

ASX ANNOUNCEMENT

Analytica Broker Presentation

9 September 2015: Analytica Ltd (ASX: ALT) presents an updated investor briefing to be presented to brokers and investors today by Company Chairman Dr Michael Monsour and Non-Executive Director Carl Stubbings.

For more information about the PeriCoach System, visit: www.PeriCoach.com

For more information about Analytica, visit 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.



Investment Briefing

Treatment Evidence

International Sales

Growth Ready

Sept 2015

ANALYTICA



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, future capital needs or other general risks or factors.

This document does not constitute an offer, solicitation or recommendation in relation to the subscription, purchase or sale of securities in any jurisdiction. Neither this presentation nor anything in it will form any part of any contract for the acquisition of securities.



<- 2014

Drivers of research & development

- Overwhelming medical evidence that Kegel exercises first line treatment Urinary Incontinence
- Poor pelvic floor strength effects sexual function and prolapse
- 1 in 3 women over the age of 15 affected
- 70% women after instruction don't perform kegels effectively
- Little data on pelvic floor health
- App & device faster growing medical device market
- **PeriCoach Development**
- Sensors measure muscle force not vaginal pressure
- App collects/ retransmits data, feedback and reminders/motivation
- Web permits clinicians to monitor patients
- Web based database accumulates detailed data for analysis by clinician & research's
- Exercise history for patient



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Building evidence – it works for clinicians and patients

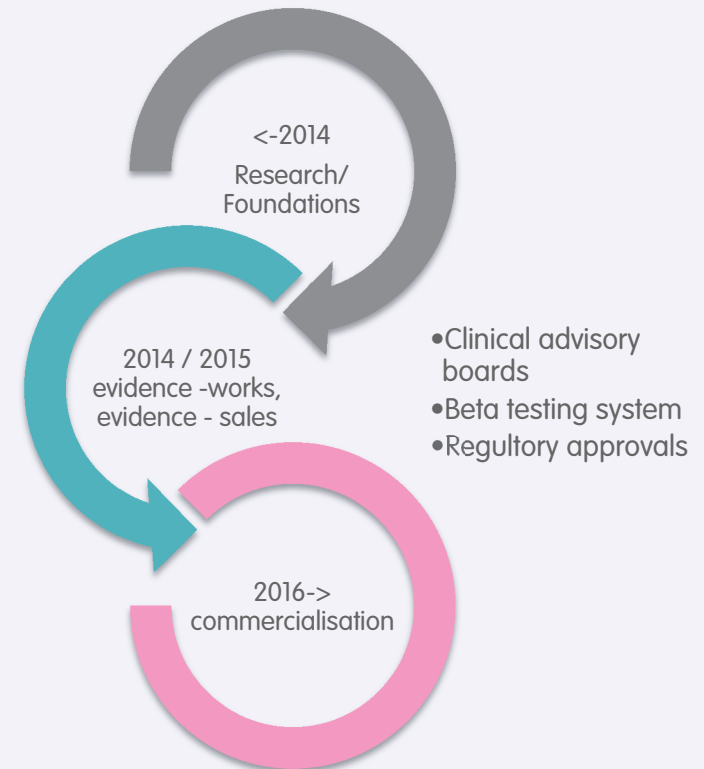
- Useability trial followed by Beta testing limited market release
- Focus group and market research
- Clinical advisory boards Australia and US
- Build physiotherapy support network
- Collect clinician testimonials and papers
- Collect patient testimonials
- Clinician conference Australia and Global
- Preliminary data analysis

Building evidence – market interest & sales

- Sales release in Australia January 2015
- Marketing team US
- Sales release US & UK June 2015

Regulatory

- Fully documented in accordance with standards, make acceptable for clinical trials, regulators and partners
- TGA Australia, CE Europe, FDA United States



