

13 January 2014

## ASX ANNOUNCEMENT

### CARL STUBBINGS APPOINTED NON-EXECUTIVE DIRECTOR

Analytica Limited (ASX:ALT) has appointed biotech industry veteran Carl Stubbings as a non-executive director, contributing his considerable skills of international marketing, strategic planning and commercialisation. He will commence in the role on 13 January.

Mr Stubbings' experience in the sector spans over 30 years with a focus on medical diagnostics as well as biotechnology. He has specialised in sales with a particular emphasis on marketing across North America, Latin America, Asia Pacific and Europe as well as roles covering manufacturing and administration.

Currently focussed on developing and executing the commercialisation strategy including licensing and partnership agreements, Mr Stubbings' position as chief business officer at ASX-listed Benitec Biopharma Limited also sees him responsible for managing shareholder and investor relations.

Mr Stubbings is also currently a non-executive director of unlisted public company Sienna Diagnostics, providing strategic direction for the company's high performing cancer diagnostic test.

Prior to his current roles Mr Stubbings spent almost five years as VP of Sales and Marketing at Focus Diagnostics in the US, a subsidiary of world-leading pathology provider Quest Diagnostics (NASDAQ:DGX). Mr Stubbings led one of the highest year-on-year growth divisions in the entire Quest organisation and played an integral part in the commercialisation of the company's Fastman/Simplexa products worldwide.

His stint in the US commenced when he relocated to establish the first offshore office for Panbio Ltd. Later as senior VP he was responsible for Panbio Inc USA including marketing sales, manufacturing operations, finance, quality, regulatory and product development. Prior to his relocation Mr Stubbings held senior roles at Panbio in Brisbane.

"Carl's appointment strengthens our Board's marketing experience, particularly in the USA, positioning Analytica ideally as we move toward the launch of PeriCoach in 2014 in the largest healthcare market in the world," said Dr Michael Monsour, chairman of Analytica.

Mr Stubbings who holds a Bachelor of Science degree from the Queensland University of Technology was a board member of the Queensland North America Biotech Advisory Council.

## CONTACT

Michael Monsour  
Chairman  
Analytica Limited  
(07) 3278 1950  
[mmonsour@analyticamedical.com](mailto:mmonsour@analyticamedical.com)

Rudi Michelson  
Monsoon Communications  
(03) 9620 3333  
[rudim@monsoon.com.au](mailto:rudim@monsoon.com.au)

*Analytica Limited (ASX:ALT) is an Australian company dedicated to the design, development and supply of a range of Class I and IIa medical devices.*

