

25 July 2013

ASX ANNOUNCEMENT

CHAIRMAN'S LETTER

"May you live in interesting times", purported to originate as a Chinese curse (unproven), reflects the world and Analytica's space at the moment. Fortunately Analytica's team see fantastic opportunity in the next 12 months.

- **Analytica Autostart Burette marketing getting traction**
- **Analytica NEW product – Category Killer in the Incontinence market**
- **Let's communicate, there is a lot happening in the next 12 months.**

AutoStart™ Infusion System

Analytica's flagship product is the AutoStart Burette. This product despite overwhelming evidence of cost effectiveness and safety has struggled for a foothold in the small Australian market. The board commissioned South-South Capital Partners to source partners in other countries to commercialise this outstanding product.

The success of this strategy is reflected in a heads of agreement, followed by a distribution agreement signed for Taiwan. Since a heads of agreement was signed in Brazil, negotiations are advancing to a more expanded agreement encompassing a collaboration providing a larger market than originally envisaged.

Although other opportunities have been presented Analytica has prudently chosen to ensure these arrangements have the bugs ironed out before launching into other markets.

With the FDA approved production facility, tooled, tested and in place and once the regulatory process for each country is completed the enthusiasm of our partners promises a stronger result for this product.

PeriCoach™ Pelvic Floor Exercise system

A decision was made 4 years ago to secure the future of the company by diversifying and developing a range of products, to ensure your investment was not totally dependent on one

product. As a result the PeriCoach will be launched to market in 2014. After selecting this market space Analytica commissioned market research to ensure there was a need and a demand. There is a huge market and substantial demand.

Clinicians have been involved in all steps of the development to ensure market requirements are exceeded. Our engineering team have excelled in developing a safe, discrete, feature rich device connected to an outstanding data management system.

Fortunately what has also evolved in that period of 4 years is discussion on the topic of incontinence. A topic that was shunned as embarrassing, has now become much more open. From the likes of celebrity Whoopi Goldberg declaring on television she has the condition, to the Australian Physiotherapy Association launching a campaign, "What a Waste"¹ the PeriCoach is arriving at the right time.

This is an exciting product as it ticks all the boxes, need, demand, public awareness, clinician support, self-management with clinician support, e health, app and web connectivity, and not reliant on entrenched distributors. And it works spectacularly!

The attached newsletter provides an overview of the product.

Keeping you up to date

We want to raise the level of communications with you, Analytica's owners. Mail is slow, costly and inefficient. To be more current and efficient, email is the quickest and most cost effective. Could we have your email address please? We will not fill your inbox just periodic updates.

We are keen to have you involved in this exciting period. So can we tempt you?

The 22nd National Conference on Incontinence being run by the Continence Foundation of Australia from 23 - 26 October 2013 at Crown Conference Centre, Perth, WA, will provide the first opportunity for Analytica to openly showcase the PeriCoach to professionals from a number of disciplines who deal with incontinence.

To encourage subscriptions to our new email mailing list **we are giving away a trip for 2 nights in Perth for a shareholder. The prize includes economy flights for two from your nearest state capital, transfers, two nights' accommodation, and guest entry to the National Incontinence Conference to visit us at Booth 49.**

¹ http://www.physiotherapy.asn.au/APAWCM/Advocacy/Campaigns/Continence_Week_2013.aspx

Conditions Apply²

To enter simply visit Analytica's website www.analyticamedical.com and use the link to register your email address.

We look forward to sharing this exciting journey which we feel confident will reward your patience.

For, and on behalf of the board,

Dr Michael Monsour

Chairman, Board of Directors

Analytica Limited (ASX:ALT) is an Australian company dedicated to the design, development and supply of a range of Class I and IIa medical devices.



² Entries close 15th September 2013. Eligible to registered shareholders as at 15th September 2013. Unmarketable parcels (less than 25,000 shares) ineligible.