

18 December 2012

## ASX ANNOUNCEMENT

### BRAZILIAN BURETTE DISTRIBUTOR LETTER OF INTENT SIGNED

Analytica is pleased to announce that it has secured a letter of intent from a major medical products distributor in Brazil.

This should lead to the Analytica AutoStart Burette being rolled out initially across Brazil and then to the rest of South America.

Working with international trade and investment consultants South-South Capital Partners, Analytica has secured CBS Médico Científica (CBS) as the partner for entry into Brazil, Latin America's largest market.

#### About the Market

Brazil, a member of the BRIC grouping, consists of a market of 190 million people and the world's sixth largest economy and has the largest economy and medical device market in Latin America. Brazil has weathered the recent financial crisis in good form and is expected to have a GDP growth of over 4% in 2013. The medical system consists of over 7,800 hospitals (41% public, 34% private, 25% philanthropic owned), 27,800 specialised diagnostic clinics and approximately 16,000 diagnostic centres. With a strong health system backed by a competitive private insurance industry, (the second largest private health insurance sector in the Americas, after the USA), the required characteristics are present for the Auto Start Burette's successful market penetration. The market is greater than Australasia and is a logical beachhead for expansion into the rest of Latin America, commencing with the Mercosur trade bloc (Argentina, Brazil, Paraguay, Uruguay, and Venezuela).

#### About CBS Médica Científica (CBS)

CBS is one of the largest actors in the medical devices and supplies. CBS remains a family owned company after four decades of operation. With over 200 employees and contractors CBS has a national footprint and is a multi award winning enterprise for the distribution of 3M medical products. With sales turnover in excess of US\$100million, CBS are projecting 30% YoY growth in 2013, reflecting their market position and the potential for growth in the health sector in Brazil. More information about CBS can be found at their website: [www.cbsmed.com.br](http://www.cbsmed.com.br)

## Next Steps

Legal documentation to formalize the relationship will follow product acceptance training to be conducted in São Paulo during January 2013. CBS will manage the regulatory approval for the AutoStart Burette in the ensuing months and will undergo trials at local hospitals as part of the market entry process.

## Production

As advised in the chairman's address at the Annual General Meeting, Analytica is now in the position of being able to supply product from an FDA approved production facility, incorporating both AutoStart and AutoFlush features with a lower cost design. Product will be supplied to Brazil for evaluation from the current production run.

## Other Markets

Marketing initiatives in the Chinese and Asian markets are progressing rapidly. High level negotiations are continuing in the US and European markets and we anticipate a positive outcome in 2013.

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.*

*South-South Capital Partners (SSCP) is a boutique international trade and investment consulting firm specializing in bringing emerging technologies to emerging markets, specifically South America and South East Asia. More information can be found at the website: [www.south-southcapital.com](http://www.south-southcapital.com).*

