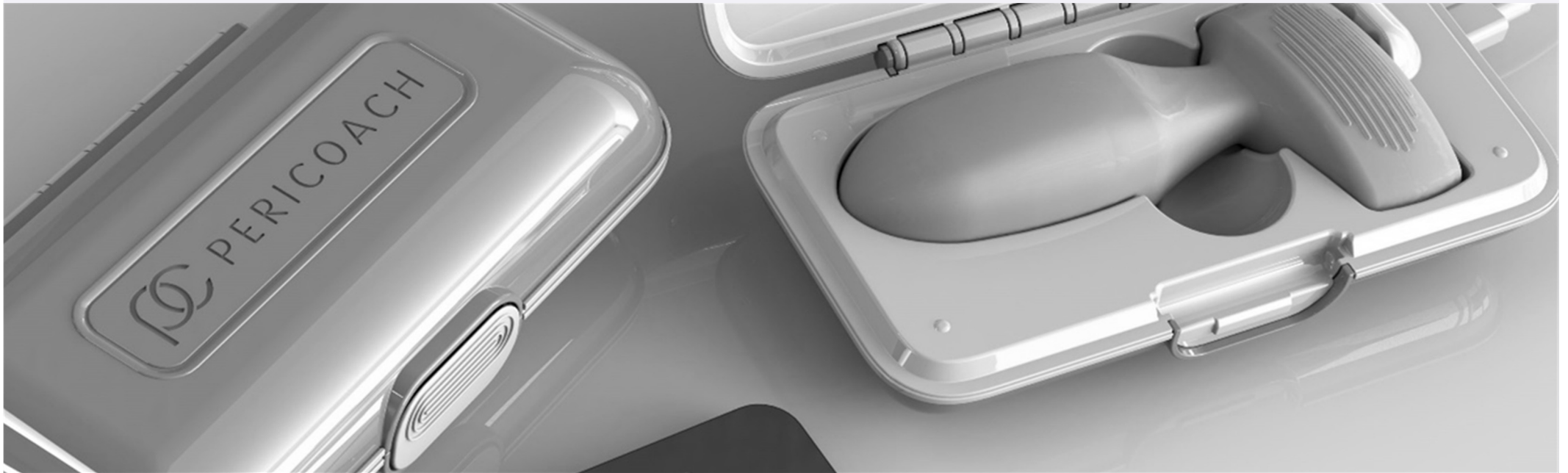


Investor Brief - PeriCoach

13 February 2013

Geoff Daly, Analytica CEO



ANALYTICA

Analytica Ltd – ASX:ALT

Capital Structure

Ordinary Shares: 689.4m
 Options: 44.5m (ex price \$0.0333)
 5m (ex price \$0.0450)
 Market Cap: \$17.2m (@\$0.025)

