ASX ANNOUNCEMENT

Capital Raising to raise up to $3.7 million.

8 July 2015: Brisbane, Australia - Analytica Ltd (ASX: ALT) manufacturer of the PeriCoach System, is pleased to announce that it is proposing to undertake an equity capital raising to raise up to approximately $3.7 million (before offer costs) by way of a renounceable pro-rata offer to eligible shareholders (Rights Issue).

Terms of the Rights Issue:

- The Rights Issue will offer one new share for every two shares held at the record date at an issue price of 0.8¢ per new share
- For every three shares subscribed for the Company will issue:
  - 1 short dated option exercisable at 1.1¢ on or before 29 February 2016; and
  - 1 long dated option exercisable at 1.4¢ on or before 28 February 2018.
- Subject to ASX Listing Rules it is intended that both sets of options will be quoted.
- Eligible Shareholders will be afforded the opportunity to apply for shares and attaching options in excess of their entitlement.
- Patersons Securities Limited has been appointed as Lead Manager and the Company is finalising arrangements with Patersons to partially underwrite the Rights Issue.
- The Company's Chairman has indicated that he will subscribe directly for $100,000 and sub-underwrite $300,000 on a priority basis. Any short term loan funding provided by him prior to the completion of the Rights Issue will be capitalized at the issue price and the capitalized amount applied in reduction of his sub-underwriting obligation.
- Further details relating to the Rights Issue will be contained in a Prospectus which is aiming to lodge with ASIC and release to ASX on or about 10 July 2015.

Use of Funds:

- Net proceeds from the Rights Issue will be used by the Company to fund the marketing costs in connection with the launch of the PeriCoach System primarily in the USA but also Europe and for general working capital.
- As announced on 25 June 2015, Analytica launched marketing campaigns in the USA and UK to coincide with World Continence Week.

Indicative Timetable

Event	Date
Prospectus Lodged	Friday, 10 July 2015
Existing shares quoted on an 'ex-rights' basis, Rights Trading commences	Tuesday, 14 July 2015
Record Date	7.00pm (Sydney time) Thursday, 16 July 2015
Rights trading ends	5.00pm Thursday (Sydney time) 23 July 2015
Rights issue closes	5.00pm Thursday (Sydney time) 30 July 2015
Announcement of shortfall (if any) under the Entitlement Offer	Monday, 3 August 2015
Allotment date of new shares and options issued rights offer	Friday, 7th August 2015
Dispatch of holding statements for New Shares issued under the Entitlement Offer.	Friday, 7th August 2015
Normal trading of New Shares issued under the Entitlement Offer	Monday, 10th August 2015

The timetable is subject to change and the Company reserves the right to withdraw or vary the timetable for the offer without notice. In particular, the Company reserves the right to extend the closing date for the Entitlement Offer, to accept late applications whether generally or in particular cases or to withdraw the Entitlement Offer without prior notice.

Investor Presentation

A copy of an investor presentation follows.

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:

ANALYTICA

Investor Presentation

July 2015

Forward-looking statements

This presentation contains forward-looking statements that involve risks and uncertainties.

Although we believe that the expectations reflected in the forward looking statements are reasonable at this time, Analytica can give no assurance that these expectations will prove to be correct.

Actual results could differ materially from those anticipated. Reasons may include risks associated with medical device product development and manufacture, risks inherent in the regulatory processes, delays in clinical trials, risks associated with patent protection, sales estimates, success of future activities, future capital needs or other general risks or factors.

This document does not constitute an offer, solicitation or recommendation in relation to the subscription, purchase or sale of securities in any jurisdiction. Neither this presentation nor anything in it will form any part of any contract for the acquisition of securities.

Introducing Analytica and the PeriCoach®

The PeriCoach System

- Addresses a significant unmet medical need – multi-$billion market, up to 1 billion women affected worldwide.
- Regulatory clearances granted for Australia, USA and Europe.
- Patients are being treated successfully as evidenced by field data, case studies and testimonials coming in.
- Low risk medical device, with low manufacturing cost, and readily scalable production.
- Multi-pronged IP strategy with no dominant competitors.

