

26 November 2013

ASX ANNOUNCEMENT

INVESTOR PRESENTATION

Analytica Ltd (ASX:ALT) presents the attached investor brief to be presented to a number of stockbroking organisations in Melbourne, Brisbane, Sydney and other locations over the next few weeks.

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 Brief

November 2013



ANALYTICA

Analytica Ltd – ASX:ALT

@ Close 22nd Nov

Capital Structure

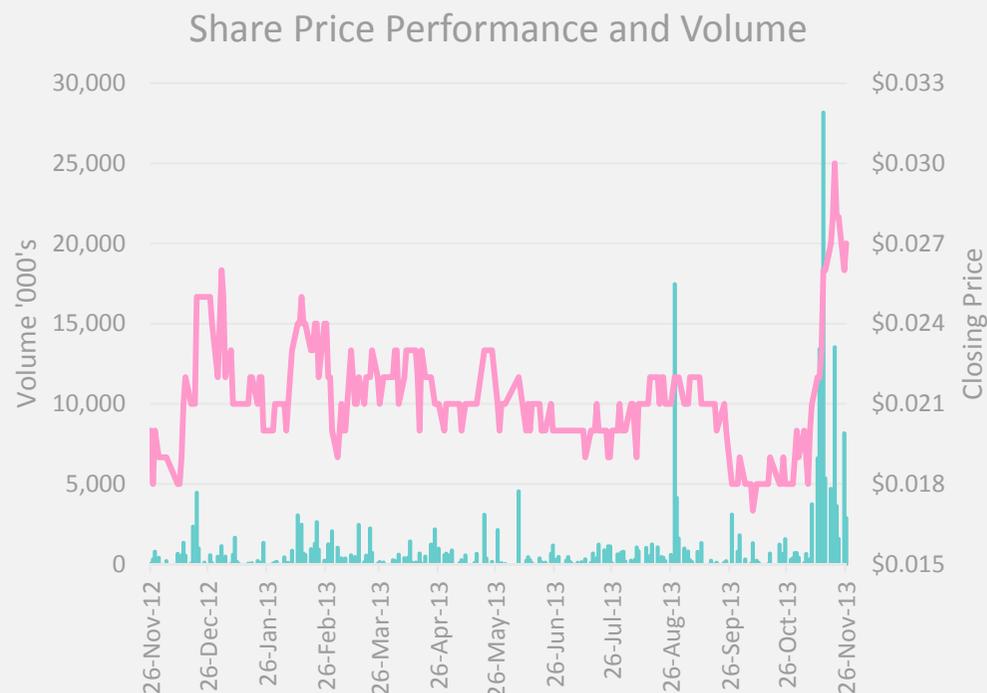
Ordinary Shares: 689.4m
Options: 44.5m (ex price \$0.0333)
Market Cap: \$20m (@\$0.029)

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	19.5% shares 70% options
Number of shareholders:	2742
Rolling 12 month volume	19.4m / month
Last month's volume:	98.2m



Products

- **PeriCoach™ System** - (Patents Pending Worldwide)
 - E-Health treatment system for Female Stress Urinary Incontinence
 - 1 in 3 women affected worldwide.
 - US market for incontinence pads is currently \$5bn p.a.
- **AutoStart™ Infusion System** - (Patented, Patents Pending)
 - Burette incorporating safety enhancements and cost reduction features
 - \$3bn p.a. global market
 - FDA approval granted. Near term cash flow with distribution agreements signed.
- **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

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, \$7.08 billion by 2017
- Ask your wives, sisters, mothers.

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.

