

24 October 2013

## ASX ANNOUNCEMENT

### INVESTOR PRESENTATION

Analytica Ltd (ASX:ALT) presents the attached updated presentation made to stockbrokers in Perth today.

For, and on behalf of the board,

**Dr Michael Monsour**

Chairman, Board of Directors

*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.*



# Investor Update

24 October 2013



ANALYTICA

# Analytica Ltd – ASX:ALT

## Capital Structure (Pre-SPP)

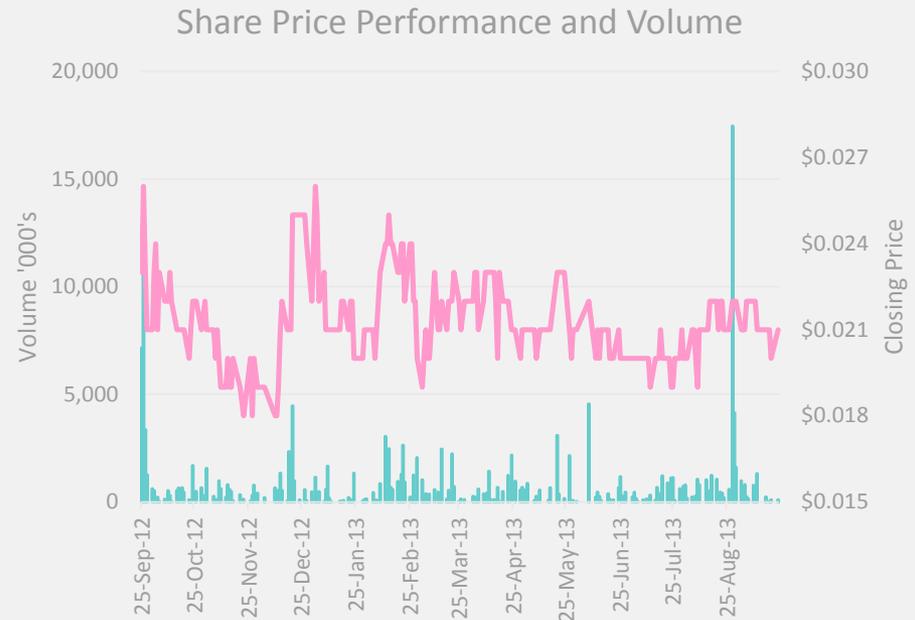
Ordinary Shares:	560m
Options	nil
Market Cap	\$11.8m

## Board and Key Staff

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

## Shareholders

Directors & Associates	21%
Top 60 shareholders	60%
Number of shareholders:	2,724
Rolling 12 month volume	168m



# Products

- **AutoStart™ Infusion System** - (Patented, Patents Pending)
  - \$3bn p.a. global market
  - FDA approval granted. Near term cash flow with distribution agreements signed
  - Burette incorporating safety and cost reduction features
- **PeriCoach™ System** - (Patents Pending Worldwide)
  - E-Health treatment system for Female Stress Urinary Incontinence
  - 1 in 3 women affected worldwide.
  - US market for the ineffective alternative solution is currently \$5bn
  - E-Health market to grow 61% to \$265B by 2017
- **ELF2 Rehab Stimulator System** - (Patents Pending)
  - Assists neurologist and rehab treatment of muscular spasticity.
  - Assists 'Botox' injections for clinical use
  - Rapidly growing Botox clinical injection market

# AutoStart Infusion System

Burette Global Market = \$3bn



A burette is a medicine measuring and mixing chamber used in infusion sets for intravenous (IV) drug delivery

- FDA Approval granted and FDA approved manufacturing facility tooled and tested ready for commercialisation
- Patented port flushing feature
- Automatically restarts IV system flow after medication event
- Prevents air in IV system better than any other burette on the market
- Replace existing low-tech commodity burettes and may replace some pumps
- Offers significant risk reductions to hospitals
- Medical staff time saving and medical cost saving

# AutoStart Infusion System – Commercial Strategy

## Australian Market: Royalty Model.

- Product is licensed to be sold in Australia
- Following customer based trials units being sold in NSW to Concord teaching hospital and the NSW Ambulance service. Customer trial just competed in Qld hospital. Outcome pending

## World Market:

### First step: Manufacture to Distributor model.

- Appointed first distributor in Taiwan
- Under discussion with Brazil distributor

### Second step: Appoint Global product licensee.

- Strategy is to obtain market recognition
- Revenue would be a form of royalty on sales
- Global Burette market = \$3bn

# PeriCoach System – Patient Experience

## Urinary Incontinence E-Health system



### The Device

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



### Patient Web Portal

A secure website where the patients can access their account information, exercise history and news.



