

ASX ANNOUNCEMENT

Analytica Strengthens US Commercialisation of PeriCoach®, Executing a Distribution Agreement with Minneapolis based *Current Technology Inc.*

30 June 2015: DENVER, CO, USA - Analytica Ltd (ASX: ALT manufacturer of the PeriCoach System, is pleased to announce that the company has entered a distribution agreement with Current Technology, Inc. in the United States of America.

Following USFDA clearance in March 2015 the PeriCoach System was commercially launched in the US on June 23, 2015. Current Technology, Inc. has been a specialized distribution partner to physical therapists and medical practitioners in the pelvic rehabilitation market for over 20 years. They represent surface electromyography (EMG) and electrical stimulation products for clinical and home use, and exhibits at American Physical Therapist Association (APTA) Women's Health Section continuing education seminars reaching 300+ pelvic health physical therapists annually. The APTA Women's Health Section has over 2300 members and holds a range of training courses across the US.

Under the non-exclusive agreement Current Technology, Inc. will wholesale purchase the PeriCoach units from Analytica and will engage in marketing and sales activities through their extensive existing sales network. This sales channel will enhance Analytica's own US based distribution. Customer registration and maintenance of patient training records data will remain with Analytica.

"The PeriCoach System is a natural product line extension to offer our clinical partners and women they serve," said Rod Pitsch, founder and president of Current Technology, Inc. "Having been in this business and working with clinicians in the PFMT¹ arena for 24 years, I know the challenges faced with adherence and management when away from the clinician office. The technology and ease of the PeriCoach with the benefit of real-time biofeedback I believe will be a great benefit to women."

Analytica's Denver based Vice President of Global Sales & Marketing, Megan Henken noted "Partnering with Current Technology strengthens PeriCoach's market penetration in the USA. We are very excited to be working with a company that has such a strong foundation in pelvic rehabilitation."

For more information about Current Technology Inc, visit: www.currenttechnologyinc.com

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

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



¹ Pelvic Floor Muscle Training



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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. The product has been on sale in Australia and New Zealand since January, and recently launched in the UK and Ireland, and in the USA. 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.