PeriCoach Ecosystem – Clinician Experience

Patient Monitoring – Non-existent,... until now

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

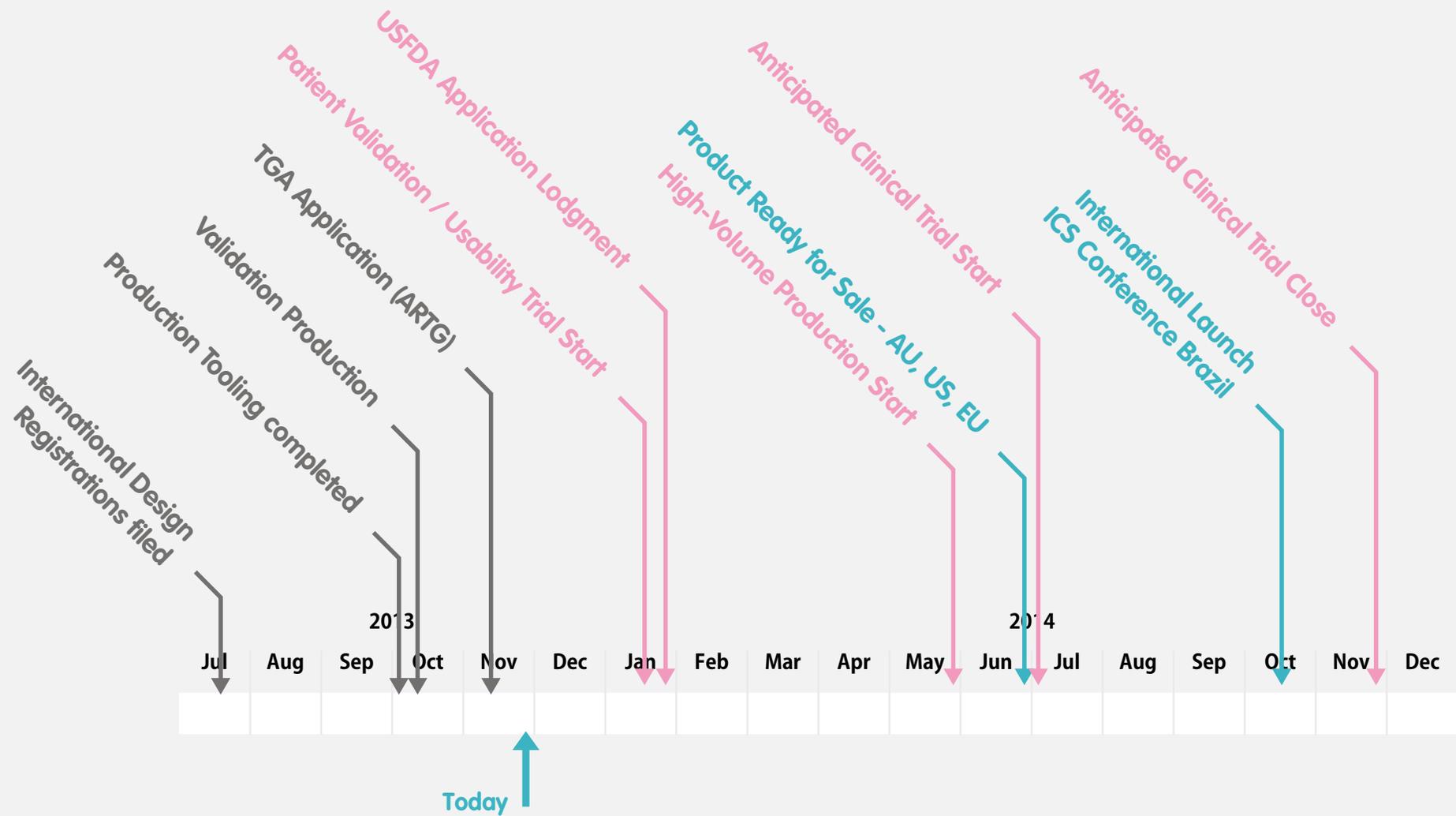
- No cost to Clinicians
- Drives business and better patient outcomes
- Clinician driven recruitment adds credibility



Overwhelming support and enthusiasm from Clinicians
(CFA – Perth, Oct 2013)

- Usability trials to start in January.
- International Clinical trials to follow – aiming for completion end 2014
- International Incontinence conference Nov 2014 in Brazil.

Commercialisation Timeline - PeriCoach



PeriCoach Pricing and Marketing

GLOBAL Problem – Global Product – Global Rollout

- Top-down approach: KOL → Specialist → Patients and GP
- Social media driven communications via data management partner - E-Portals facilitate industry conversation and news.
- 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 for reimbursement and product enhancements.
- Centralised logistics and billing linked with manufacturing and patient portal.
- Global logistics through existing providers – low infrastructure costs.
- Region-specific marketing via local agents.