### The App

A free app for iOS and Android that manages data and provides real time audio and visual feedback during exercises



### Charging Case

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

# Stress Urinary Incontinence (SUI)

## A GLOBAL PROBLEM



- 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.
- Analytica proprietary market research shows that **15%** would be willing to use a device to help them with their PF Exercise
- Incontinence pad market \$7.08 billion by 2017 – Pads address the symptoms – PeriCoach addresses the cause.

# PeriCoach Ecosystem – Clinician Experience

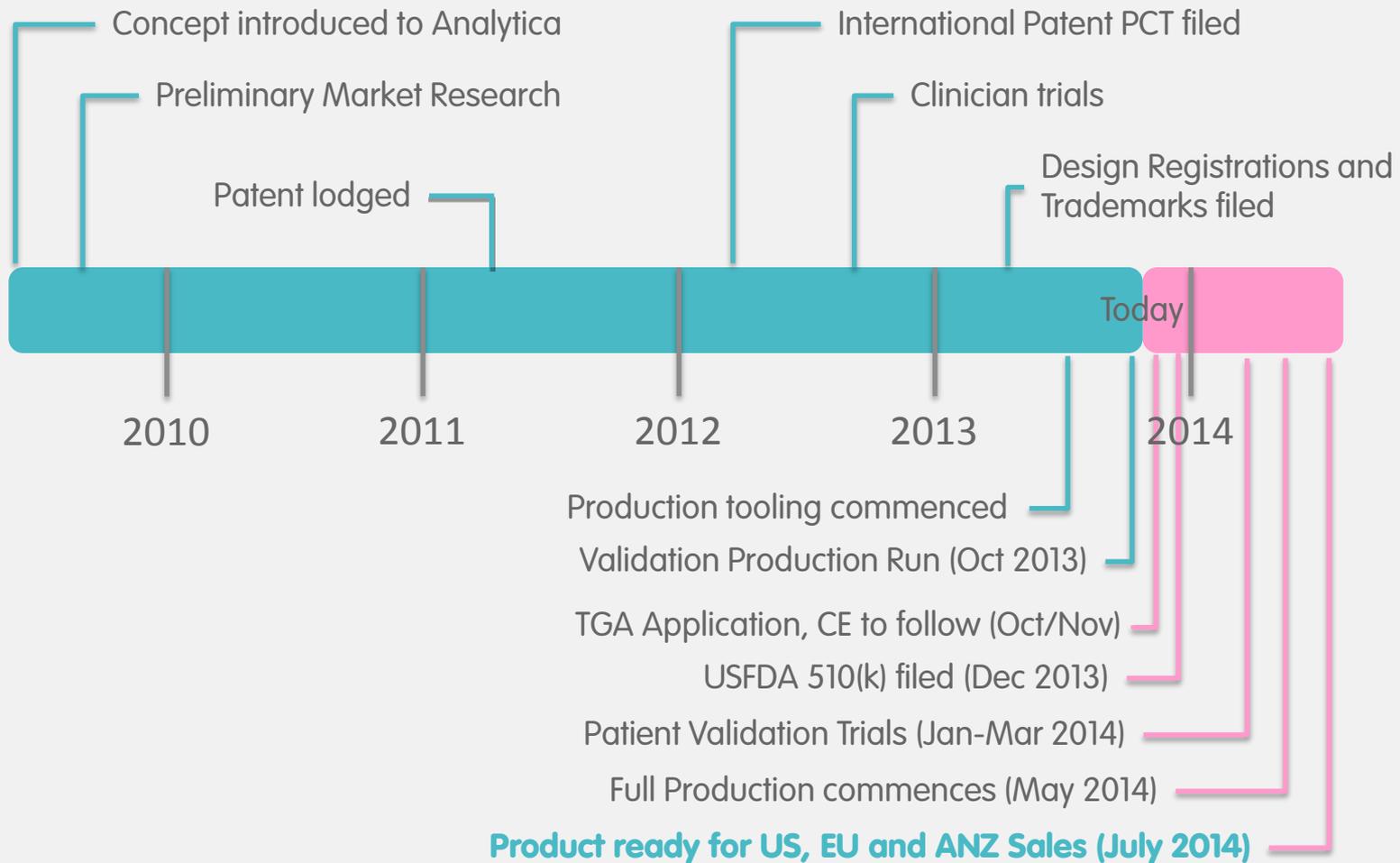
## Patient Monitoring

Registered Clinicians have patient data summary in dashboard format:

- Can see who is improving
  - Can see who is not exercising
  - Can highlight patients who need follow-up
    - e.g. indicates a more serious condition
  - No cost to Clinicians
  - Drives business and better patient outcomes
- PeriCloud provides powerful and proprietary data analysis goldmine to improve treatment regimes and drive pipeline product enhancements.
- Predicted 80% smart phone penetration by 2017