Sales

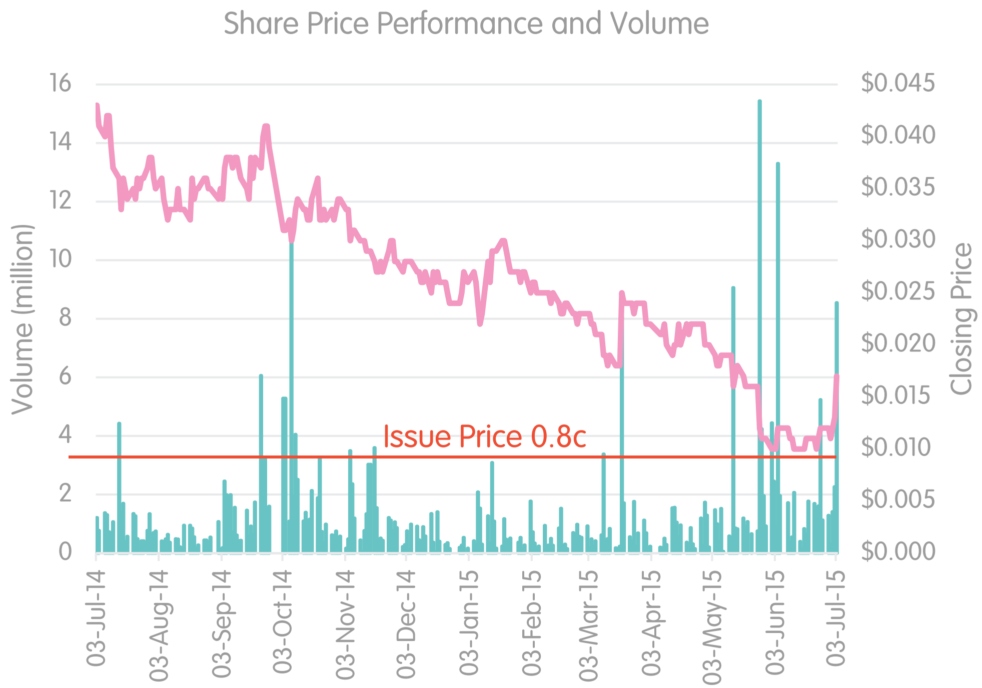
- Launched in Australia January 2015.
- US and Europe marketing architecture in place.
- Global marketing strategy developed and ready for implementation.
- Northern hemisphere launch commenced 23 June 2015 to leverage off world continence week.
- Targeting established and experienced corporations – First distribution agreement signed.

Validation

- Clinical trial has started recruitment with results anticipated in 1Q 2016.
- Clinical trial is not required for regulatory approvals, already in place. The trial is to gather independent evidence for what we already know, and to provide evidence for studies for health fund/Gov rebates.
- Results to be used to assist marketing to Healthcare Providers (HCP) and partnering opportunities with multinational medical device companies.

Analytica Ltd – ASX:ALT

Board and Executive	
Dr Michael Monsour	Chairman of the Board
Mr Ross Mangelsdorf	Executive Director
Mr Warren Brooks	Non-Executive Director
Mr Carl Stubbings	Non-Executive Director
Mr Bryan Dulhunty	Company Secretary
Mr Geoff Daly	Chief Executive Officer
Ms Megan Henken	VP Global Marketing
Recruiting New Non-Executive Director	Performing Due Diligence



Capital Structure	
Ordinary Shares:	939.2m
Options:	55.85m various prices
Market Cap:	$15.9m at 1.7¢
Volume (12 month):	346.6m shares
52 week high / low	$0.042 / $0.009

Shareholder Information as at 30 June 2015	
Directors & Associates	18.3%
Top 20 Shareholders	29.95%
Number of shareholders	3,724

Board and Management-Rounding out the Skillset

The Company is in the process of working towards changes to the board and senior management to facilitate execution of its global marketing and partnering strategy

Dr Michael Monsour - Chairman	Medical advisor, drug commercialisation.
Mr Ross Mangelsdorf - Executive Director	Finance and accounting, corporate governance
Mr Warren Brooks - Non-Executive Director	Broker Relations
Mr Carl Stubbings - Non-Executive Director	Business development US medical device marketing experience
Mr Geoff Daly - CEO	Medtech commercialisation, manufacturing, regulatory

Megan Henken – VP Global Marketing and Sales - US Based

- Frontline Medtech marketing and sales management experience in US.
- Has been preparing Analytica's US presence since mid-2014.
- In an Global Marketing Manager role, Megan led the successful commercialisation of a significant new molecular based test for a strain of influenza for large / leading global diagnostics company.

