

ANALYTICA

CEO's Presentation
AGM
24 November 2016



Forward-Looking Statements

This presentation contains forward-looking statements that involve risks and uncertainties.

Although we believe that the expectations reflected in the forward looking statements are reasonable at this time, Analytica can give no assurance that these expectations will prove to be correct.

Actual results could differ materially from those anticipated. Reasons may include risks associated with medical device product development and manufacture, risks inherent in the regulatory processes, delays in clinical trials, risks associated with patent protection, sales estimates, success of future activities, future capital needs or other general risks or factors.

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Overview of Last 12 Months

- Case studies published in Peer Reviewed Urology Journal
- Data room established and process to secure licensing partner underway
- In-App leakage event tracking
- Next gen version (v3) in pilot production
- OTC regulatory clearance awarded in US
- Expenditure reduction initiatives implemented
- V2 Clinical Trial – Interim analysis underway

In-Market Learnings

- Clinician & Patient Management & Motivation
- Product Evolution - v1 to v3
- Market Evolution
- Data is Key
- Strategic Redirection

This intel could only be gained from having the product in the field.

Data – The Big Deal

In-market experience showed us the enormous potential and value of the data and data systems.

Our Data system provides objective auditable evidence for every part of our strategy.

Levels of data analysis available

1. Our analysis is already very powerful when looking at a single patient
 - Our capability exceeds anything on the market
2. The data is even more powerful when looking at a population and generating statistics
3. Linking between different systems allows data mining to build models
 - product development, treatment protocols, marketing and business process insights.

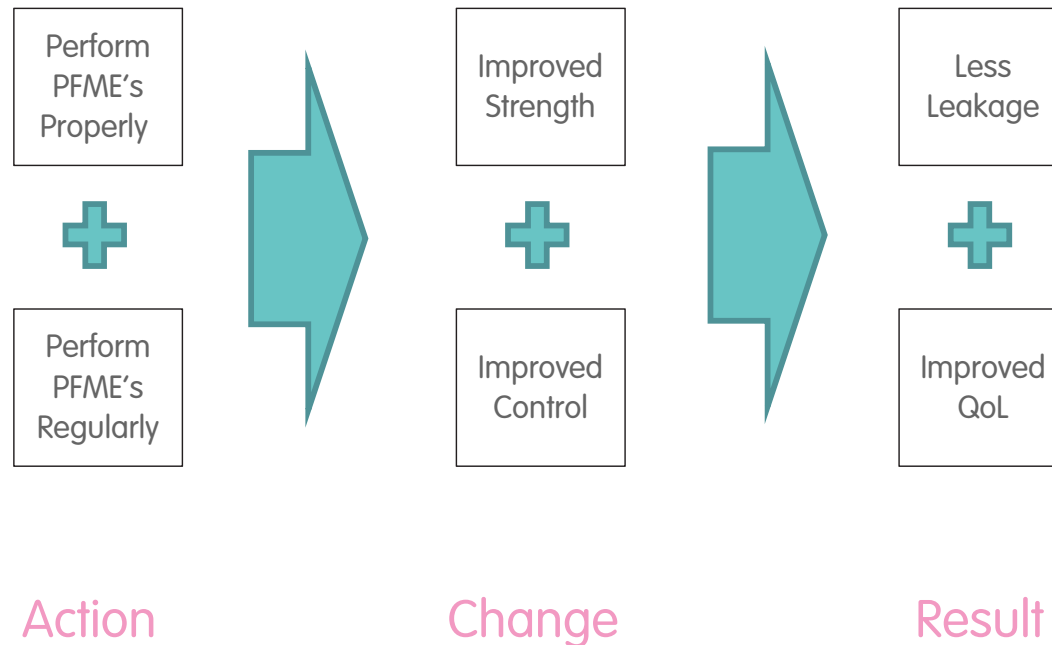
The Pelvic Floor Exercise Axiom

If you perform your pelvic floor exercises properly and regularly, you will improve the strength and control of your pelvic floor, which will lead to less leakage and make you happier.

