

12 January 2015

ASX ANNOUNCEMENT

PERICOACH APP NOW AVAILABLE FROM APPLE ITUNES

Analytica (ASX:ALT) is pleased to announce that the PeriCoach® app for iOS has been approved by Apple and is now available for download by iPhone users from iTunes.

See <https://itunes.apple.com/us/app/pericoach/id933204028>

The availability of the app to both major smartphone platforms (Android and iOS) allows Analytica to gain maximum advantage from its marketing activities. Analytica will now significantly ramp up the PeriCoach advertising campaign.

Geoff Daly

Chief Executive Officer

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About Analytica Limited

Analytica's lead product is the PeriCoach™ System – an e-health treatment system for women who suffer Stress Urinary Incontinence. This affects 1 in 3 women worldwide and is mostly caused by trauma to the pelvic floor muscles as a result of pregnancy, childbirth and menopause.

PeriCoach™ comprises a device, web portal and smartphone app. The device evaluates activity in pelvic floor muscles. This information is transmitted to a smartphone app and can be loaded to PeriCloud where physicians can monitor patient progress via web portal. This novel system enables physicians to remotely determine if a woman is performing her pelvic floor exercises and if these are improving her condition; otherwise physicians are guided on the need for surgery.

PeriCoach™ has been approved in Australia with product launches expected in 2014 in Australia, and Europe and the US in 2015. The US market for incontinence pads is \$5 billion pa. It is projected that by 2030, 5.6 million women in Australia will suffer urinary incontinence. The product is pending USFDA 510(k) clearance in the USA.

