

## ASX ANNOUNCEMENT

### Analytica Appoints Dr Thomas Lönngren Non-Executive Director

**10 August 2015:** BRISBANE, Australia - Analytica (ASX: ALT), manufacturer of the PeriCoach System, has appointed Dr Thomas Lönngren as Non-Executive Director effective 10 August 2015.

Dr Lönngren brings a wealth of knowledge to the board having had a distinguished career serving as top international regulator for over 25 years and lately working as strategic advisor and board member for pharmaceutical and medical device companies.

Dr Lönngren's current positions include Director and Founder of Pharma Executive Consulting Ltd in London, Strategic Advisor at NDA Group in Sweden, Germany, UK and Cambridge, MA, US and Non-Executive Director of Global Kinetics Corporation in Australia.

His curriculum vitae includes heading the European Medicines Agency (EMA) as Executive Director for 10 years, taking it from a relatively unknown agency back in 2001 to a world recognised leader in drug regulation with similar accreditation to the US Food and Drug Administration (FDA).

Dr Lönngren served as Deputy Director General of the Medical Products Agency in Sweden where he was involved in the regulation of medical devices in Europe and Sweden. He was also appointed as an expert in the governmental committee on reforming the Swedish reimbursement system for medicines.

Analytica's Chairman, Dr Michael Monsour commented, "Dr Lönngren has a profound knowledge and experience in drug and medical device regulation, and health economics across the world's major markets. His extensive network of contacts in multinational pharmaceutical and medical device companies and capital markets will be a great asset for our Company as we expand our operations into the United States and Europe."

Dr Lönngren holds a Degree in Pharmacy and a Master of Science Degree in social and regulatory pharmacy from the University of Uppsala and has completed an advanced course in Health Economy at the Stockholm School of Economics. He holds an Honorary Doctorate from the University of Bath, UK (2011), an Honorary Doctorate from the University of Uppsala, Sweden (2008), an Honorary Fellow of the Royal College of Physicians and Honorary Member of the Royal Pharmaceutical Society of Great Britain.

#### **Dr Michael Monsour**

Chairman



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)

Follow us on:



### 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 in the USA. Product launches are anticipated in 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.

