

ASX ANNOUNCEMENT

Capital Raising - \$1.442m

31st January 2017: Analytica Ltd (ASX: ALT), manufacturer of the PeriCoach® system, is pleased to announce the following capital raising initiatives

- A \$383k placement to an entity associated with the Chairman Dr Michael Monsour (subject to shareholder approval), which if approved is expected to increase Dr Monsour's interest in the Company to approximately 22.75% of the expanded capital base.
- A \$277k placement to cornerstone investor INOV8 LLC conditional on the placement to Dr Monsour, which is expected to increase INOV8 LLC interest in the Company to 12.9% of the expanded capital base.
- A \$60k placement to an entity associated with the Executive Director Mr Ross Mangelsdorf (subject to shareholder approval),
- A \$722k placement to non-related parties of the Company, and
- Funds raised will be used for working capital purposes.

The investment by the chairman, executive director (subject to shareholder approval), and the investment by cornerstone investor INOV8 LLC shows continued strong support of the company.

The shares under the placements will be issued at \$0.0059 cents per share. This is equivalent to the preceding 5 day volume weighted average price.

DETAILS OF FUNDING

Placement to an entity associated with Chairman Dr Michael Monsour: The Company has reached agreement with the Chairman Dr Michael Monsour, that subject to shareholder approval, the Company will place 64,915,254 fully paid ordinary shares at an issue price of \$0.0059 cents per share, to raise \$383k, to an entity associated with Dr Monsour.

The issue price is the volume weighted average price calculated over the last 5 days on which sales in the Company's shares were recorded on ASX immediately preceding the date of this announcement. This proposed investment by the Chairman is the maximum investment allowable under the Corporations Act at this point in time. If the placement proceeds, Dr Monsour's interest in the Company is expected to increase from approximately 22.3% to approximately 22.7% on the expanded capital base.

Analytica expects to hold an Extraordinary General Meeting on or about 13th April 2017 (EGM) to seek shareholder approval for the placement. Details of the EGM in relation will be sent to Analytica shareholders on or about 10th March 2017.

Placement to new cornerstone investor: The Company has reached agreement with cornerstone investor INOV8 LLC to issue 46,949,153 fully paid ordinary shares at \$0.0059 cents per share to raise \$277,000, subject to the placement to Dr Monsour. If the placement proceeds, INOV8 LLC's interest in the Company is expected to increase from approximately 12.2% to approximately 12.9%.

Completion of the placement is expected to occur within 3 business days after the holding of the EGM to approve the placement to Dr Michael Monsour and is conditional on that shareholder approval.



Placement to an entity associated with Executive Director Mr Ross Mangelsdorf: The Company has reached agreement with Executive Director Mr Ross Mangelsdorf, that subject to shareholder approval, the Company will place 10,169,492 fully paid ordinary shares at an issue price of \$0.0059 cents per share, to raise \$60k, to an entity associated with Mr Ross Mangelsdorf.

The issue price is the volume weighted average price calculated over the last 5 days on which sales in the Company's shares were recorded on ASX immediately preceding the date of this announcement. If the placement proceeds, Mr Ross Mangelsdorf's interest in the Company is expected to increase from approximately 2.2% to approximately 2.4%.

Placement to non-related parties: The Company has agreed to issue 122,372,881 fully paid ordinary shares at an issue price of \$0.0059 cents per share to raise approximately \$722k to sophisticated, professional and other investors to whom no disclosure is required under the Corporations Act. Completion is expected to occur on Thursday 16th February 2017.

Shareholder approval will not be sought for the cornerstone and non-related party placements as they fall within the Company's ordinary placement capacity under the ASX listing rules. However, the Company will be seeking to ratify the placements at the EGM for the purposes of refreshing its placement capacity.

All shares issued under both placements will rank equally with existing shares on issue.

Use of Funds

Funds raised under the Placement will be used for working capital and to roll out PeriCoach Version 3.

Analytica's goal is to establish the PeriCoach as the best-in-class conservative treatment product line for urinary incontinence and other pelvic floor conditions.

Analytica's strategy has been to invest in R&D to ensure that the PeriCoach system technology and performance establish clinical credibility through effectively treating women with urinary incontinence. Testing market acceptance and creating a positive sales environment are part of securing a licensing agreement with a major multinational company who has the scale to make the PeriCoach product a global success.

Product development is a continuous process and there has been significant progress in the development of the PeriCoach. The imminent release of version 3 of the PeriCoach, adds new, patent-pending functionality that Analytica believes will secure our position as the best technology available.

The analysis of data is yielding exciting results that will assist clinicians in the diagnosis and management of urinary incontinence. Systems collecting clinical data, user testimonials and post-market surveys help establish evidence of effectiveness in treating urinary incontinence and sexual function.

Focus this year will be on:

- Continuing to collect additional global clinical proof points and evaluating available data
- Cultivating Key Opinion Leaders in strategic markets
- Ongoing development of the product
- Maintaining sales from existing channels to validate the product and gather further data
- Pursuing new intended uses to increase product valuation.



- Positioning the product for a license deal.

“The research and development evidenced by the V3 PeriCoach remains essential to our long-term success and the collection of data and feedback from users is critical as we continue to improve our product and create a positive sales environment with the view of securing a global sales partner for the PeriCoach,” Analytica CEO Geoff Daly said.

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

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 and USFDA 510(k) clearance. The product is available for sale in Australia and New Zealand, UK and Ireland, and in the USA by prescription.