Recruiting New Non-Executive Director – Performing Due Diligence

- Drug and device regulatory experience at the highest level- previously head of major international regulatory agency
- Health economics and strategic advice experience with extensive industry contacts in Europe and the US
- International and Australian board experience.

The PeriCoach System

The PeriCoach system is designed to treat Stress Urinary incontinence – A debilitating disease occurring in 1 in 3 women.

The Device

Small, discreet and easy to use. The device has three patent-pending biofeedback sensors to measure the pelvic floor muscle forces directly.

The App

Free smartphone apps that manage data from the sensor and provide real time audio and visual feedback during exercises. Also provides reminders to keep motivation high.

Web Portal

A secure website where the patients and clinicians can access exercise history and news.

Charging Case

A robust, discreet, and highly mobile recharging and storage case for the device.

Update on Progress since October 2014

Regulatory

- Regulatory Clearances granted - CE (Europe), FDA (USA) adding to TGA (Australia).
- US 510k clearance is initially prescription-only, establish medical credentials, and faster to market.
- Final App approvals received (4 months later than anticipated - delaying Australian roll out).

Sales

- Released to the Australian Market – Sales have commenced.
- International marketing architecture in place.
- US and UK launch in June 2015 to coincide with World Continence Week 22-26 June.
- US – Implementation of integrated marketing campaign aimed at industry specialists, opinion leaders and the general public through traditional and social media campaigns.

Validation

- Data being assembled using current patients data to support migration from prescription to over-the-counter purchase in the US.
- Clinical Trial has commenced recruitment with results anticipated in Q1 2016.

Where we are

PeriCoach – Innovative treatment for female bladder leakage (urinary incontinence).

Impacts 1 in 3 women worldwide

- Field data and case studies coming in and clinical trial underway.
- Mobile E-Health system - rapidly growing market acceptance
- Clinicians involved throughout design, clinical advisory board, treatment.

PeriCoach Australia & NZ - Selling

- Direct-to-Consumer campaign gaining momentum via social media initiatives
- Specialist clinician awareness campaign in 2014 shifting focus to generalist GP/Nurse awareness

PeriCoach US and UK – Launched World Continence Week 22 June

- 510(k) clearance, Prescription only in USA (including physios, nurse practitioners)
- First sales made. Logistics and purchasing systems online. Case studies being written.
- First distribution agreement signed with Minneapolis-based Current Technology Inc.
- Target US/UK/Ireland commercial launch date coinciding with International Continence Society's World Continence Week – June 22nd
- UK soft launch, direct web sales only – no direct sales team.

Integrated Two-Stage Marketing Approach - 1

Firstly - Using multiple sales channels in the USA, Europe and Australia to target commercial sustainability by mid 2016. Sales trajectory that enables the achievement of this goal will "validate" PeriCoach as a serious commercial opportunity.

- **Top-down** - Health Care Professional (HCP channel) Clinician awareness, acceptance are key. Physicians see patients with a wide range of conditions, only a few will be eligible PeriCoach candidates per week. Also, clinicians are not salespeople, and the HCP marketing effort is not to recruit sales outlets. The Top-down (HCP) channel is primarily devoted to removing HCP's as an obstacle to purchase.

- **Bottom up approach** – Direct to Consumer (DTC channel). Patients have to self identify and be aware that what is happening to them is a treatable disease. This is why the DTC marketing campaign is absolutely critical. In Australia and the rest of the world the message is **"go to PeriCoach.com"**, in the US it is **"go to a physician and get a script[1] for a PeriCoach".**

[1] The prescription only 'constraint' "is not as great a barrier in the USA as it may appear to Australian readers. A script can be written by nurse practitioners, physiotherapists, and of course MD's and specialists. Patients can also see gynecologists directly without a referral. It is a well established pathway in the USA.

