

ASX ANNOUNCEMENT

PeriCoach® sexual health indication clarification from USFDA

29th July 2016, Brisbane, Australia: Analytica Ltd (ASX: ALT), manufacturer of the PeriCoach® System, is pleased to announce that it has received clarification from the US Food and Drug Administration regarding additional marketing claims for improved sexual function in women from strengthening their pelvic floors using the PeriCoach system.

Following recent discussions regarding the over-the-counter clearance for PeriCoach system in the US, the USFDA has confirmed that the PeriCoach may be marketed for sexual function under “general wellness” claims. This allows the product to state, for example, that “Strengthening of the pelvic floor muscles can also potentially improve sexual sensation or satisfaction and orgasm potential in some women.” This clarification provides a level of certainty when communicating the benefits of the PeriCoach with clinicians and members of the public.

Clinicians involved in Analytica’s investigational programmes have reported a number of therapeutic benefits from pelvic floor exercise in patients using PeriCoach in addition to the current clinical indications to treat stress, moderate urge and mixed urinary incontinence in women. The company intends to pursue further pelvic floor indications where pelvic floor exercise is an effective conservative treatment option, such as; mild pelvic organ prolapse and faecal incontinence. Expansion into other indications further demonstrates Analytica’s focus on meeting strategic milestones and widening the market potential for a multinational partner.

For more information, please contact: investorrelations@analyticamedical.com

For more information about the PeriCoach System, visit: www.PeriCoach.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 a cloud database 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. Strengthening of the pelvic floor muscles can also potentially improve sexual sensation or satisfaction and orgasm potential in some women.

PeriCoach has regulatory clearance in Australia, and has CE mark and USFDA 510(k) clearance. The product is available for sale from pericoach.com in Australia, New Zealand, UK and Ireland, and the USA.

