

ASX ANNOUNCEMENT

Analytica announces two new PeriCoach distributors for UK and Ireland

29 January 2016: Analytica Ltd (ASX: ALT) presents the following press announcement released in the United Kingdom today.

FOR IMMEDIATE RELEASE

PERICOACH ANNOUNCES TWO NEW UK DISTRIBUTORS

January 29th, 2016, London, UK

PeriCoach, an innovative pelvic floor muscle training system, launched in the UK market in June 2015, have announced the appointment of two new distribution partners here.

Developed by Australian medical device company, Analytica Medical Ltd, PeriCoach is a medical device and app that helps women strengthen their pelvic floor muscles. Combining the latest biosensor technology with an easy to use app, this home Kegel exerciser has been specifically designed to offer women the choice of using it either on their own or with the help of a healthcare professional in order to reduce or stop bladder leakage.

A distribution partnership between PeriCoach and Savantini Ltd has just been agreed. Savantini, who have over 20 years of experience selling pelvic floor products direct to consumers, are the company behind both Kegel8 and Stressnomore labels (www.kegel8.co.uk and www.stressnomore.co.uk) Savantini Ltd is the UK's leading healthcare supplier for medical and wellbeing products for both women and men. Stephanie Taylor, founder and CEO of the company has said: "We are thrilled to be expanding our product offering to our customers with the innovative PeriCoach system – we know our customers will love it."

A second agreement has been made with Elgenia Health, which is a newly established women's health distributor in London, specializing in bringing state-of-the-art women's health products to market for a wide range of healthcare professionals. Founder Eleanor Gardner says: "We constantly strive to find new innovative products that will assist clinicians and enhance patient outcomes. We source new technologies and aspire to be at the forefront of pelvic health – it is for that reason, we have specifically chosen the PeriCoach system. Its' very unique offering of being able to provide an online medical portal to support patients and clinicians fits in with our values of supporting healthcare professionals."

Claire Tobin Mercier, European Marketing Director of Analytica Medical says: "We launched in the UK only six months ago and wanted to create partnerships which would position us for success with our key target audiences in 2016. Women seeking solutions online to treat their Urinary Incontinence and Women's Health clinicians are exactly the target audiences covered by our new partners - we are delighted to have established these agreements so early in the year."

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Nearly 9 million women suffer from bladder leakage problems here in the UK. PeriCoach is the latest in discreet, at-home technology that helps women train their pelvic floor muscles through app guided exercises. The sensors detect the force of the muscle contractions and displays them on a screen. These results are then sent to a secure portal via a wireless connection where the data is stored and can be accessed by the chosen healthcare professional.

For further information on PeriCoach, please visit <http://www.stressnomore.co.uk> for consumers and <http://www.elgenia.com> for Health Care Practitioners.

PeriCoach can also be found www.PeriCoach.com priced at £145.00 plus post and packaging.

-ENDS -

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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.



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