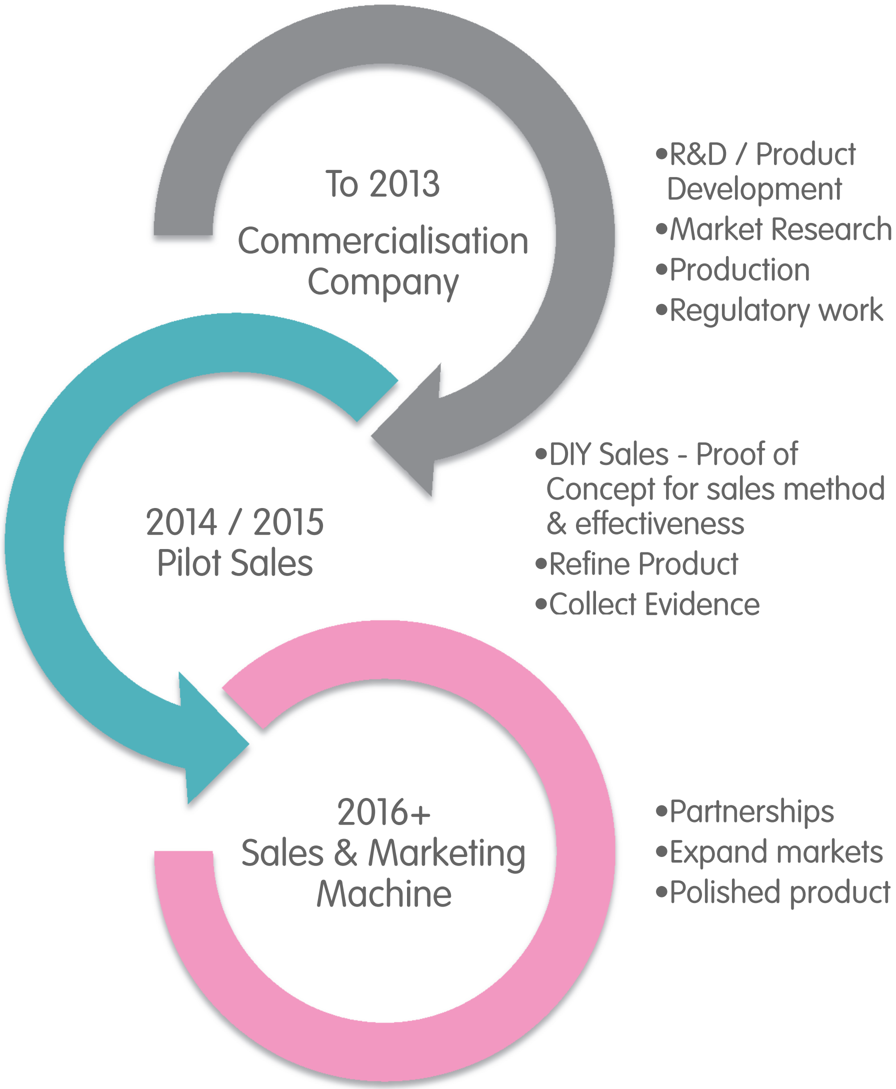
Integrated Two-Stage Marketing Approach – 2

Second strategy is to "partner" PeriCoach with one or more suitable multinational medical device / consumer goods companies who will have the global reach and sales channel network to take PeriCoach deeply into the market. PeriCoach aims to attract these partners by executing these milestones:

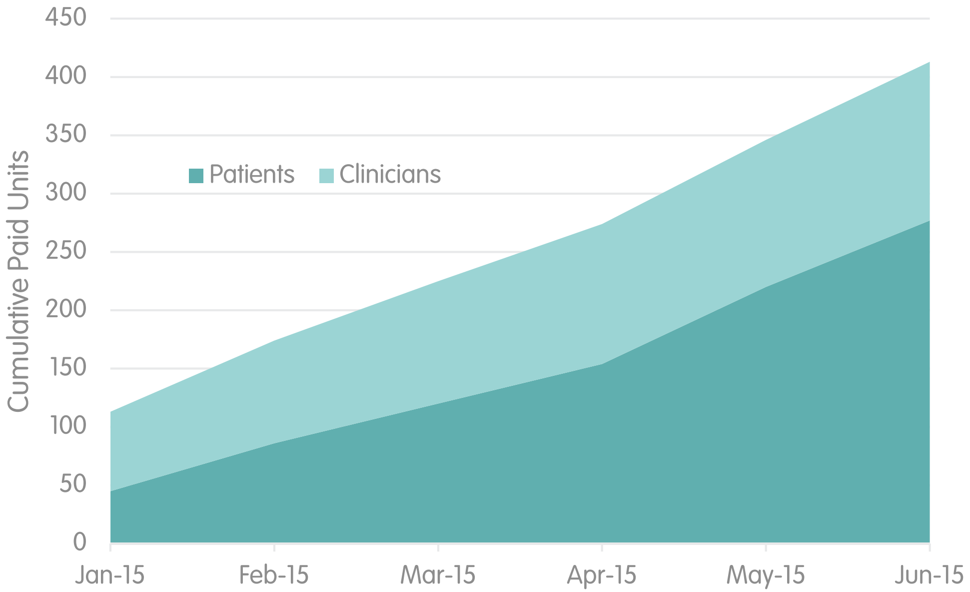
- Completing our Multi-Centre Clinical Trial - This is expected to be a major inflection point for the valuation of the company, it de-risks the product for customers, clinicians, associations and partners.
- Drive Sales and develop Contacts & Networks. Analytica will be actively approaching and courting these potential partners.
- Partnering with an established entity may include but not be limited to investment, licensing, rebranding, joint ventures, acquisition.

