

Operations Report

2012 AGM

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ANALYTICA

Overview

- **AutoStart™ Burette**
 - New Manufacturer
 - Improved Designs
 - Sales, Licensing & Distribution
- **PeriCoach™ Perineometer**
 - Successful trials with Clinicians
- **ELF2 Rehab Stimulator**

ASB New Manufacturer

- For US Market
- Shenzhen, China
- Chosen because of existing customers and relationship with USFDA
- Introduced Feb → Pilot Production July.
- New tooling and different production processes allow for new design

ASB Redesign

ANALYTICA



- Suit new manufacturer
- Add improvements waiting for new tools.
- Fewer parts
- Ultrasonic welding
- Moulded main chamber
- Better quality by design

ASB Production

- First full US production run next week.
- Final Sterilisation and QC tests finishing now
- Product to be shipped to US by end of year
- FDA paperwork linking ASB 510(k) with the manufacturer underway

New Innovation

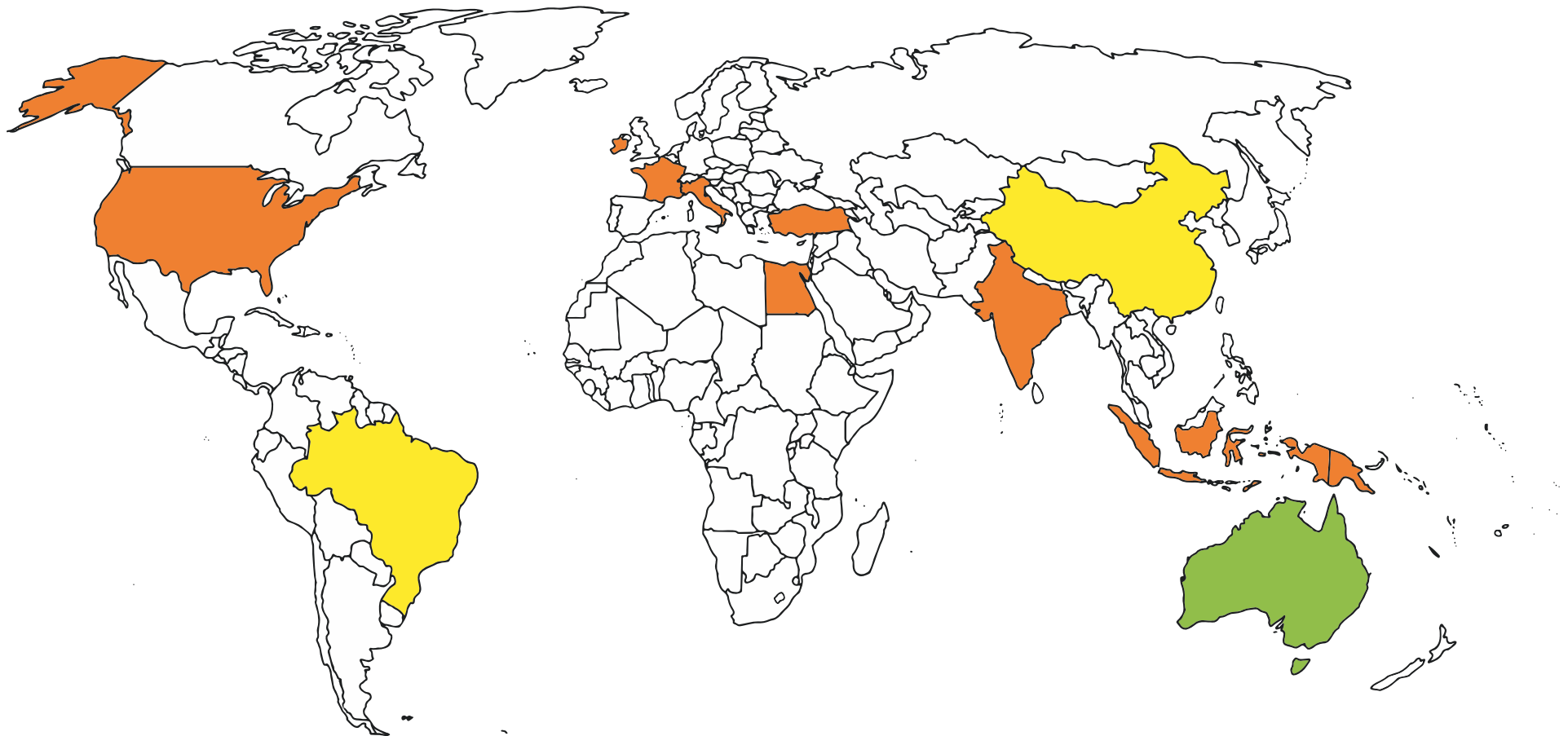
- Simplified use – fewer controls
- Lower risk of incorrect settings
- Same part count
- Nurse only needs to think about what they want to happen, rather than what settings are needed to make that happen.
- Patent application lodged Sept 2012

AutoStart Sales

- **MLA**
- **Licensing discussions with Global player.**
- **Licensing discussions with smaller device companies.**
- **Discussions with regional distributors**
- **Current investigations into hospital trials in Brazil and China**

Distribution

- Existing sales
- Potential Licensee/Distributor investigating hospital trials
- In discussions with potential Distributor / Licensee



PeriCoach

- Brand for Perineometer device
- Initial prototype given to select PF specialist clinicians
- Strongly supportive – with feedback
- Currently implementing these suggestions
 - Form (size and shape) study
 - Data link reliability

PeriCoach

- **Customer-driven feedback underway**
 - Improve wireless signal
 - Modify shape
 - Improve Data and GUI
- **Market research plan developed, waiting.**
- **Patient trials.**

PeriCoach

- Market investigation crucial
- Sales to general public
- User perception key
- Value Proposition = Self-managed healthcare
 - Data
 - Compliance

ELF2 Rehabilitation Stimulator

- **ELF-001 made by Gorman ProMed under TGA Special Access Scheme**
- **Analytica and GPM signed exclusive license agreement in Feb 2012**
- **Analytica to develop an improved model (ELF2) to registration ARTG / CE / 510(k)**

ELF2

- Used by Rehabilitation Physicians and Neurologists
- Locates correct injection point for Botulinum neurotoxin A (“Botox”/”Dysport”) and other drugs to paralyse muscle nerve endings

ELF2

- Approx 7000 Clinicians – growing.
- Existing competitors.
- Relatively expensive, but standard consumables.
- ELF2 – New usability features.
- Profit to come from proprietary consumables.

ELF2

- Initial market research done.
- Product spec done.
- Device and consumables design underway (Elect, Ind Des, Mech, Manuf)
- Investigating patents.
- Aiming for trials with Clinicians next year
- Needs branding work.

Questions?

**Thank you for your
support**