

12 February 2014

ASX ANNOUNCEMENT

GEOFF DALY APPOINTED ANALYTICA CEO

Analytica Limited (ASX:ALT) has appointed Geoff Daly as Chief Executive Officer effective immediately as the company positions itself for the launch of its lead product PeriCoach™ during 2014.

Mr Daly (BE (Hons, Mech, UQ), MBA (Exec, AGSM), MIEAust CPEng (Mech, Biomed), MAICD) has almost 20 years experience in medical device companies with an emphasis on product development, commercialisation, regulatory affairs and quality assurance within the sector. He has managed production and supply chain elements for successfully commercialised technologies while also crossing over into strategic advice and implementation.

Mr Daly has held a key post as Operations Manager & Chief Operating Officer of Analytica for over eight years with responsibility for all operational aspects of the company including product design and development, business modelling, marketing, strategy and administration.

Prior to joining Analytica Mr Daly spent over seven years with multi-billion dollar medical devices company ResMed Inc in Sydney. There he served in senior engineering and project management roles with responsibility for the upkeep of products released to the market and earlier for the mechanical engineering aspects of Flow Generator products.

"Geoff knows the Analytica business perhaps better than anyone and is very well equipped to move into the CEO position," said Dr Michael Monsour, chairman of Analytica.

"He has reported directly to the board of directors and managed the Analytica team for some time now as well as overseeing all non-financial matters. We are confident he'll make an outstanding CEO and continue to uphold the high standards he's set within the company".

"A further advantage of this internal appointment is that there is no knowledge lag as Geoff completely understands the products and their markets. This company and PeriCoach are in high momentum and the next six months are critical to successful PeriCoach commercialisation. We want to avoid interruption and the risks associated with an external appointment."

Mr Daly commenced his career in mechanical engineering with the University of Queensland and University of Newcastle. He then made his first move into the medical devices sector with

custom endovascular stent design through the University of Newcastle's commercialisation arm TUNRA Limited.

Mr Daly graduated from the University of Queensland with a Bachelor of Engineering with first class honours. He has since completed an Executive MBA at the Australian Graduate School of Management. He is a member of AusBiotech, the Australian Institute of Company Directors, and a Chartered Professional Engineer in both Mechanical and Biomedical Engineering.

TERMS OF APPOINTMENT OF CEO

ASX listing rules (3.16.4) require the disclosure of material terms of a CEO's contract on their appointment. Mr Daly's Terms and Conditions are summarised below. Mr Daly's remuneration will be reported in detail in accordance with applicable reporting requirements in the Annual Report.

Term

The appointment will be on an ongoing basis effective from 12 February 2014.

Remuneration

Mr Daly will continue to receive the same fixed remuneration reported in the 2013 Annual report. This base salary is AUD\$ 210,000 plus mandatory superannuation contributions.

Mr Daly will receive a "sign on" allotment of 5 million company options. These Options, exercisable within 5 years, will vest when the Company becomes cash flow positive. Cash flow positive is defined as the reported cash flow from operating activities as disclosed in the Company's quarterly cash flow statement to the ASX, excluding cash receipts from government grants, Research and Development tax refunds and any other one off cash inflows. The options have an exercise price which is 180% of the closing price on the trading day prior to the appointment date (11 February 2014).

Mr Daly also currently holds 6 million shares under Analytica's employee option scheme, issued on 29th October 2013 with an exercise price of \$0.0333 per option

Termination

Mr Daly's employment agreement may be terminated in the circumstances described below:

(a) Resignation by Mr Daly with four weeks notice.

(b) Termination by Analytica with four weeks notice. In addition to accrued legal entitlements (such as accrued salary and annual leave up to termination), a severance payment may be applicable subject to the circumstances and the discretion of the Board.

(c) Termination by Analytica without notice for serious misconduct or other circumstances justifying summary dismissal. In this case only accrued legal entitlements will be paid.

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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 correctly performing pelvic floor exercises and if these are improving her condition; otherwise physicians are guided on the need for surgery.

PeriCoach™ has been approved in Australia with product launches expected in 2014 in Australia, Europe and the US. 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.

Analytica is also commercialising the AutoStart™ Infusion System. This is a burette with improved safety and cost reduction features. It is targeting a \$3 billion pa global market, has FDA approval and potential near term cash flow with distribution agreements.

