

ANALYTICA

Analytica Annual
General Meeting

25 November 2021



Geoff Daly

CEO PRESENTATION

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.

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2021 Summary

- Moving manufacturing in-house.
- ISO 13485 certification underway.
- AQIAF grant with Queensland government.
- Launching digital marketing campaign.
- Pursuing 2 markets in public health - new mums, post-menopausal.
- First units sold to Middle East distributor.
- Working on bringing China JV online.

Bringing Manufacturing In-house

The eternal business question - Insource vs Outsource?

Using a contract manufacturer is very attractive for a start-up doing initial product development.

Pros: Batch production okay, flexible, access to skills and equipment.

Cons: expensive, someone else's schedule, lack of transparency.

We need control of production schedules, inventory management, quality control within our system, and cost control.

Phased transition from outsourced → insourced.

Insourced Manufacturing

Phased transition - each phase takes on more in-house and will depend on manufacturing volumes needed.

1. Become final manufacturer of record - final testing, packaging, release
2. Charging case vibration welding
3. Probe assembly
4. Silicone overmoulding
5. Injection moulding
6. PCB assembly

Queensland government AQIAF grant may assist with this transition.

ISO 13485

Currently not required - PeriCoach is Class I, Non-measuring, Non-sterile,

PeriCoach likely to be up-classified to class II in EU, AU, and other jurisdictions as regulations are changing.

Already class II in US.

Initial audit done. Final audit in Q1 2022.

Part of Analytica's Quality System upgrade.

Sales and Marketing

- First units arrived in Egypt - Helping the distributor set up within our system
- Working with China JV partner
 - Engineering and Manufacturing
 - Software and database architecture - languages, privacy, and data sovereignty
- Digital marketing campaign launching in coming months - AU first, rollout to US in 2022, UK and Europe to follow.
- Pursuing payers and public health bodies for key markets:
 - New mums
 - Post-menopausal

SHAREHOLDER QUESTIONS

THANK YOU FOR YOUR SUPPORT