

30 October 2013

## ASX ANNOUNCEMENT

### OPERATIONS REPORT

Analytica Ltd (ASX:ALT) is pleased to present the attached presentation, to be delivered by Mr Geoff Daly, Operations Manager to shareholders at this evening's Annual General Meeting in Brisbane.

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.*



# Operations Report

Geoff Daly – Operations Manager



Report to Shareholders at the  
Analytica AGM - 30 October 2013

ANALYTICA

# 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



- 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

# 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



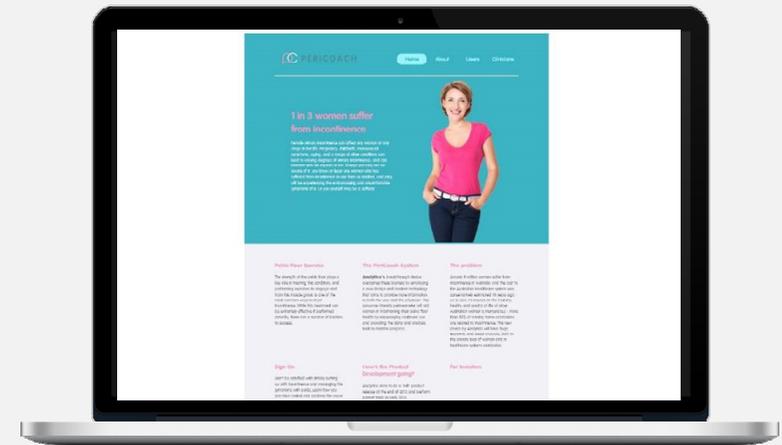
- Most commonly caused by trauma to pelvic floor muscles during childbirth.
- The personal impact on sufferers is significant, affecting Quality of Life.
- Existing treatments are ineffective, misleading, or address the symptoms not the cause.
- Analytica proprietary market research shows that **15%** 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