Unique Protected Difficult to Copy

Strong Intellectual Property Position

- Patent for unique sensor arrangement lodged 2011.
- Proprietary force sensors expensive to copy.
- World patent process entered in key global markets AU, US, CN, BR, JP, IN, EU.
- Design Registration and Trademarks in same jurisdictions.
- Domain names, Twitter, Facebook accounts secured.
- Proprietary database and App – significant back-of-house development costs = financial barrier to entry.
- Medical device status = regulatory barrier to entry.
- Mobile Medical App status = NEW intimidating barrier to entry for smaller potential competitors
- Long PeriCoach Development Roadmap – new conditions, new functions. Must keep innovating

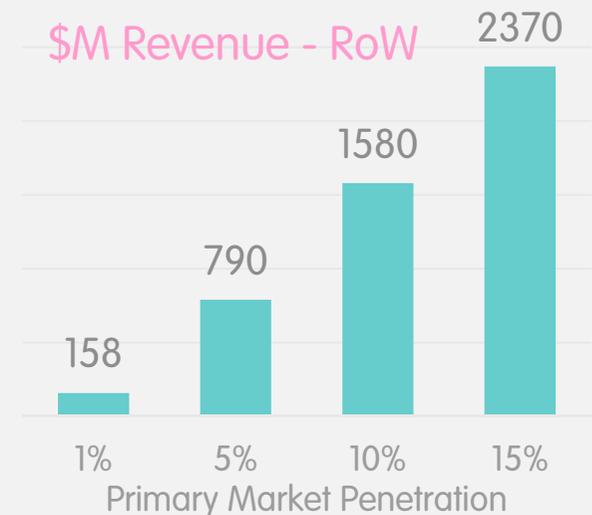
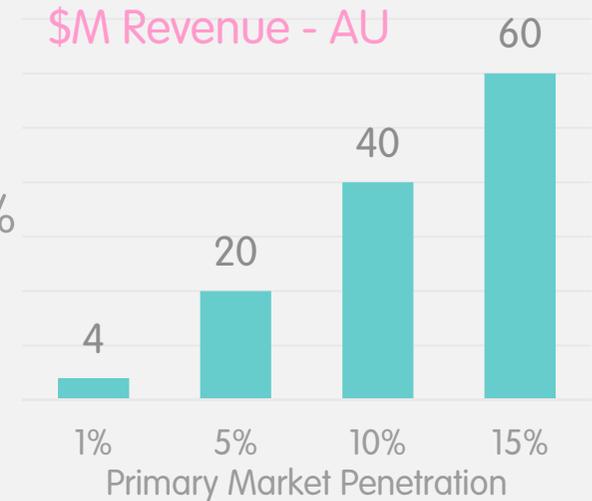
Market Size and Potential

Australia

- 9 million women in Australia over the age of 15
- Analytica commissioned Market Research in 2009: 15% willing to use a device for Pelvic Floor exercise
- Conservative estimate.
- Clinician driven recruitment
- Every 1% penetration into the total 'willing 15%' 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 15%' market = \$158 million p.a. revenue



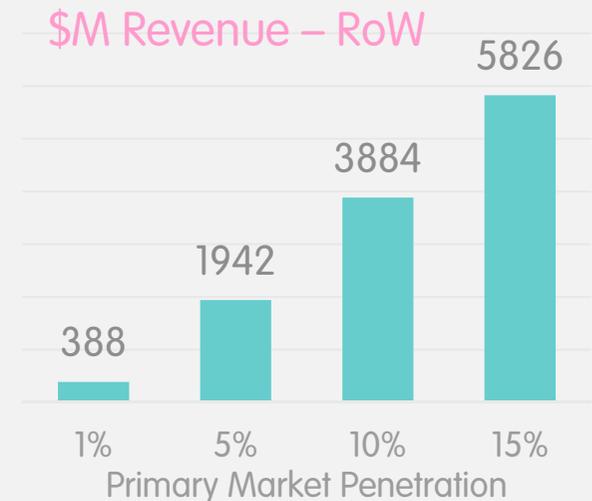
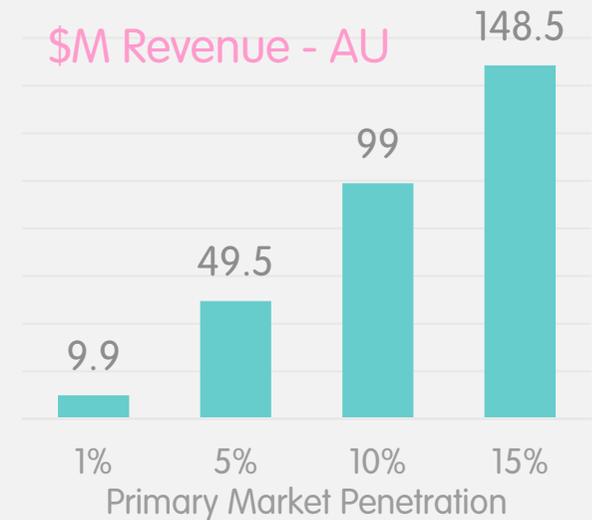
Market Size and Potential