Transformation in Progress

- US is key market. Australia is launch and test platform – Test and measure.
- Sales expansion into US to prove model to potential partners.
- Development of strategic alliances is underway.
- Aiming for partnerships with larger global entities to drive sales deeper into this massive market
  - Possible licensing, or supply & rebrand,
  - Possible JV.
- Experienced personnel and skillset being assembled.
- Network and contacts being developed.



Sales – Achievements so far



Cumulative Sales for 2015 to Clinicians and Patients

- Sales have grown from 0-60 units per month over the last 5 months in a market where the effort has been directed at a subset group of health care professionals to build awareness and test the market.
- Critical drivers for the Australian market include:
  - Clinical trial to confirm the anecdotally known benefits, and open doors.
  - Testimonials and word-of-mouth successes
- Critical Drivers for Global Market include
  - roll out marketing and sales programs
  - US over the counter approval (OTC) - aiming to commence discussions with USFDA 4Q 2015
  - Partnering with established companies in the sector
  - Rest of the World roll out over 2016-17 with marketing direct to consumer WWW for most

Strategic Opportunities

- Build PeriCoach as the globally recognised brand for all following devices and enhancements in this product category.
- Partnership with multinational medical device / consumer goods company – such partnerships have the potential to create value. Larger partners will be able to leverage economies of scale in purchasing, marketing and distribution.
- Analytica is developing a pipeline of enhancements and features that can be rolled out to established sales networks being developed globally
- Health & Fitness Market – World health industry $79 billion with 140 million members with wearable technology expected to reach US $19 billion by 2018. Opportunity exists for alliances with gym chains for pelvic health and sports data collection companies.
- Sexual dysfunction - Secondary clinical trial endpoint of sexual function improvement may allow further therapeutic claims and dramatically open up the accessible market. Currently have anecdotal evidence only.
- Seek greater exposure in the US and position PeriCoach among comparable medical product companies and access larger investor pool.
- Other conditions such as pelvic organ prolapse have also been treated with the PeriCoach, resulting in one case study from US early adopters.

Proposed Capital Raising Plans

- Analytica is seeking to raise up to $3.76m by way of an underwritten 1:2 rights issue of 469.6m shares.
- For every 3 shares subscribed shareholders will be granted 2 options.
  - Short dated options exercisable @ 1.1¢ by 28 February 2016.
  - Long dated options exercisable @ 1.4¢ by 28 February 2018.
- If options are exercised, a further $1.7m will be raised on the exercise of the Short Dated Options and $2.2m on exercise of the Long Dated Options.
- The issue price of 0.8 ¢ represents a
  - 42.8% discount to TERP of 1.4¢.
  - 52.9% discount to last sale price.

	Shares	Short Dated Options	Long Dated Options	Gross Amount Raised
Existing Shares	939,220,439	-	-	-
Rights Issue*	469,610,220	156,536,740	156,536,740	$3.76m
Total	**1,408,830,659**	**156,536,740**	**156,536,740**	**$3.76m**

* Assumes Rights Issue fully subscribed

- Underwriting arrangements being finalised.
- Dr Michael Monsour intends subscribing for $100,000 and sub-underwriting circa $300,000 of the rights issue on a priority basis.
- Short dated options can provide working capital flexibility in early 2016.
- Long dated options allow leverage to successful commercialisation.