# Development Timeline - PeriCoach



# PeriCoach Pricing and Marketing

## GLOBAL Problem – Global Product – Global Rollout

- Clinician-driven - adds credibility in a field with a lot of sham products
- Social media driven communications via data management partner
- Single product for the entire planet – low admin and production costs.
- “Mobile phone” pricing strategy – subscription or upfront, \$360-\$290 p.a.
- Data collection provides unique opportunity to gather clinical evidence
- Centralised logistics and billing linked with manufacturing and patient portal
- Global logistics through existing providers – low infrastructure costs
- Region-specific marketing via local agents.
- E-Portals to facilitate industry conversation and news

# Unique Protected Difficult to Copy

## Intellectual Property Position

- Patent for unique sensor arrangement lodged 2011.
- Proprietary force sensors expensive to copy.
- World patent process entered into for key global markets.
- Design Registration and Trademarks lodged in Australia May 2013, International applications underway.
- Domain names, Twitter, Facebook accounts secured.
- Proprietary database and App – significant back-of-house development costs mean barrier to entry.
- Medical device status = regulatory barrier to entry.
- Mobile Medical App status = NEW intimidating barrier to entry for smaller potential competitors

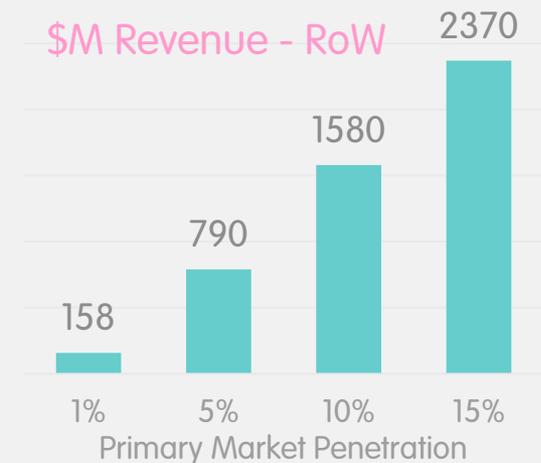
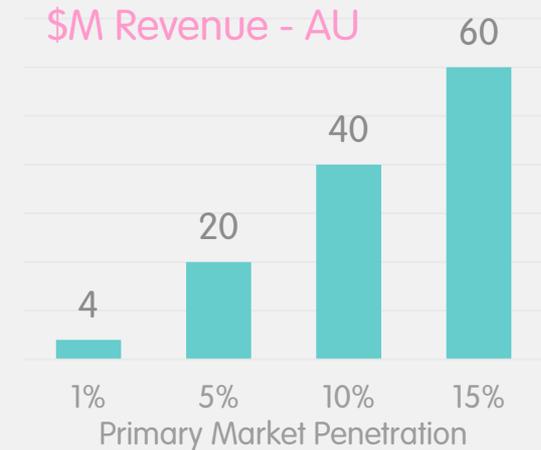
# Market Size and Potential

## Australia

- 9 million women in Australia over the age of 15
- Clinical recommendations expected to increase sales
- Analytica survey says 15% willing to use a device for Pelvic Floor exercise
- Every 1% penetration into the total 'willing' market @\$300 annual subscription fee  
= \$4 million p.a. revenue

## World

- US + Western Europe + Brazil adult female population = 352m
- Every 1% penetration into the total 'willing' market  
= \$158 million p.a. revenue



# Future Product Pipeline –

## ELF2 Rehabilitation Stimulator

- Device and proprietary consumables – Printer & ink sales model.
- Used by Rehabilitation physicians and Neurologists to locate correct injection point for “botox” and other drugs.
- Growing clinical botox market – surpassed cosmetic market last year.
- Growth driven by new clinical uses being approved by FDA regularly.
- Patent for treatment system applied for in June 2013. More to come.
- Preliminary interest from big botox pharma
- Project in mid-stage development.
- Anticipated Release 2015.
- **Other** product concepts to meet unmet medical needs continually being assessed.



# Analytica – Summary

## 3 Unique (IP protected) Products:

- Burette - FDA approved and ready for commercialisation and imminent cash flow
- ELF2 Rehabilitation Stimulator – waiting for patent approval to reveal more
- PeriCoach - near term commercialisation and cash flow mid/late 2015

## PeriCoach System Hits All the Drivers for E-Health Market including:

- Ease of product/service connectivity
- Patient-centric
- Innovative
- Provides Government health savings in an overworked system

## PeriCoach Has No Comparable Competition:

- Massive, currently unmet, low-risk market.
- Championed by Key Opinion Leaders in the incontinence field
- Low-cost model – single SKU for the entire globe, lean distribution direct to consumers worldwide
- Production tooling complete for validation production in October
- Production volumes will be ready for sales in Mid 2014 – ANZ, Europe, USA, with relatively easy regulatory approvals required.

## Analytica:

Low market capitalisation and competitively priced issue