

ASX ANNOUNCEMENT

Analytica reports half year results

29th February 2016: Brisbane, Australia - Analytica Ltd (ASX: ALT) manufacturer of the PeriCoach® System, today released its Appendix 4D – half year report for the six months ended 31st December 2015.

FINANCIAL RESULTS

- Net loss down 37% to \$1,216k
- Total revenue up 101% to \$2,039k
- Direct research and development costs \$1,259k down from \$1,540k
- Market and Market Research \$1,069k up from 741k
- Cash position at the end of the year: -\$6,000 (R&D Tax incentive of \$1.9M received 18th January)

During the first half, Analytica made good progress towards its goal of establishing the PeriCoach as the trusted medical solution for women's pelvic floor health.

The Company launched its "Leakers Anonymous" campaign to build awareness amongst US consumers and clinicians. The campaign, which featured a video on social media, had a particularly good response in the clinical community and also placed the video in front of 5.5 million blog subscribers, 250,000 Facebook followers and 170,000 Twitter followers. Interestingly we are aware of a growing group of clinicians who are utilising "Leakers Anonymous" to start the conversation with patients.

Analytica also continued to build clinical awareness in the US through its Key Opinion Leaders who presented at major urology and gynaecology conferences and the response from specialists has been very supportive. In addition, Analytica has been using its early adopter sites in the US to build case studies to provide further proof to women and clinicians that PeriCoach is the pelvic floor muscle trainer they can trust. These studies are expected to be published in 2016.

In late November, Analytica also released the results of a survey which showed that PeriCoach users also reported increased sexual satisfaction after using the device to treat their stress urinary incontinence. Of the women who said in a survey of 124 women that they had poor to average sexual satisfaction before using the PeriCoach, more than a third reported an improvement in their sexual satisfaction as a result of using the device. Analytica plans to file for additional use claims covering sexual function and pelvic organ prolapse in 2016 as well as file for over-the-counter status in the US over the coming months.

The Company also continued to develop the PeriCoach, making incremental improvements in each production run based on customer and field feedback. Analytica also progressed larger, programmed product development pipeline projects that will cement the PeriCoach as the leading technology in women's pelvic floor health.

"During the quarter, we continued to make progress towards our goal of establishing PeriCoach as the leading device for pelvic floor muscle training and the treatment of urinary incontinence and other pelvic floor muscle conditions," said Analytica CEO Geoff Daly.

"We continue to gather data in order to establish PeriCoach's credibility as a device that effectively treats women and continue to invest in R&D to ensure it remains best in class with the view of creating a positive sales environment for the system and ultimately securing a global sales partner."



Analytica will be raising further capital in the coming period. A great deal has been achieved over the last 12 months in the development of the system, establishing clinical evidence, understanding the market, and what partners will be looking for in a transaction. In order to expedite partnership opportunities Analytica committed significant funds. From this extensive commitment the board has developed a clear and focused plan. With the solid platform built this last 12 months, this plan calls for much less capital.

"Analytica is a small, medical device research, development, and commercialisation company. This was my message at the last AGM and has consistently been our message", said Dr Michael Monsour, chairman. "Analytica is developing the best in class medical device product, for pelvic floor conditions. To effectively market our products, PeriCoach and AutoStart Burette, requires partnership with large, resourced organisations, who require specific data which we continue to compile. That's what we said we would do and that's what we are doing. The opportunity to share our progress is governed by commerciality, regulatory and continuous disclosure requirements. Considering our resources, the progress has been remarkable."

For more information please contact investorrelations@analyticamedical.com

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 and 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.

