

13 November 2013

ASX ANNOUNCEMENT

PERICOACH SYSTEM REGISTERED ON THE AUSTRALIAN REGISTER OF THERAPEUTIC GOODS

Analytica (ASX:ALT) takes great pleasure in announcing that it has successfully registered the PeriCoach® System with the Australian Therapeutic Goods Administration (TGA), ahead of schedule.

Inclusion on the Australian Register of Therapeutic Goods (ARTG) allows the PeriCoach system to be legally sold in Australia. Analytica will initially use the registration to supply a limited number of devices for controlled field trials. As explained to shareholders in recent announcements and presentations, these 'real world' usability tests provide us with an opportunity to enhance the product and software before mass production in the first half of 2014.

The PeriCoach System is a medical device intended for use by women with incontinence problems. Approximately one third of all women have some level of incontinence, and the PeriCoach offers these women a modern, easy-to-use aid to help with their pelvic floor exercise programmes.

This is a major milestone for the PeriCoach system and a proud achievement for Analytica's tightly knit and dedicated product development team.

In the coming months Analytica will pursue CE marking for the European market and Pre-Market Notification (510(k)) for the US.

Analytica's confidence in the PeriCoach system is shared by shareholders and key stakeholders. Our successful Share Purchase Plan in October raised \$2.2m which will greatly enhance our ability to mass produce the system, and the number of enquiries and enthusiasm from incontinence professionals at the recent continence conference was overwhelming.

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.



Urinary Incontinence (UI)

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
- US Incontinence pad market \$7.08 billion by 2017
- Pads address the symptoms – PeriCoach addresses the cause.

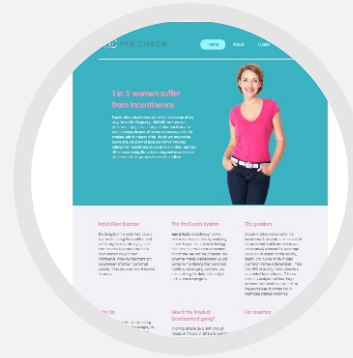
PeriCoach System – Patient Experience

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



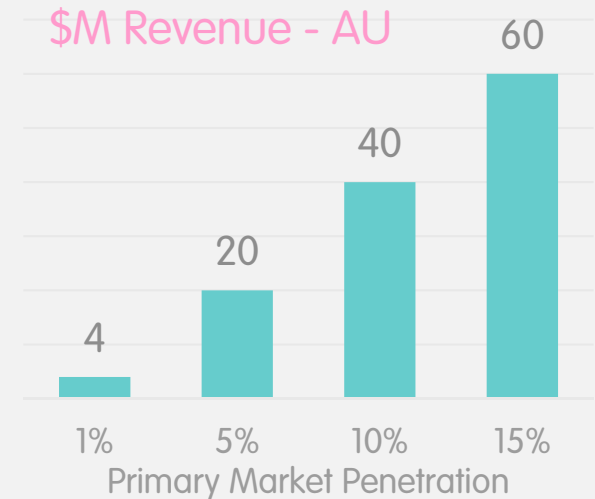
Charging Case

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

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