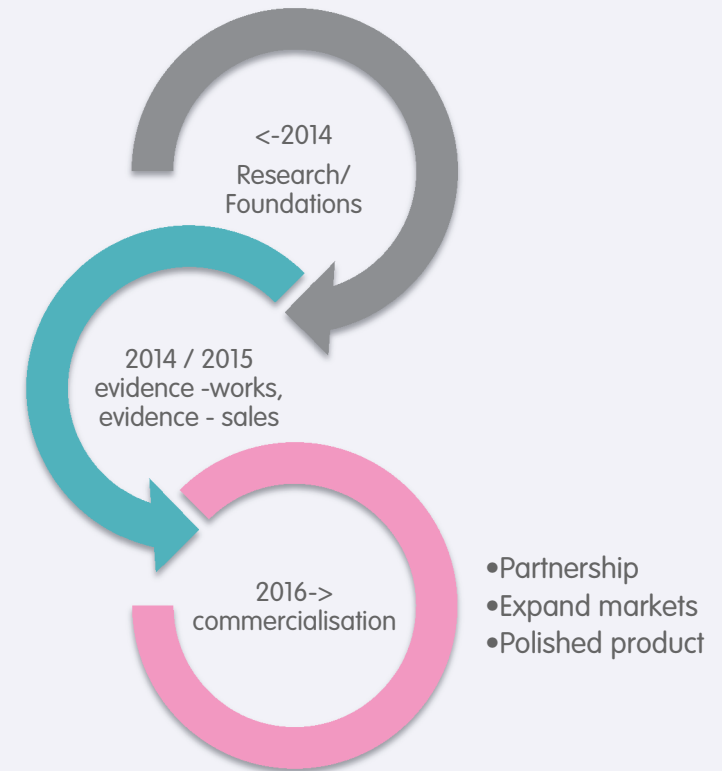
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Commercialisation

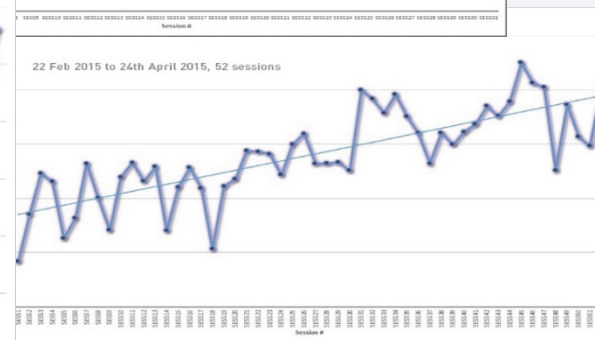
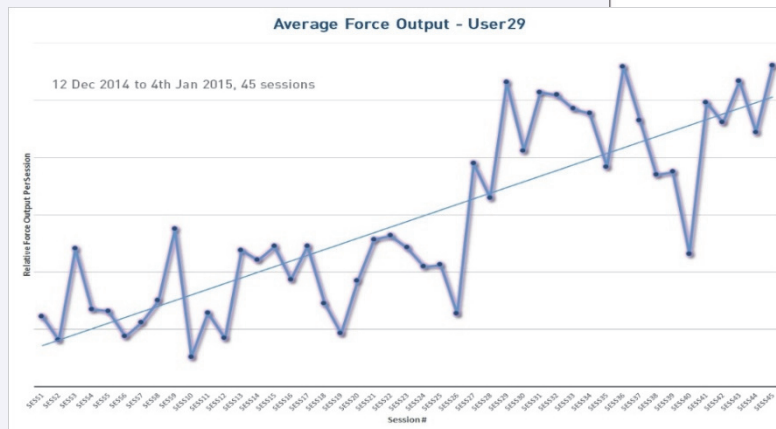
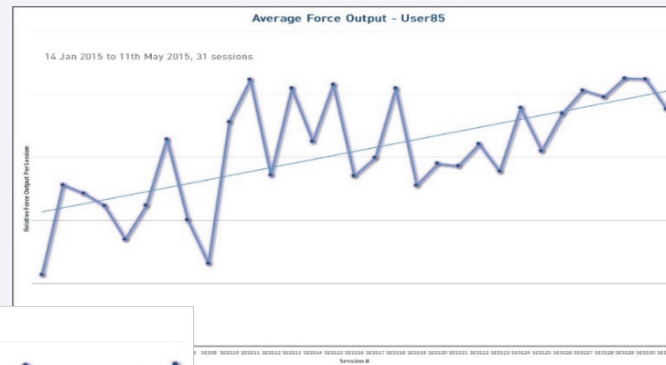
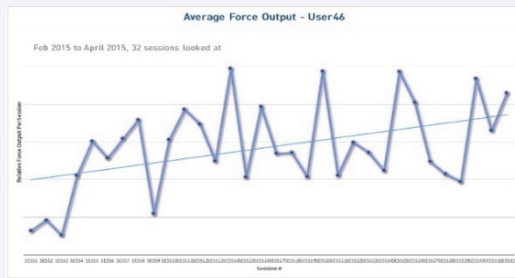
- Clinical trial results of SUI and Female Sexual Dysfunction is a major inflexion point for valuation
- Focus on building US clinician support
- Engagement of US sales team
- Health economics, marketing, reimbursement