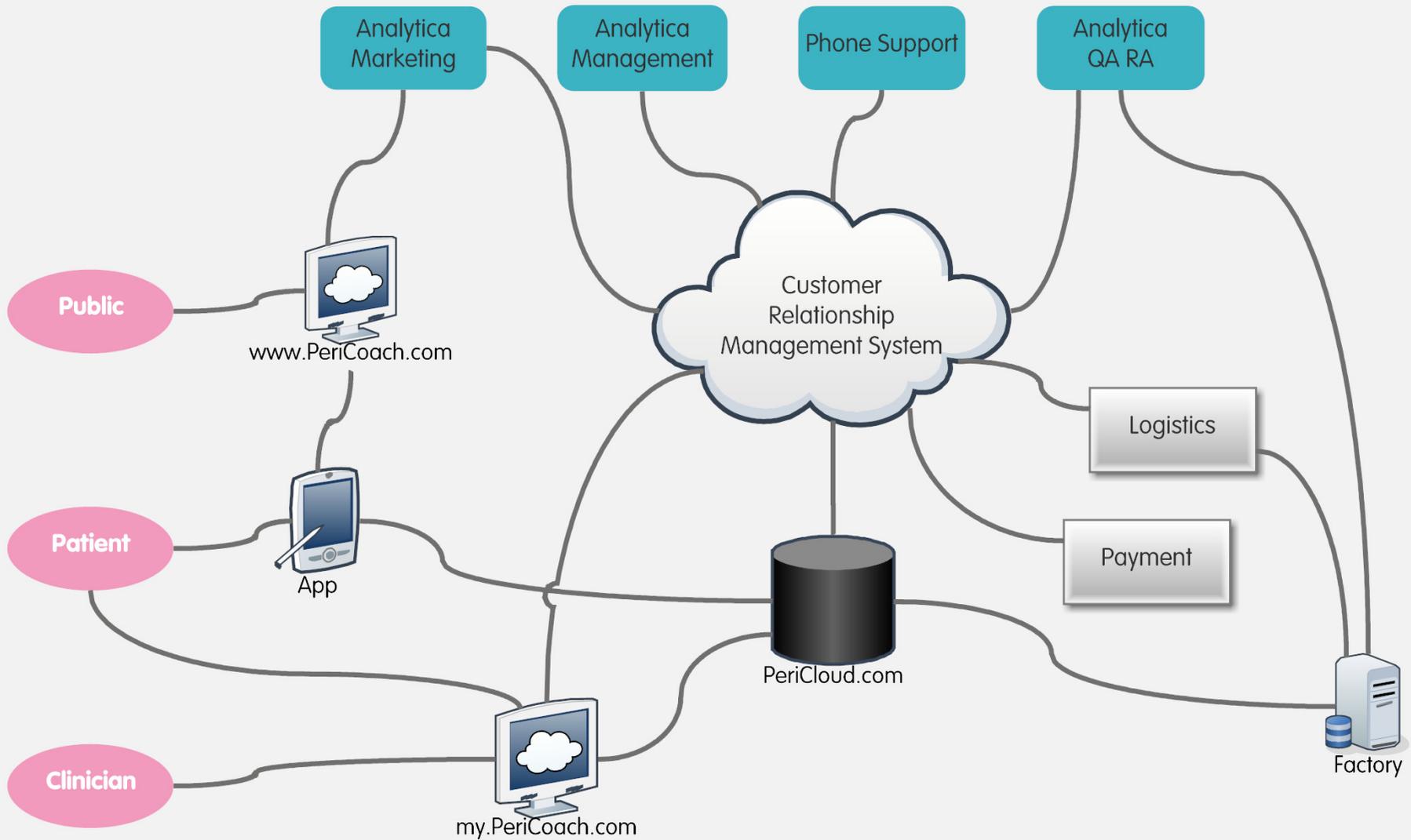
## Patient Monitoring

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



# PeriCloud System



# PeriCoach Pricing and Marketing

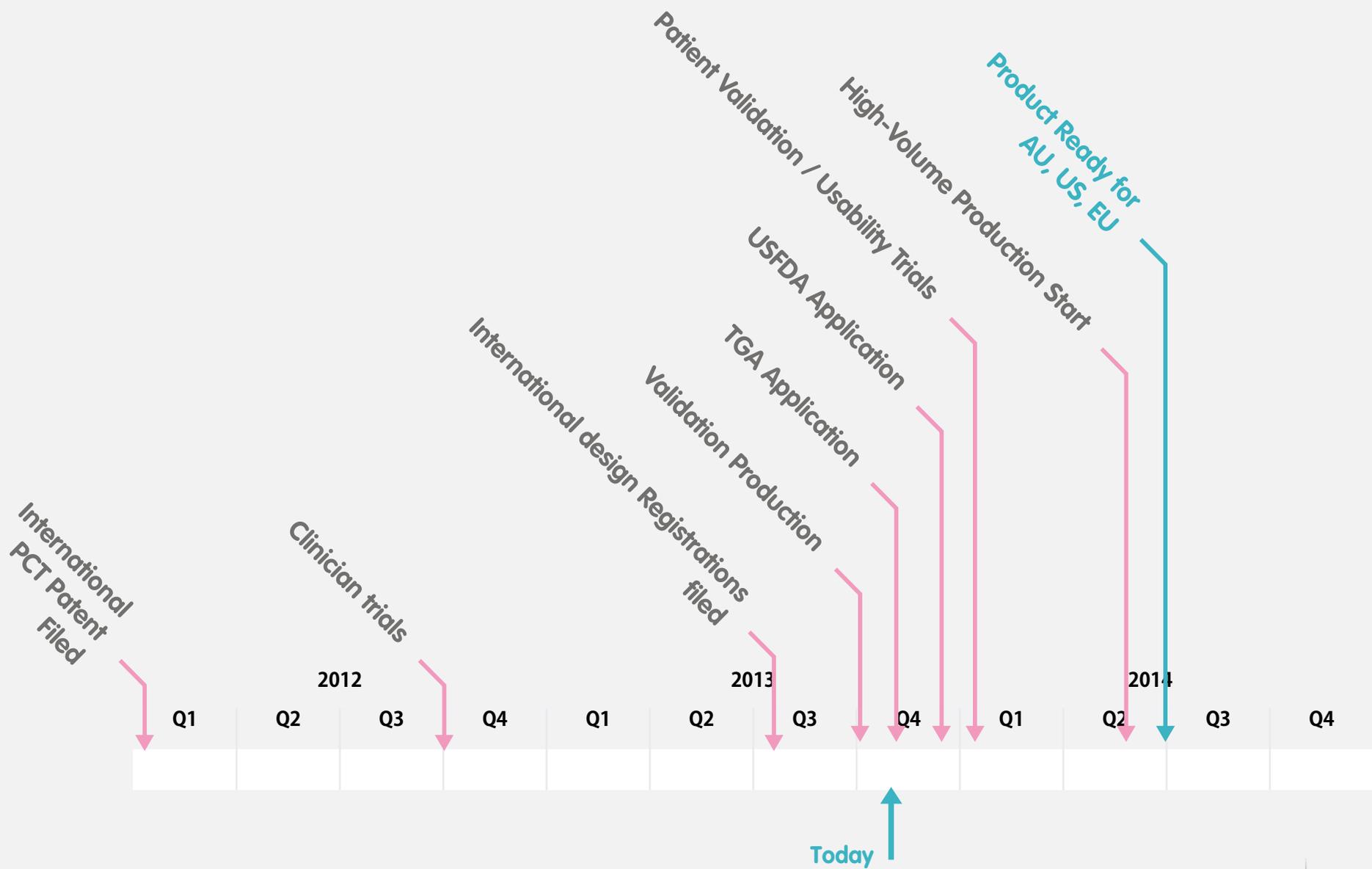
## GLOBAL Problem – Global Product – Global Rollout

