

## ASX ANNOUNCEMENT

### Analytica Launches PeriCoach "Leaker's Anonymous" Campaign

**28 July 2015:** DENVER, CO, USA - Analytica Ltd (ASX: ALT), manufacturer of the PeriCoach System, is excited to announce the creation and global launch of the "Leakers Anonymous" video, developed and produced by the creative team behind the popular and ground-breaking HelloFlo videos (e.g., "Period Fairy", "Camp Gyno").

The PeriCoach System was commercially launched in the US on June 23, 2015 and was FDA cleared in March 2015. The "Leakers Anonymous" video is part of a large US social media campaign in which it will be shared digitally placing PeriCoach in front of 5.5M blog subscribers, 250k Facebook followers and nearly 170k twitter followers in America.

"Urinary incontinence is often associated with feelings of embarrassment and shame, yet 50% of women will never report the issue to their health care provider, believing it to be a natural part of aging. This is simply a fallacy, you can do something about it." said Megan Henken, VP of Marketing & Sales at Analytica, LTD. "The humorous Leakers Anonymous video featuring PeriCoach is meant to take away these feelings, give women inspiration and a solution to reduce or eliminate the problem, and confidence to have a conversation with a health care provider."

Shareholders can watch the video via the [pericoach.com](http://pericoach.com) website or at <https://www.youtube.com/watch?v=t9FvNf7skoE>.





For more information about the PeriCoach System, visit: [www.PeriCoach.com](http://www.PeriCoach.com)

For more information about Analytica, visit [www.AnalyticaMedical.com](http://www.AnalyticaMedical.com)

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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.

PeriCoach has regulatory clearance in Australia, and has CE mark clearance. The product has USFDA 510(k) clearance. The product has been on sale in Australia and New Zealand since January, and recently launched in the UK and Ireland, and in the USA. 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.