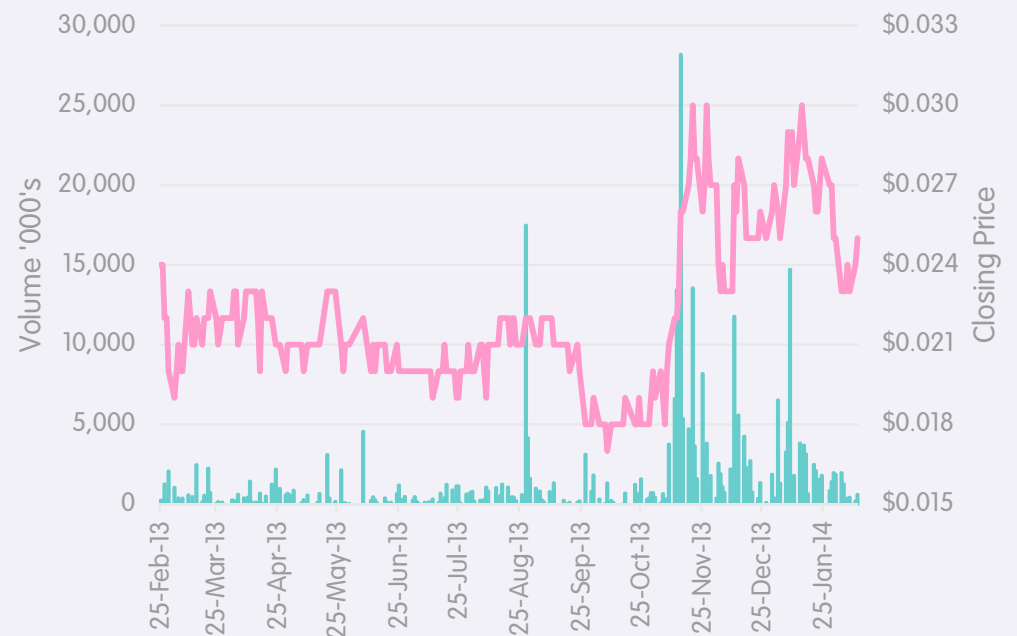
Board and Executive

Dr Michael Monsour	Chairman
Mr Warren Brooks	Non-Executive Director
Mr Ross Mangelsdorf	CFO and Non-Exec Dir
Mr Carl Stubbings	Non-Executive Director
Mr Bryan Dulhunty	Company Secretary
Mr Geoff Daly	CEO

Shareholders @ 4 Feb

Directors & Associates	19.5% shares 70% options
Number of shareholders:	3016
Prior 12 month's volume:	avg 28.4m/month
Prior 3 month's volume:	avg 76.8m/month

Share Price Performance and Volume



PeriCoach – Female Urinary Incontinence

A GLOBAL PROBLEM: 1 in 3 women



- Most commonly caused by trauma to pelvic floor muscles during childbirth.
- The personal impact on sufferers is significant, affecting quality of life.
- Existing treatments are ineffective, misleading, or address the symptoms not the cause.
- Incontinence pad market in the US = \$5bn now, \$7 billion by 2017
- Just ask women.

PeriCoach System – Patient Experience

Urinary Incontinence E-Health system



The App

A free smartphone app that manages data from the device and provides reminders and real time audio and visual feedback during exercises



Web Portal

A secure website where the patients can access exercise history and news, generates alerts and encouragement



The Device

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



Charging Case

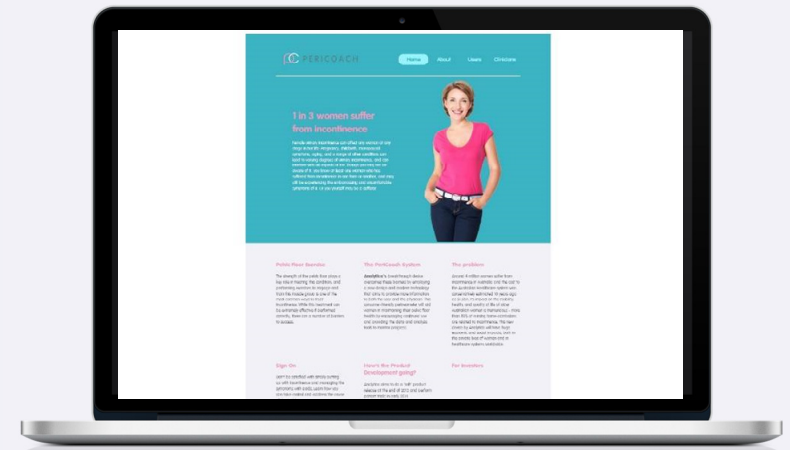
A robust, discreet, and highly mobile recharging and storage case for the device.

PeriCoach Ecosystem – Clinicians are Key

Patient Monitoring – Has been non-existent,... until now

Registered Clinicians have patient data summary in dashboard format:

- Who's improving?
- Who's not exercising?
- Who needs follow-up?
 - e.g. is there a more serious condition?
- Designed for, and by Clinicians
- No cost to Clinicians
- Drives business and better patient outcomes
- Clinician driven recruitment adds credibility
- Recruiting Clinicians is a key marketing focus



Overwhelming support and enthusiasm from Clinicians.

PeriCoach Pricing and Marketing

GLOBAL Problem – Global Product

- Top-down approach: Key Opinion Leaders → Specialists → Patients and GPs
- Region-specific marketing via local agents/employees.
- Aiming for a single product worldwide – low admin and production costs.
- “Mobile phone” pricing strategy: upfront (~\$290p.a.) or subscription (~\$360p.a)
- Data warehousing from first patient onwards provides unique opportunity to mine clinical evidence for reimbursement, product enhancements, and clinical studies.
- First-mover advantage in data aggregation makes PeriCoach the source of incontinence data – Revenue opportunities.
- Social media driven communications via data management partner - E-Portals facilitate industry conversation and news.
- Centralised automated logistics and billing linked with manufacturing.