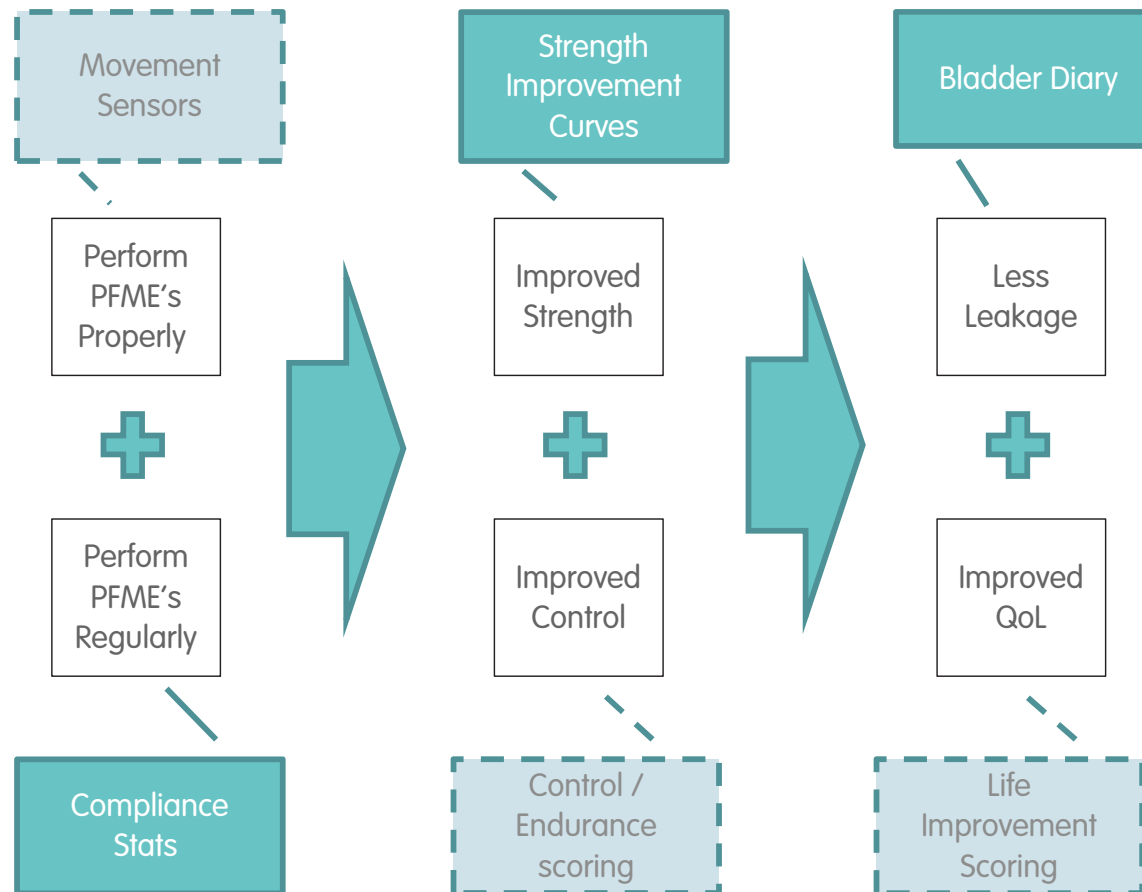
Opportunity:

“.. but they don’t”

The Axiom Components



Measurement



Patient Level Analysis - Examples

Am I getting stronger?

Am I leaking less?

Am I feeling better?

Am I doing it right?

Is my patient doing her exercises?



App



Web Portals

Statistical Level Analysis - Examples

How am I / is my patient doing relative to the population? What is normal?

How many exercise sessions per week gets best results?

How does proper technique affect improvement, motivation and compliance?

What % of patients already have proper technique? How does this vary between DIY and clinically supervised patients?

What improvement do initially poor technique patients show after being trained by the app? How does that affect the user experience?

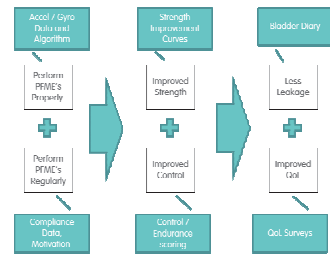
How do the physical 'changes' from PF exercise (max strength, control, resting tone) affect the output measures (leakage, QoL)

How does purchase price affect motivation and compliance?

How is a particular region doing after a particular marketing promotion?

How does a national holiday (e.g. Thanksgiving) affect compliance?

Integration Level Analysis



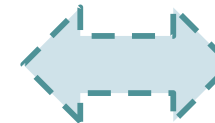
Health Record



Purchasing & Logistics Data



PeriCloud
Datacube



3rd Party Data and
Integrations

Deal Valuations

A company's valuation depends on the expected sales that could be achieved over time by the licensee minus the costs incurred.

Our field experience showed us that there are four main challenges to market penetration for a larger licensing partner:

- Price point and product offerings
- Awareness
- Clinician 'Gatekeeping'
- Reimbursement