Cash Circumstances

- Cash burn at US Launch $630,000 per month for July and August dropping to circa $450,000 per month from September onwards.
- Future cash requirements depend on sales revenue
- The Company believes that there are good prospects of increasing sales and of achieving commercial sustainability by the end of FY 2016

Indicative Timetable	2015
Rights Issue Announced Prospectus Lodged	Friday 10 July
Ex Rights	Tuesday 14 July
Record Date	Thursday 16 July
Closing Date	Thursday 30 July
Shortfall Notified	Monday 3 August
Shortfall Settled	Thursday 6 August
Rights Issues Shares and Options Issued	Friday 7 August

Use of Funds

- Net proceeds from the Rights Issue will be used by the Company to fund marketing costs in connection with the launch of the PeriCoach System primarily in the USA but also in Europe as well as for general working capital expenses.

Analytica – Summary

Unique product:

- PeriCoach - 5 months growing Australian sales.
- Massive market. Unmet medical need. Low risk medical device.
- Australian made and designed with clinicians, and championed by opinion leaders.
- No comparable competition with patent, design registration and trade mark barriers to entry.
- Scalable contract manufacturing capacity in place with minimal cost to lift production.

Strategic Board and management recruitment ready for EU/US sales:

- Experienced US-based team in place and implementing US/EU roll out.
- Recruiting New Non-Executive Director - Performing Due Diligence – Drug and device regulatory experience at the highest level, health economics and strategic advice experience and networks in the EU and US

Analytica:

- Low market capitalisation and competitively priced issue.
- Strong news flow anticipated as international roll out is implemented.
- US designed international sales strategy in place.
- Partnering arrangements target established players with first distribution agreement executed.

"The revolutionary PeriCoach system technology is set to transform the lives of women globally"

Dr. Michael Monsour – Chairman, Analytica

Appendices

Market Variations

Australia / NZ - AUD$298

- Class I medical device – TGA clearance 2013
- Selling directly to public, and via clinicians (consignment and on-sell)
- HCP-only marketing effort in 2014, shift to majority DTC in 2015 with App clearance

USA – USD$299

- Class II medical device – 510(k) clearance Feb 2015
- Prescription-only – BUT! - Scripts readily available from physios, nurse practitioners, MD's, specialists.
- Balanced HCP/DTC marketing effort. Launched 23 June 2015 – World Continence Week
- Direct patient purchase (with script), Consignment and on-sell clinicians, Distributors.

UK / Europe - £145 / €175

- Class I medical device – CE-mark 2014
- DTC-weighted marketing effort. Launched 23 June 2015 – World Continence Week
- Selling directly to public via UK website. Fulfilment from warehouse by 3rd party logistics.
- Non-English languages (and European countries) aiming for launch late 2015

Risk

Risk	Mitigation
Does it work?	Case studies, field data, clinical trial, testimonials ✓ **In process**
Supply chain	Multiple raw material suppliers, mostly commodity inputs, few specialist parts ✓
Regulatory clearances	Major clearances done. TGA, FDA, EC ✓
Production capacity	Already scaled up ✓
Production quality	Experienced, quality-certified electronics and final assembly suppliers ✓
Usability	In-market testing done, continual improvement ✓
IP protection	Patents pending, design registrations, trademarks, domains, system proprietary knowledge ✓
Product stagnation	Technology pipeline with planned improvements to stay ahead of field ✓
Product safety	International safety standards certified (e.g. biocompatibility, electrical) ✓
Required skills	Company transformation to international marketing focus ✓

Residual Risk - Market Uptake

Mitigations

- Experienced Global PR Professionals ✓
- Internal specialists with marketing and sales experience ✓
- PR Strategy ✓
- Raising awareness ✓
- Polished message through test and measure ✓
- Trusted message sources – blogs, opinion leaders, Specialists, GP's ✓
- Safety – 'Government' clearances? ✓
- Powerful testimonials - ongoing
- Earned media attention - ongoing
- Clinician awareness - ongoing
- Clinician acceptance ✓

US Launch Media Strategy

- Built on Australian test market experiences
- Build credibility and awareness with clinicians through visibility in trade and peer-reviewed media
- Leverage existing relationship with Womens Health Foundation – generate visibility among physios, women who already identify as interested in and committed to pelvic health
- "Go Big" in first few months to generate wide, varied media coverage
- Seek and secure TV coverage (national and local)
- Use influencer social media strategy to create and generate a "viral" buzz online and create word of mouth