Unique Protected Difficult to Copy

Strong Intellectual Property Position

- Patent for unique sensor arrangement lodged 2011, with National phases entered in key global markets AU, US, CN, BR, JP, IN, EU.
- Design Registration and Trademarks in same jurisdictions.
- Barriers to Entry:
 - Proprietary force sensors expensive to copy.
 - Proprietary database and App have significant back-of-house development costs.
 - Medical device status and Mobile Medical App status
- Innovation timetable to keep us ahead – We already have a long PeriCoach development roadmap – new conditions, new functions. Innovation driven by Data, Clinicians, Patients.

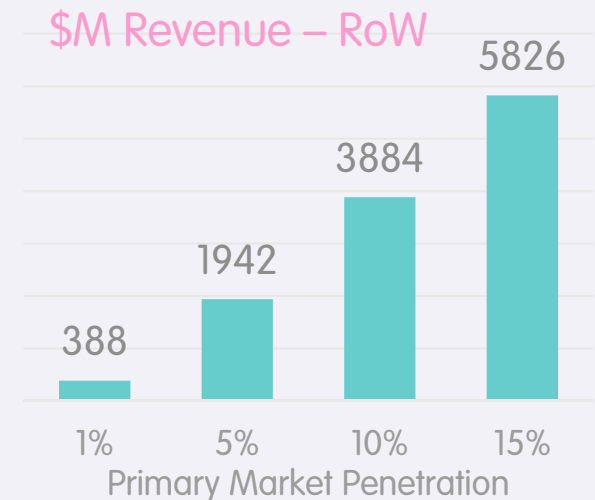
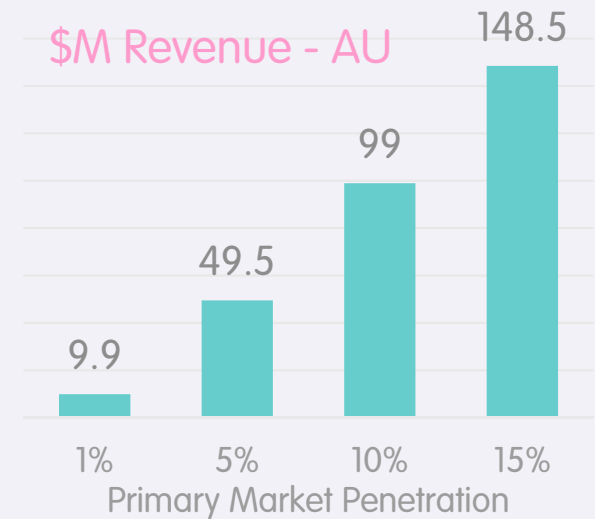
Market Size and Potential

