31 March 2014

COMPANY ANNOUNCEMENT

PERICOACH PRODUCT DEVELOPMENT UPDATE

Analytica is pleased to announce that phases 1 to 3 of the usability trials are now completed and have been an outstanding success. These phases have provided valuable data to fine tune the PeriCoach system. Phases 1 to 3 tested the measurement data through to phone app to internet database. These phases involved physiotherapists who specialised in urinary incontinence treatment. A further 60 volunteer patients will be involved in this final stage of the usability trial. These trials are being conducted by some of Australia's leading urinary incontinence specialists.

Manufacturing remains on track to start in late May. The assembly facility is production ready. The subassemblies and components with the longest lead time are already in production. The production system is operational. Logistics systems testing is under way.

Safety validation testing is being completed. We have recently received reports from a US testing agency confirming that our product complies with the International Standard ISO 10993 - Biological evaluation of medical devices. Silicone used in the PeriCoach was specifically tested for any cytotoxicity, sensitisation, irritation and systemic toxicity issues. Analytica is pleased to report that all biocompatibility tests passed.

Electrical safety testing to IEC 60601 is currently underway. We expect this test report by the end of April. We are also pleased to confirm that the PeriCoach has passed all EMC emission requirements. This is a major milestone. EMC testing measures the amount of interference the device causes to other electrical systems nearby,

Logistics partners have assessed the device and lithium-ion battery and declared that it is not considered a Dangerous Good under IATA rules. This removes any questions about transportation risk.

The PeriCloud system development is nearing completion. Payment gateway, invoicing and merchant services systems are now being integrated into the Customer Relationship Management software (CRM).

Linking the CRM software with the PeriCloud patient record database is proceeding to schedule. The integration of the logistics system to the purchasing systems will achieve significant cost savings of processing as well as lower insurance fees.

European approvals (CE marking) will be lodged once we have the IEC 60601 (electrical safety testing) report. The current processing time for applications is about 6-10 days. The USFDA 510(k) application will be lodged soon thereafter.

We are extremely proud of the excellent work achieved by Analytica's Product Development team. Long hours and fantastic progress made with limited resources. Clinician input has been integral to the development of the PeriCoach from day 1. This has led to a real partnership between our company and clinicians. The concentration and focus on the detail by our team and the delivery of milestones on time bodes well for the smooth entry to market.

Mr Geoff Daly

CEO

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 correctly performing pelvic floor exercises and if these are improving her condition; otherwise physicians are guided on the need for surgery.

PeriCoach™ has been approved in Australia with product launches expected in 2014 in Australia, Europe and the US. 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.

Analytica is also commercialising the AutoStart™ Infusion System. This is a burette with improved safety and cost reduction features. It is targeting a $3 billion pa global market, has FDA approval and potential near term cash flow with distribution agreements.