Marketing Activity Update

**24 June 2015:** Analytica (ASX: ALT), manufacturer of the PeriCoach System, is pleased to update shareholders with recent international marketing successes.

Two weeks ago, PeriCoach was exhibited at the International Urogynecological Association<sup>1</sup> (IUGA) 40th annual scientific meeting in Nice, France, in conjunction with the 2nd World Congress on Abdominal & Pelvic Pain<sup>2</sup>. IUGA is dedicated to global advancement of urogynaecological knowledge and patient care through education and the promotion of basic and clinical research on disorders of the female pelvic floor. This meeting attracted over 2000 leaders<sup>3</sup> in the field of pelvic floor health and provided an ideal platform for our release into the US, UK and Irish markets with many key clinicians attending from these geographies. It also highlighted the enormous interest from the clinical community in greater Europe.

At IUGA, Analytica released two case study papers<sup>4</sup> detailing patient success using PeriCoach to treat stress urinary incontinence and pelvic organ prolapse. These papers are the first of many in coming months and support the premise that adherence to pelvic floor exercise regimens using the PeriCoach, alongside a clinician, will lead to positive clinical and lifestyle outcomes for women. Dr. Beth Shelly, DPT and Dawn Sandalcidi, PT are both members of the US Clinical Advisory Board and were among the first clinicians to use the PeriCoach System in the US as part of the Early Adopter Program.

In conjunction to the IUGA symposium, Analytica sponsored an educational event which was hosted by a multidisciplinary team of pelvic health professionals from the UK, Ireland and Australia. The event was well attended and well received by physical therapists and urogynecologists from around the globe. The Clinical trial, a prime differentiator between the PeriCoach and other recent entrants to the pelvic health market, was a key topic of discussion. PeriCoach clinical advisors had the following comments:

"I'm actually very proud to say this company Analytica, who has devised, tested, put out on the market evaluating and putting themselves right on the line by doing a Randomised Controlled Trial to check not just the usability but efficacy of this device is really good. This is a company with ethics that go right to the core of it." -- Dr Margaret Sherburn.

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<sup>1</sup> IUGA Meeting: <http://www.iugameeting.org/>

<sup>2</sup> World Congress on Abdominal & Pelvic Pain: <http://pelvicpain-meeting.com/>

<sup>3</sup> List of IUGA delegates: <http://www.iugameeting.org/wp-content/uploads/Reg-list-5.28.pdf>

<sup>4</sup> D Sandalcidi, "PeriCoach® System-Assisted Pelvic Floor Exercises for a 50-Year-Old Woman with Stress Urinary Incontinence."

<http://www.analyticamedical.com/downloads/2015/20150604-PeriCoach-CaseStudy-DSandalcidi.pdf>

B Shelley, "PeriCoach® System-Assisted Pelvic Floor Exercises for a 63-Year-Old Woman with Pelvic Organ Prolapse"

<http://www.analyticamedical.com/downloads/2015/20150610-PeriCoach-CaseStudy-BSshelley.pdf>



"It's a very, very tight RCT (*randomised clinical trial*)...Why do an RCT if it's not going to be robust? It's probably one of the most robust RCT designs you'll see." -- Professor Ajay Rane.

The overwhelming interest and positive support of the PeriCoach System from leading clinicians in women's pelvic floor health at this renowned international meeting, together with the response from general practitioners at the GPCE/PNCE<sup>5</sup> (Sydney, last month), supports increasing confidence in the product's future for treatment leadership in this enormous and essentially unmet market. Clinicians were interested in the simplicity of the system, the immediate feedback and encouragement for patients, and the ability to monitor their patient's progress. Of particular interest was the data, the foundation of the PeriCoach system.

PeriCoach has also had public exposure at the Pregnancy, Baby and Childbirth Expos in Adelaide, Sydney and Brisbane. The Brisbane Expo, this last weekend, attracted 16,818 attendees. Despite the non-stop, frantic pace of these shows, and the unfamiliarity the general population has with this product category, the Brisbane display, for example, had direct sales and received over 614 email addresses from women wanting to know more. It was rewarding to see the initial curiosity transform into genuine interest to understand an area that is often not addressed with expecting mothers.

Analytica has had a mere five months of marketing and sales in Australia since the 'standing-start' public release of the product and commencement of public marketing activity. Since then, sales are increasing, patient successes and testimonials are accumulating, and media awareness is rising. There are no direct precedents for a product like the PeriCoach. Activities have been prioritised with guidance from domestic and internationally experienced PR advisors, and a regimented test and measure approach. Domestic activities over the last 12 months, and the marketing experience on the ground give the company great confidence in the refined approach being rolled out internationally.

Analytica Chairman, Dr Michael Monsour said "To make a difference in women's lives and help them overcome pelvic floor dysfunction conditions, we had to go to first principles of experimentation, to dig down and uncover the core. What was missing was data. Collection, analysis and reporting of data is the foundation of the PeriCoach System. Supported by regulatory adherence, and disciplined development, the PeriCoach is delivering fantastic results."

"Data distinguishes the PeriCoach in the pelvic floor market. This unique capability is the foundation of the marketing campaign. Clinician support is seen as pivotal to public understanding and encouraging customer use of the PeriCoach. Clinicians enthusiastic interest, the growing testimonials and medical papers provides a solid platform for growth."

"Laying foundations takes time and investment, but investment in foundations pays off when building a large stable structure."

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<sup>5</sup> General Practitioner / Practice Nurse Conference & Exhibitions <http://www.gpce.com.au/>



For more information about the PeriCoach System, visit: [www.PeriCoach.com](http://www.PeriCoach.com)

For more information about Analytica, visit [www.AnalyticaMedical.com](http://www.AnalyticaMedical.com)

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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. The product has USFDA 510(k) clearance in the USA. 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.