Facebook Campaign (since Feb 2015, AU-only so far) – Expand to international markets

- >325,000 women reached → >15,000 pericoach.com website visits   Click through rate = 4.6%

Video Production asset currently being produced to be leveraged globally

- Makes PeriCoach accessible, not too clinical or high-brow
- Create a social media asset that will generate 'buzz'
  - Centerpiece to US commercial launch
  - Make women feel comfortable to 'share' the content
  - Also use in traditional settings (conferences, ads, etc)
- Working with Naama Bloom, **HelloFlo campaign**. Her videos went viral + national news recognition

Global Marketing and PR Expertise

jacobstahl Inc.

NY-based public relations and marketing strategy partnership.

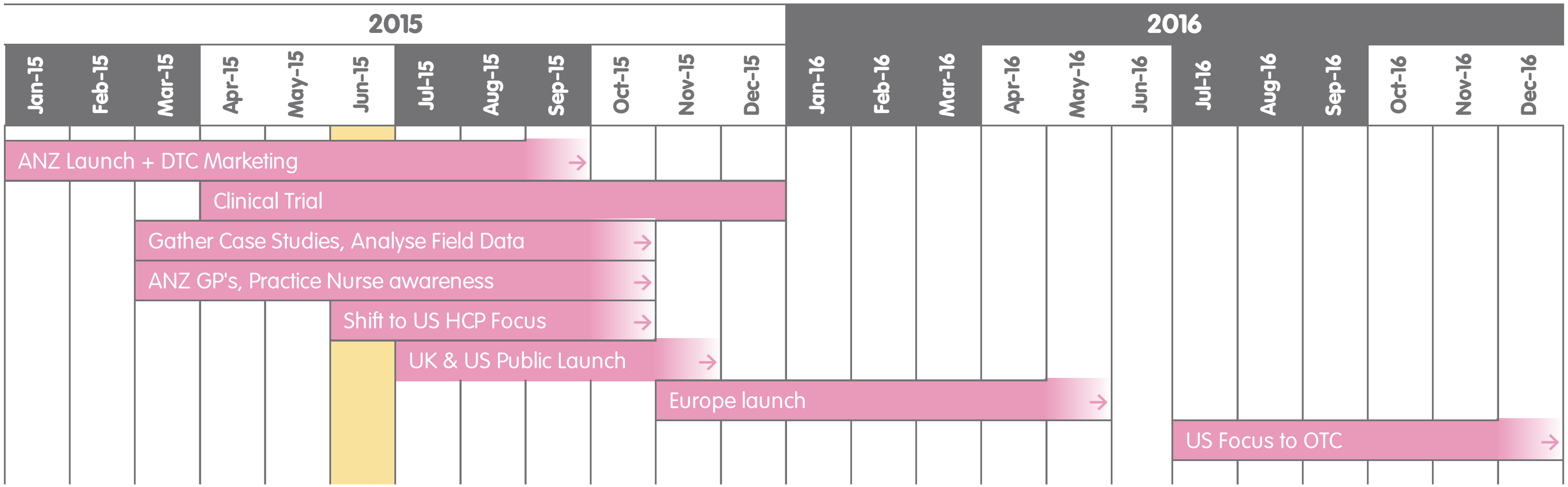
Portfolio includes blockbuster drugs and multinational clients.

Success in products requiring 'sensitivity':

- Fertility drugs
- Depression campaigns
- Cancer campaigns
- Erectile dysfunction
- Drug to help painful sex

PR Newswire story on PeriCoach shown in NY Times Square July 2015

PeriCoach Roadmap



Timetable	
June/July	US Healthcare professional focus following 510(k) IUGA – European / Global HCP awareness UK soft-launch
Early 2016	Publish clinical trial, European availability. Multi language
Mid 2016	US Shift from prescription to over-the-counter focus
2017	Global availability.
Ongoing	Gather evidence. Build distribution and marketing/sales partnerships

Sales and Share Price Catalysts	
Early 2016	Clinical Trial results
Sept-Nov 2015	US clinical events – e.g AUGS, ICS
3Q, 4Q 2015	Exponential word-of-mouth growth from successful patients, early adopter program case study growth
Aug-Oct 2015	Online media asset project + Supporting marketing
TBD - 2016	US over the counter clearance requires field safety data. This is already being collected in the DTC Australian market

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.