Development

- V3 additional sensors to provide greater detail and additional muscle data
- Data analysis to understand pelvic floor (the PeriCoach is the only large database on pelvic floor health in the world)
- Connectivity to other databases, clinical, exercise, personal
- V4 Diagnostic capability



It Works – Preliminary Data Analysis



It Works – Patients

“Since using the PeriCoach I am back at the gym without the worry of wetting my pants! I no longer have accidents in pump class, I can jump on the trampoline with my children, and I don’t have to worry about stocking up on pads!”

- C. A., Sydney

“PeriCoach guides my muscle strength, provides the visual to know I’m contracting appropriately. I love it: I feel wonderful”

- P.C., Illinois, USA

“I’ve definitely seen an improvement over the last month and star jumps and step classes aren’t quite so intimidating any more. Will I keep using it? Yes definitely.”

- J. A.

PeriCoach System-Assisted Pelvic Floor Exercises for a 63-year-old Woman with Pelvic Organ Prolapse

Dr. Beth Shelly, PT, DPT, WCS, BCB PMD

INTRODUCTION

Pelvic organ prolapse (POP) is a common disorder among older women. Upon examination, 40% of women older than 50 years exhibit some degree of prolapse. This number is expected to increase further with the aging population.¹ Research supports the use of pelvic floor muscle (PFM) training to improve disability and symptoms of POP.^{2,3} This case describes a patient with POP who used the PeriCoach® System (Analytica Ltd, Brisbane, Australia), a novel home training device with Smartphone app and a web portal, to assist with her PFM exercises.

HISTORY

A nulliparous 63-year-old woman has had symptoms of POP for 18 months. She underwent an abdominal hysterectomy 13 years ago to resolve symptoms associated with endometriosis. The patient reported feeling perineal pressure when she walked and was evaluated by a urogynecologist. Urodynamics testing revealed incomplete emptying, with a post-void residual of 400 mL. Her urogynecologist referred her to physical therapy.

“The PeriCoach has helped me to continue an active and healthy lifestyle. Using the PeriCoach for regular and consistent Kegel exercises has helped me avoid surgery for POP and eliminated the need to use a pessary.”

– This patient's testimonial

PeriCoach System-Assisted Pelvic Floor Exercises for a 50-year-old Woman with Stress Urinary Incontinence

Dawn Sandalcidi PT, RCMT, BCB-PMD

INTRODUCTION

Urinary incontinence, or the complaint of an involuntary loss of urine, is a common issue among women.¹ If the definition of at least one leakage in the past year is used, the prevalence ranges from 25% to 51% and increases with age.²⁻⁴ About half of all women with urinary incontinence report symptoms of stress incontinence specifically.⁵ Stress urinary continence generally refers to urine leakage on effort or exertion, likely during events that increase abdominal pressure, such as sneezing, coughing, and exercise.^{6,7} Stress urinary incontinence can be extremely bothersome to patients and can pose a significant burden, often limiting activities of daily living or exercise.⁸ Pelvic floor muscle training, which is recommended as first-line treatment, can help strengthen these muscles to decrease episodes of leakage.⁹ This case describes a woman with stress urinary incontinence who used the PeriCoach® System (Analytica Ltd., Brisbane, Australia), a novel home training device with Smartphone app and a web portal, to assist with her pelvic muscle exercises.

DISCUSSION

This case study illustrates a real-world woman whose symptoms of stress urinary incontinence resolved with the PeriCoach System to assist her pelvic muscle exercises. In 3 months, she went from soaking through an adult diaper while running to being able to run 3 miles with no leaking and no pads.

The subject had 3 successful vaginal deliveries, which most likely led to some of the weakening in her pelvic floor. Despite her premenopausal status, her symptoms, which had remained very minor for years, had recently grown in severity, suggesting progressive weakness in the muscles of her pelvic floor.

This woman was not actually being treated in the clinic for her incontinence; although she had been a physical therapy patient a few years earlier, at this time, she merely entered as a participant in the PeriCoach usability study. Her participation resulted in valuable information about the usability of the device, as well as marked improvement in her clinical symptoms. Her difficulty with attempting standing calibration was relayed to the manufacturer in order to improve user instructions in the future.

