

ASX ANNOUNCEMENT

Capital Raising

18th March 2016: Analytica Ltd (ASX: ALT), manufacturer of the PeriCoach® system, is pleased to announce the following capital raising initiatives

- A \$1m placement to an entity associated with the Chairman Dr Michael Monsour (subject to shareholder approval), which if approved is expected to increase Dr Monsour's interest in the Company to approximately 25%¹.
- A \$0.5m placement to a new cornerstone investor conditional on the placement to Dr Monsour, which is expected to represent approximately 10% of the expanded capital base²
- A \$0.3m placement to other non-related parties of the Company.
- A share purchase plan (SPP) offer to all existing shareholders.
- Funds raised will be used for working capital purposes.

The investment of \$1m investment by the chairman, (subject to shareholder approval), and the investment by a new cornerstone investor shows strong support for the recently announced strategic plan and cost cutting initiatives of the company.

The shares under the placements and SPP will be issued at 0.255 cents per share. The proposed share issue price to Dr Monsour is 0.300 cents per share.

Details of Funding

Placement to an entity associated with Chairman Dr Michael Monsour: The Company has reached agreement with the Chairman Dr Michael Monsour, that subject to shareholder approval, the Company will place 333,333,333 fully paid ordinary shares at an issue price of 0.300 cents per share, to raise \$1m, to an entity associated with Dr Monsour.

The issue price is the volume weighted average price calculated over the last 5 days on which sales in the Company's shares were recorded on ASX and Chi-X markets immediately preceding the date of this announcement. If the placement proceeds, Dr Monsour's interest in the Company is expected to increase from approximately 12.8% to approximately 25%³.

Analytica expects to hold an Extraordinary General Meeting on 22nd April 2016 (EGM) to seek shareholder approval for the placement and also the increase in Dr Monsour's interest in the Company. Details of the EGM together with an independent expert report in relation to the increase in Dr Monsour's interest in the Company will be sent to Analytica shareholders on or about 23 March 2016.

Placement to new cornerstone investor: The Company has reached agreement with a new cornerstone investor to issue 202,324,638 fully paid ordinary shares at 0.255 cents per share to raise \$515 928, subject to the placement to Dr Monsour. The placement shares are expected to represent approximately 10% of the expanded capital base of the Company⁴.

¹ The final outcome depends on the level of shareholder participation under the SPP offer

² Assumes placement to Dr Monsour is approved by shareholders and proceeds and depends on the level of participation under the SPP offer

³ See note 1

⁴ See note 2



The investor is a private investment fund in the biotechnology sector and is very supportive of the direction of the Company.

Completion of the placement is expected to occur within 3 business days after the holding of the EGM to approve the placement to Dr Michael Monsour and is conditional on that shareholder approval.

Placement to non-related parties: The Company has agreed to issue 109,813,725 fully paid ordinary shares at an issue price of 0.255 cents per share to raise approximately \$280,000 to sophisticated, professional and other investors to whom no disclosure is required under the Corporations Act. Completion is expected to occur on Monday 21 March 2016.

Shareholder approval will not be sought for the cornerstone and non-related party placements as they fall within the Company's ordinary placement capacity under the ASX listing rules. However, the Company will be seeking to ratify the placements at the EGM for the purposes of refreshing its placement capacity.

All shares issued under both placements will rank equally with existing shares on issue.

Share Purchase Plan: The Company is also announcing the offer of an SPP to all shareholders who are registered shareholders (Australian and New Zealand holders only) at 7pm (Sydney time) on the 17th March 2016. The offer price will be the same as the cornerstone and non-related party placement price of 0.255 cents per Share

Further details of the share purchase plan can be found in the share purchase plan offer booklet which will be sent to shareholders on or about Wednesday 23 March 2016 and released on the ASX announcement platform today.

Indicative timetable

Event	Date	Description
Share Purchase Plan Record Date	17 March 2016	Date for deciding eligible shareholders for SPP
Despatch date - EGM and Share Purchase Plan	23 rd March 2016	EGM and Share Purchase Plan documents despatched to shareholders
SPP Opening Date	23 rd March 2016	Share Purchase Plan opens
SPP Closing Date	15 th April 2016	Share Purchase Plan closes at 5.00pm (Sydney time) on this date
Allotment Date – SPP shares	20 th April 2016	Shares to be issued under Share Purchase Plan are allotted
EGM	22 nd April 2016	EGM held Settlement and issue of shares to Dr Monsour's entity
Cornerstone investor placement	By 28 th April 2016	Settlement and issue of shares

The timetable is subject to change and the Company reserves the right to withdraw or vary the timetable for the SPP offer without notice.



Use of Funds

Funds raised under the Placement, SPP and Dr Monsour's direct subscription will be used for working capital and to assist the further development and commercialisation of the PeriCoach system.

Analytica's goal is to establish the PeriCoach as the leading device for pelvic floor muscle training. The Company is aiming to develop the best-in-class conservative treatment product line for urinary incontinence and other pelvic floor conditions.

Analytica's strategy has been to invest in R&D to ensure that the PeriCoach system technology and performance establish clinical credibility through effectively treating women with urinary incontinence. Testing market acceptance and creating a positive sales environment are part of securing a licensing agreement with a major multinational company who has the scale to make the PeriCoach product a global success.

Over the past 18 months, Analytica has made strong advances towards these goals, with regulatory approvals in key launch markets, including 510(k) clearance from the US Food and Drug Administration (FDA) and CE Marking in Europe.

Important inroads have been made with clinician support for PeriCoach. Analytica maintains Clinical Advisory Boards in the US and Australia comprised of some of the key opinion leaders in women's pelvic floor health. The team also deployed an Early Adopter program in the US in early 2015 to gain clinical and patient insights as soon as possible once the FDA clearance was granted. The results of those studies are bearing fruit in the form of case studies and publishable papers.

Product development is a continuous process and there has been significant progress in the development of the PeriCoach. The current version 3 of the PeriCoach, which is currently in production, adds new, patent-pending functionality that Analytica believes will secure our position as the best technology available.

The analysis of data already collected is yielding exciting results that will assist clinicians in the diagnosis and management of urinary incontinence. We have also put systems in place to collect clinical data, user testimonials and post-market surveys. These will help establish evidence of effectiveness in treating urinary incontinence and sexual function.

Our focus this year will be on:

- Continuing to collect additional global clinical proof points and evaluating available data
- Cultivating Key Opinion Leaders in strategic markets
- Ongoing development of the product
- Maintaining sales from existing channels to validate the product and gather further data
- Pursuing new intended uses to increase product valuation. New intended uses includes labelling for sexual function and pelvic organ prolapse, and filing for over-the-counter regulatory status in the US
- Positioning the product for a license deal.

In addition, data from our post approval clinical trial is due in 2016 to support further independence evidence of efficacy as a treatment for urinary incontinence and other related conditions.

"Research and development also remains essential to our long-term success and the collection of data and feedback from users is critical as we continue improve our product and create a positive sales environment with the view of securing a global sales partner for the PeriCoach," Analytica CEO Geoff Daly said.



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 is available for sale in Australia and New Zealand, UK and Ireland, and in the USA by prescription.

