

ASX ANNOUNCEMENT

PeriCoach® US Commercial Launch Publicity Campaign

25 June 2015: Analytica (ASX: ALT), manufacturer of the PeriCoach System, is pleased to update shareholders on this week's commercial launch in the United States.

Marketing campaigns have launched in the US and UK this week to coincide with the International Continence Society's World Continence Week. Media support and public relations preparations for this launch were set in motion with the PeriCoach US FDA clearance in March 2015, and are now being successfully executed.

The launch has already gained attention with media releases being distributed in recent days.

Most significant of these was a PR newswire release sent to over 200,000 news outlets in the US. As at 10am on 24 June the release was posted on 209 websites, including those of TV and radio stations, with a potential reach of 72,374,000.

Examples of the websites and outlets carrying the PeriCoach story include:

- Financial - CNN Moneyⁱ, Yahoo Financeⁱⁱ, Reutersⁱⁱⁱ, Business Journals^{iv}
- Technical - Medgadget^v, Mobihealthnews^{vi}
- Clinical - Urology Times^{vii}, Fierce Medical^{viii}, Rehab Management^{ix}, Monthly Prescribing Reference^x
- Public News websites - WKRN-TV Nashville^{xi}, KUSI-TV San Diego^{xii}, 760KFMB talkback radio San Diego^{xiii}, Minneapolis Star Tribune^{xiv}, Fresno Bee^{xv}, Boston.com^{xvi}
- Networked outlets - FOX Tallahassee^{xvii}, NBC Columbia SC^{xviii}, CBS Baton Rouge LA^{xix}, ABC Lynchburg VA^{xx},

Further updates will be shared in coming weeks.

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

For more information about Analytica, visit 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.

ⁱ <http://money.cnn.com/news/newsfeeds/articles/prnewswire/MM26399.htm>

ⁱⁱ <http://finance.yahoo.com/news/pericoach-fda-approved-pelvic-floor-123000698.html>

ⁱⁱⁱ <http://www.reuters.com/article/2015/06/23/pericoach-new-system-idUSnPncffwg8+80+PRN20150623>

^{iv} http://www.bizjournals.com/prnewswire/press_releases/2015/06/23/MM26399

^v <http://www.medgadget.com/2015/06/pericoach-smartphone-pelvic-floor-exerciser-fda-cleared.html>

^{vi} <http://mobihealthnews.com/44473/fda-clears-smartphone-connected-pelvic-floor-muscle-training-device-for-incontinence/>

^{vii} <http://urologytimes.modernmedicine.com/urology-times/news/new-products-bladder-scanner-penile-prosthesis-and-more?page=full>

^{viii} <http://www.fiercemedicaldevices.com/press-releases/pericoach-new-fda-approved-pelvic-floor-training-system-women-now-available>

^{ix} <http://www.rehabpub.com/2015/05/home-pelvic-floor-muscle-strengthening-system-hits-u-s-market/>

^x <http://www.empr.com/news/new-pelvic-muscle-training-device-available-for-urinary-incontinence/article/422236/>

^{xi} <http://wkrrn.membercenter.worldnow.com/story/29385120/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xii} <http://www.kusi.com/story/29385120/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xiii} <http://www.760kfmb.com/story/29385249/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xiv} <http://markets.financialcontent.com/startribune/news/read/30130746/pericoach%C2%AE>

^{xv} <http://markets.financialcontent.com/mi.fresnobee/news/read/30130746/pericoach%C2%AE>

^{xvi} <http://finance.boston.com/boston/news/read/30130746/pericoach%C2%AE>

^{xvii} <http://www.myfoxtallahassee.com/story/29385149/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xviii} <http://www.wistv.com/story/29385120/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xix} <http://www.wafb.com/story/29385120/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

^{xx} <http://www.wset.com/story/29385120/pericoach-new-fda-approved-pelvic-floor-training-system-for-women-now-available>