Australia

- 9 million women in Australia over the age of 15
- Target customer – where Incontinence is front of mind:
 - 1 in 3 women currently incontinent (i.e. 3 million needing treatment)
 - 310,000 new babies in 2012 (\approx 310k mums looking to prevent becoming incontinent)
- 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



Why get on board now?

- Technology timing is perfect – sensors, bluetooth, 80% market penetration of smartphones
- Massive and costly problem vs. dwindling healthcare resources – Patient-driven healthcare takes load from public system.
- Regulatory Approval done in Australia (ARTG). US, EU next.
- 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.
- Clinical trials in planning stages (Lead Investigator recruited)
- Overwhelming enthusiasm from Clinicians at every level
- Low infrastructure, manufacturing, and overhead costs
- Analytica is a relative unknown – but not for long.

Thank you for your interest

QUESTIONS

Additional Slides



ANALYTICA

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



- In 2012/13 we produced first units at our new supplier in China.
 - Superior product – better quality.
- Prevents air in IV system better than any other burette on the market
 - Baxter had a Class 1 recall Dec 2012 for float shut-off failures
- Appointed distributor in Taiwan
- In discussion with Brazil distributor
- In discussion with Multinational supplier
- Aiming to do a reference site clinical trial in QLD in 2014

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.

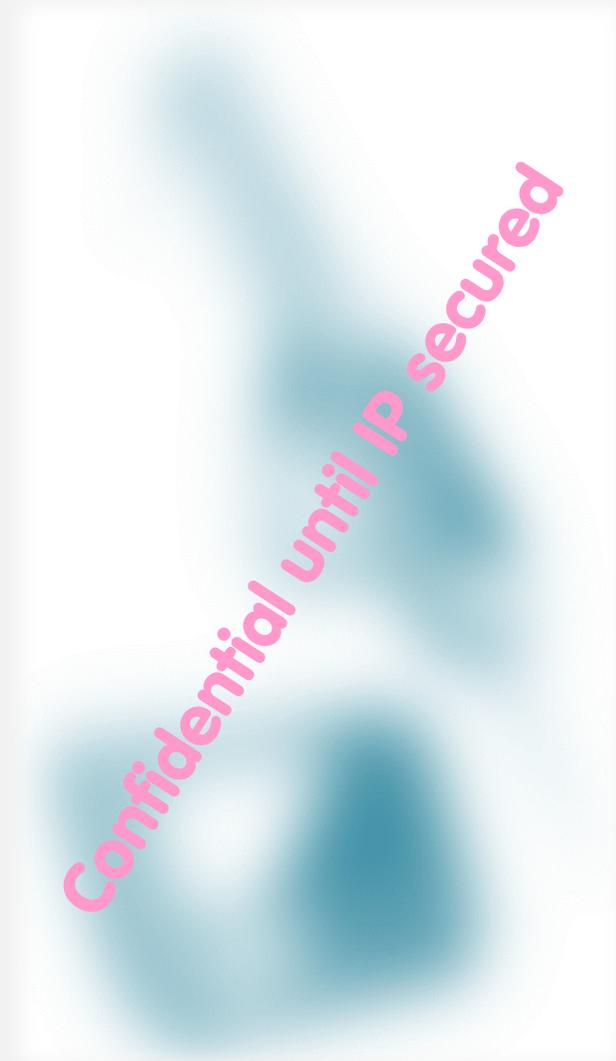
- Appointed first distributor in Taiwan
- Under discussion with Brazil distributor

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

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.



Validation Production – Oct 2013



Product Soft Launch – CFA 2013