It is noteworthy that this subject was able to successfully operate the device and the Smartphone app with no verbal instructions from a physical therapist. It has been shown that treatment effects are greatest when women participate in a supervised pelvic floor muscle training program for at least 3 months,¹⁰ so receiving supervision and guidance from a physical therapist may have improved her outcomes even more.

The PeriCoach System-Assisted Pelvic Floor Exercises to Improve Stress Urinary Incontinence in a 64-year-old Woman

Annette Innes, APAM Grad Cert Physio (women's health)

OUTCOME

Emma was extremely happy with the result of her therapy, even shedding tears of relief and happiness at her final consultation. She resolved to continue her regular PeriCoach use.

This positive result for Emma is consistent with clinical evidence suggesting that pelvic floor exercises performed regularly under supervision can improve continence⁵.

PeriCoach enabled Emma to get daily visual and audio feedback, which was supported by clinician input to correct contraction technique. This case demonstrates that patients who seek advice from a continence professional can ensure they achieve the full benefit of the PeriCoach System.

INTRODUCTION

Stress Urinary Incontinence (SUI) is a common condition experienced by millions of women worldwide¹, often brought on by physical exertion such as coughing, sneezing or exercise².

SUI can be debilitating to a woman's self-esteem and wellbeing given its occurrence during regular, daily activities.

The latest clinical guidelines on the nonsurgical management of urinary incontinence (UI) in women from the American College of Physicians recommends pelvic floor muscle training as the first-line treatment in women with SUI³.

This case study features a patient with a long history of SUI and posterior vaginal prolapse. On seeking treatment for her condition, she started using the biofeedback tool The PeriCoach System. The PeriCoach was a useful teaching and motivational device and her pelvic floor muscle training was able to be monitored.

At the first consultation, the patient held little hope of controlling or managing her SUI. Despite her concerns, after three months using the PeriCoach with regular clinician input, the patient was delighted by the rate of improvement of her SUI symptoms.

Partnering/licensing opportunities

- A licensing or partnership deal with one or more multinationals for US and Europe will drive PeriCoach adoption deep
- Strengthen board and management
- Move Analytica to US by 4th quarter 2017

Developing partnership opportunity's,
recruited talented international experience.

**Dr Thomas Lonngren
Non-Executive Director**



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 holds a Degree in Pharmacy and a Master of Science Degree in social and regulatory pharmacy and has completed an advanced course in Health Economy.

**Carl Stubbings
Non-Executive
Director**



Mr Stubbings' experience in the sector spans over 30 years with a focus on medical diagnostics as well as biotechnology. He has specialised in sales with a particular emphasis on marketing across North America, Latin America, Asia Pacific and Europe as well as roles covering manufacturing and administration.

**Megan Henken
Vice President Global Marketing**



Megan Henken began working with Analytica in Q2 2014 as the US marketing and sales consultant focused on building the commercial strategy and engaging top clinical thought leaders within the incontinence industry.

She brings with her over 10 years of healthcare sales and marketing experience. As the Vice President of Global Marketing and Sales, she will focus on global revenue generating opportunities and accelerating growth for the PeriCoach System. Driving strategic marketing and sales initiatives aimed at engaging pelvic health clinicians as well as women to garner credibility and trust in product.

Why PeriCoach is attractive to a multinational

1. Proof PeriCoach “works”
2. Massive market opportunity
3. Strengthens their existing sales & marketing offering “Plug & Play”
4. Required regulatory approvals in place
5. Market presence established in Europe, UK and US
6. Solid IP
7. Strong pipeline of next generation versions

Partnering/Licensing

Discussions with multinationals underway

Currently engaged with decision makers

The PeriCoach System

The PeriCoach system treats Stress Urinary incontinence – A debilitating disease occurring in 1 in 3 women.



The Device

Small, discreet and easy to use. The device has three patent-pending biofeedback sensors to measure the pelvic floor muscle forces directly.



The App

Free smartphone apps that manage data from the sensor and provides real time audio and visual feedback during exercises. Also provides reminders to keep motivation high



Web Portal

A secure website where the patients and clinicians can access exercise history and news.



Charging Case

A robust, discreet, and highly mobile recharging and storage case for the device.