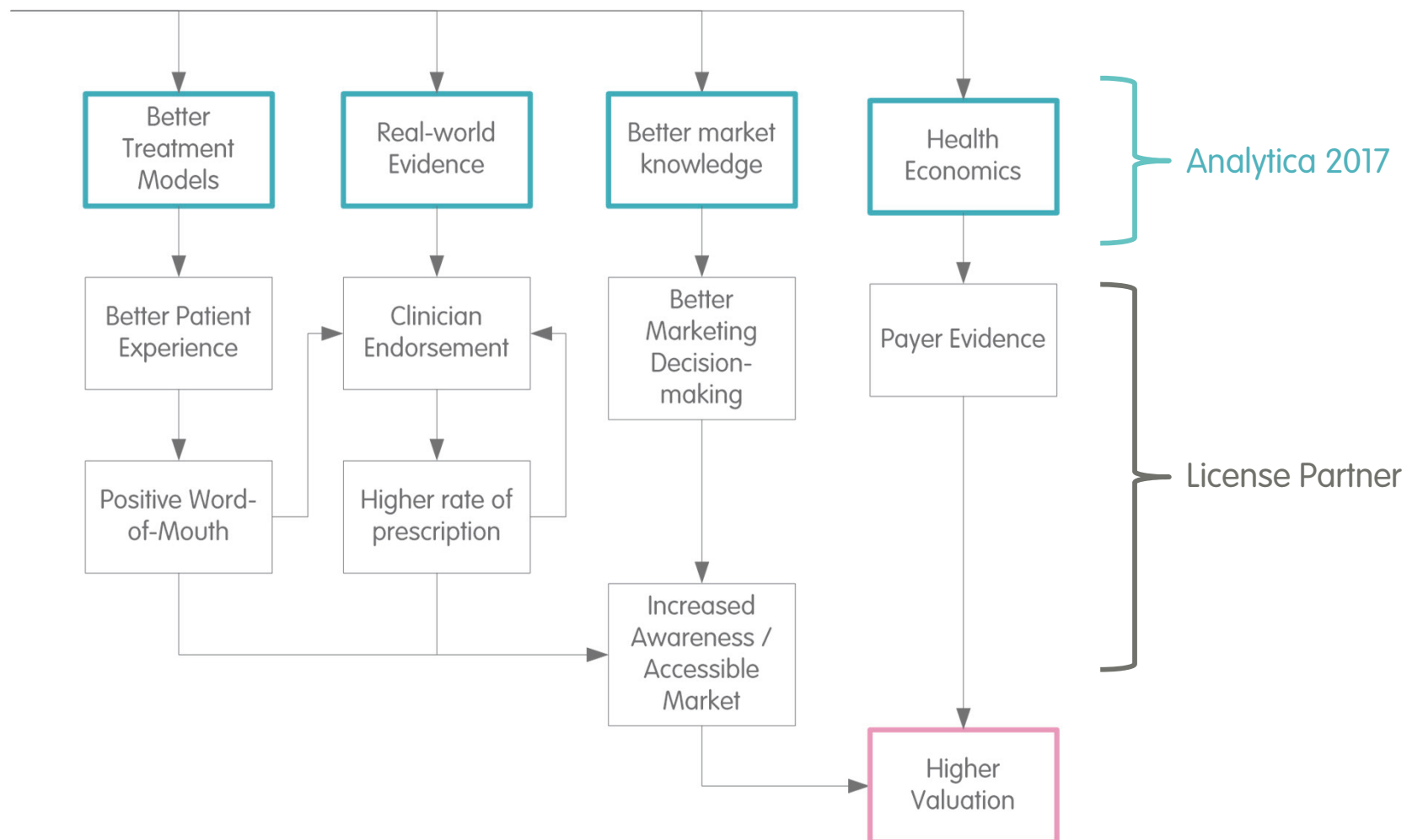
Data is key to reducing the risk in all of these challenges.

You can't manage what you can't measure.

Data → Value



PeriCloud Data



The Strategy

- Build Best in Class
 - v2 Product is best in class
- Prove it works
 - The product works – Testimonials and user feedback, case studies, papers, real-world data, CT interim results, acceptance from KOL's
- Define the Market
 - Marketing playbook including research, field tests, pricing studies, focus groups, messaging, learnings – what works, what doesn't and why. Recommendations, strategies and tools.

→ Make a Deal

A Deal - What's the Value of the Product Now?

- PeriCoach is a plug and play acquisition for a global licensee
- Major regulatory clearances – FDA, CE, TGA
- Immediately scalable manufacturing process using highest quality contract manufacturers
- Immediately scalable sales and logistics system
- Existing database of users and clinicians
- Virtual Data Room ready and being added to
- Marketing playbook
- Milestones available with roadmap of improvements – with plans, specs, costings – New hardware, New indications, New functionality, New markets, New evidence

The Strategy

v2 is already valuable. v3 capabilities will be much more valuable.

- Build new best in class – v3
 - Prove v3 works
 - Build on Market Research
- Make the Deal

Build the value of the product package to take into negotiations.
Maximise the value-added within an acceptable timeframe and budget.

Next 12 Months

Next 12 months - Evidence and Enhancements:

- Case-studies
- v2 Clinical Trial publication submissions
- v3 product validation
- v3 release and data collection
- App enhancements – QoL surveying, technique training, control and endurance training
- Database enhancements, increased analysis capability and reporting tools
- Real world analyses and research papers from enhanced database
- Providing evidence to reduce perceived risk for potential license partners

QUESTIONS FROM SHAREHOLDERS