- 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

# 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 – AU, US, BR, JP, CN, IN, EU
- 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

# Commercialisation Timeline - PeriCoach



# Commercialisation Timeline - PeriCoach

## Last 12 months:

- International Patent PCT filed
- Trialled prototype units with volunteer clinicians
- Design Registrations and Trademarks filed
- Production tooling made
- Assembled Clinical Advisory Board
- Soft Launch at CFA 2013 in Perth

## Currently

- Validation production run underway
- Validation testing started
- Preparing TGA ARTG Application

## Next few months

- Apply for CE following ARTG
- Apply for USFDA 510(k) following full validation results.

## First Half Next Year

- Patient Usability Trials (Target = Jan-Mar 2014)
- Full Production commences (Target = May 2014)
- Enhancements to App and websites
- Enterprise software to come on line
- Multilingual capability.
- Also look at Brazil registration

Aiming for product ready for US, EU and ANZ Sales by July 2014

# Validation Production – Oct 2013



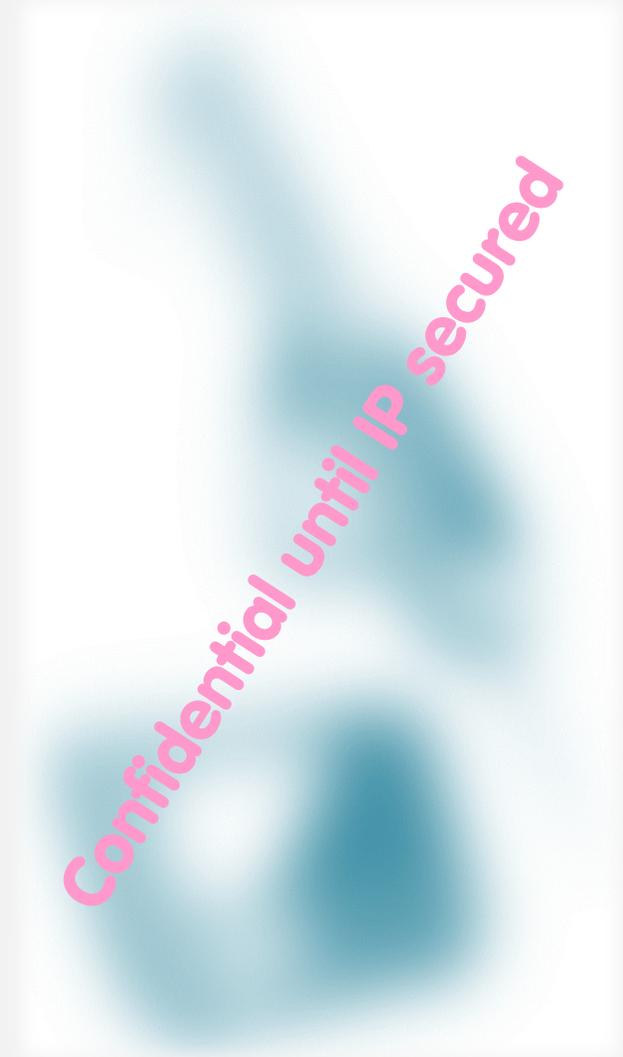
# Product Soft Launch – CFA 2013



# Future Product Pipeline –

## ELF2 Rehabilitation Stimulator

- 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.
- Device and proprietary consumables – Printer & ink sales model.
- Preliminary interest from big botox pharma
- Project in mid-stage development.
- Anticipated Release 2015.



# Product Demonstration



Device



App



Web Portals

Thank you for your support

# QUESTIONS FROM THE FLOOR