Australia

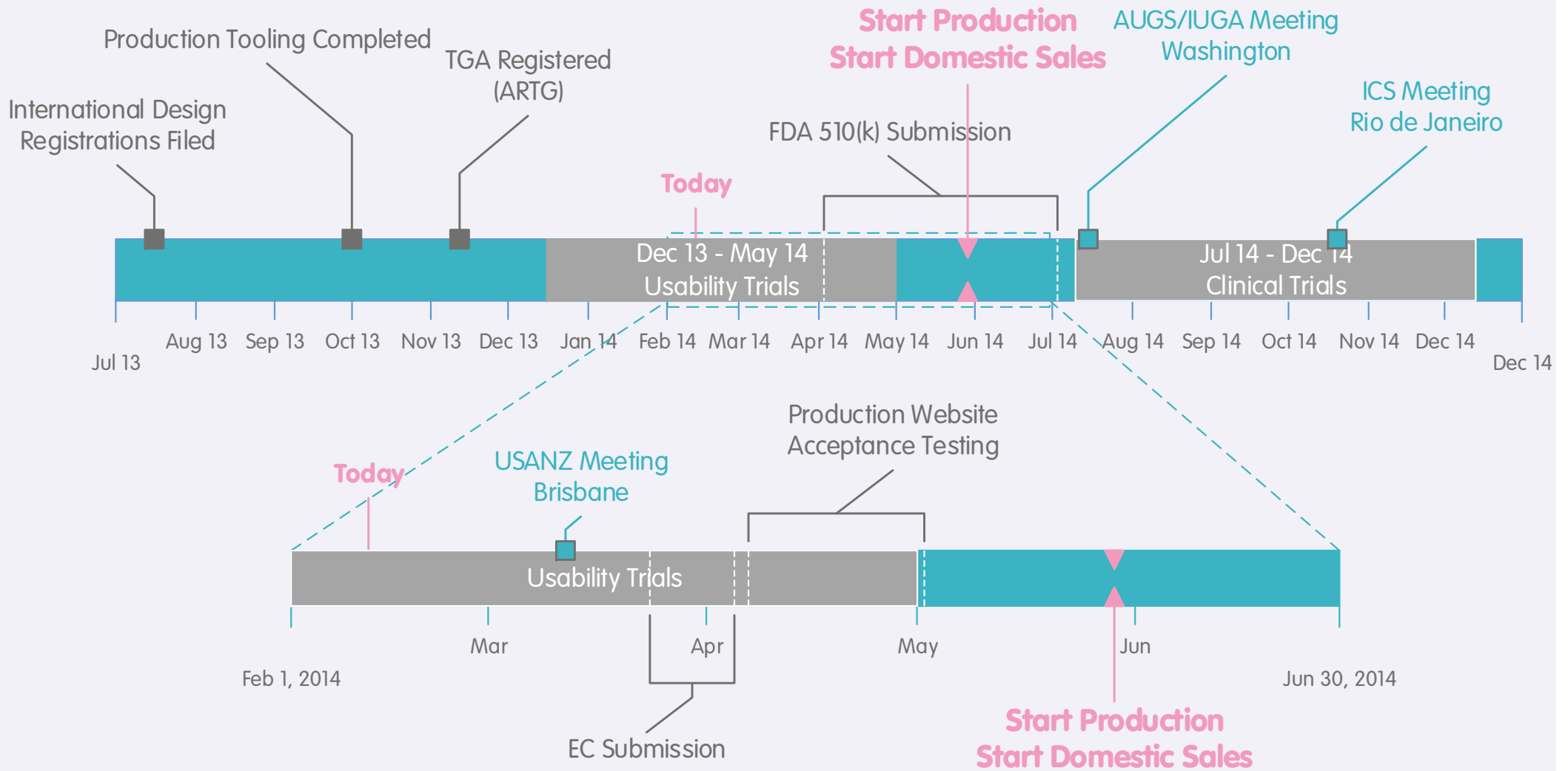
- 9 million women in Australia over the age of 15
- Target customer – where Incontinence is front of mind:
 - 3 million Australian women incontinent – (Continence Foundation of Australia 2011)
 - ABS says 310,000 new babies in 2012 (\approx 310k mums being told to prevent incontinence)
- Every 1% penetration into this market @\$300 annual subscription fee
 - = \$9.9 million p.a. revenue

World

- US + Western Europe + Brazil adult female population = 352m
- Every 1% penetration into the target subset of this extrapolated market
 - = \$388 million p.a. revenue



Commercialisation Timeline - PeriCoach



Progress – On Track

- Trial production runs complete
- Usability trials in Stage 2 of 4 – Concentrated field trial ✓ → Review and implement improvements → Wider field trial → Final pre-production tweaks.
- Have appointed European and US Regulatory representatives – Preparing EC and 510(k) submissions.
- Commissioning further market research to:
 - Determine patient demographic priorities for targeted marketing.
 - Refine pathway to sales via clinicians type (e.g. Uro, Gyno, GP, Physio,...)
 - Examine price sensitivity.
- Have engaged a US reimbursement specialist.
- Initiating recruitment of in-country US Marketing Manager
- Production database system architecture complete. Implementation Feb & Mar. User Acceptance testing April.
- Clinical Advisory Board assisting CRO with Clinical trial design.

(NB: A clinical trial is not required for product registration or sales. This is a marketing tool only)

Why now?

- Technology timing is perfect – sensors, bluetooth, 80% market penetration of smartphones
- Unmet need for a massive and costly problem vs. dwindling healthcare resources – Patient-driven healthcare takes load from public system.
- Regulatory Approval done in Australia (ARTG). US, EU soon.
- Lowest risk classification medical device.
- Strong, multi-pronged Intellectual Property protection.
- Production ready – Device tooled, software released, cloud validated.
- Easy future upgrades – app updates free over the air.
- Overwhelming enthusiasm from Clinicians at every level
- Low infrastructure, manufacturing, and overhead costs
- Analytica is a relative unknown – but not for long.

Thank you

QUESTIONS