

**Dear Shareholders**

**Welcome to our second shareholder update for Analytica's upcoming PeriCoach product.**

Up until a few months ago, we kept this project close to our chest and many shareholders wouldn't have known much about it. We did this so that we could finalise the physical design, and lodge patents, trademarks and design registrations in our key markets. Once that intellectual property was protected we started to get the word out to our loyal and patient shareholders about this unique product we have. If you missed our previous newsletter or were unable to make it to one of the investor information evenings, you can get copies of the material from our website. The pop-out boxes on this newsletter give a brief description of how big the problem of stress urinary incontinence (SUI) is (enormous and growing), and an indication of the potential market here in Australia, as well as some information about the system.

**STRESS URINARY INCONTINENCE (SUI) ~ CAUSE & EFFECT**

**A GLOBAL PROBLEM**

- 4.2 million Australians aged 15 years and over living with urinary incontinence. 80% are women and over half are under 50 years of age.
- Most commonly caused by trauma to pelvic floor muscles during childbirth
- The personal impact is significant. Sufferers are less inclined to participate in social or athletic situations. Can lead to associated depression
- Total cost estimated to be \$42.9 billion in Australia alone - \$9,014 per person affected



**01. The Device**

Small, discreet and easy to use and clean. The device has patent-pending sensors to measure the PF muscles directly.



**02. Patient Portal**

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



**03. The App**

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



**04. Charging Case**

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

**PROGRESS**

Our design documents are now almost ready for us to lodge on the Australian Register of Therapeutic Goods, and to get a CE mark in Europe. We're now only a few weeks away from completing the first manufacturing run, where we will produce our first real units that can be used by real patients.

Although we won't have complete units for a few weeks yet, the production run has actually been underway for a couple of months now. The electronic circuit boards are presently being shipped from our supplier in Melbourne to our assembly partner in Sydney. Our shiny new Injection moulding tools have also arrived in Sydney and will start making plastic and silicone parts this week after passing extensive trials at the toolmaker factory in China. We have also received the first shipment of our proprietary sensors from our partner in the US.

Many of the units we build this month will meet their fate in destructive validation testing. Validation is a critical phase in the medical device product development cycle, to ensure that the device is safe to use, and does the job intended. Testing will be mostly performed by independent testing companies to international standards, and will include biocompatibility testing, electrical safety testing, transport and environmental testing, and accelerated product life testing.

On completion of these tests we will have enough evidence to lodge a 510(k) application with the USFDA.

The remainder of the test units will be used in a trial using real patients. To date, trials have been done by the clinicians themselves, and whilst the professional feedback has been excellent, there are some things you can't test in a controlled environment like that. We need real women, real problems, and real solutions.

## MARKETING

Having a brilliant product is only part of the story. Getting that product into the hands of the women who will benefit is the next step.

We recognise that our best channel to the market is through the clinicians. This is a serious medical device designed to treat a serious medical condition. We have developed a targeted approach to ensure that the various specialties recognise the value The PeriCoach System can offer to their patients

Analytica has assembled a Clinical Advisory Board with prominent members in the field of women's pelvic floor health, who will continue to guide us in making the best decisions for the product and the users.

Analytica has engaged the creative abilities of the Collier Agency to develop the creative campaign which will help create a recognisable brand image for The PeriCoach System. This will ensure that all of our promotional and advertising materials will deliver consistency in its messaging.

PeriCoach.com is close to launch, with only final touches still to be completed. This will provide a portal for both clinicians and consumers to find out more about incontinence in general as well as specific PeriCoach information. Initially it will serve as a source of information, and in May 2014, once main production commences, also as the gateway to purchasing, registering and

## MARKET SIZE AUSTRALIA

Tip: World market multiply Australia's spend by 100

### 01. Women

There are approximately 9 million women in Australia over the age of 15.

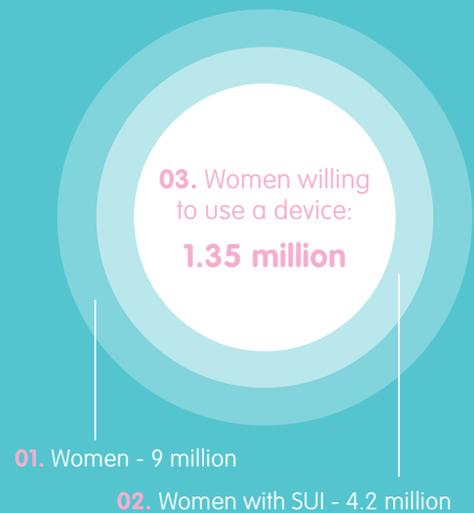
(ABS Dec 2012)

### 02. Women with SUI

Approximately 1 in 3 women will experience SUI

### 03. Willing to use a device

Analytica proprietary market research on 1500 women shows that **15%** would be willing to use a device to help them with their PF Exercise



interacting with The PeriCoach System. It will be a dynamic site with further features planned that will encourage interactivity as we get closer to a general consumer launch.

In later October, we will be showcasing The PeriCoach System at the Continence Foundation's annual conference in Perth. To date only a select group of clinicians have been introduced to the product, who have without exception responded very positively

to it. This meeting will be our first chance to present it to a large group of professionals from various disciplines who deal with incontinence.

I hope you'll continue with us on this exciting journey.

Geoff Daly, Operations Manager.



## INVESTOR CHECKLIST

This document describes our new PeriCoach System for addressing urinary incontinence in women. Analytica thinks we're really onto something here and we're excited. Here's some reasons why you, as one of our loyal shareholders should be excited too.

- ✔ IP protection in major markets worldwide
- ✔ Addresses a well-known condition using proven treatment
- ✔ Massive market
- ✔ Direct to consumer model means we're not reliant on multinationals or distributors
- ✔ Early clinician involvement and input means relevance and a channel into the market
- ✔ Early market research – eyes wide open
- ✔ New market space – no known competition
- ✔ Global marketing and sales strategy underway
- ✔ Personally controlled eHealth product
- ✔ Low risk product – straightforward regulatory passage anticipated
- ✔ Subscription based revenue
- ✔ Data-centric product – easy upgrades and feature enhancements
- ✔ Integrated data mining to drive reimbursement strategy
- ✔ Consumer-level medical device – small, easy to use and clean, discreet
- ✔ Significant treatment and patient management benefits for clinicians.
- ✔ Product development well advanced – first production before Christmas