

21 February 2013

ASX ANNOUNCEMENT

SOUTH EAST ASIA MARKETING INITIATIVE

Analytica is pleased to announce the signing of a corporate advisory agreement with South-South Capital Partners to take our AutoStart Burette technology into Indonesia, Malaysia, The Philippines, Singapore, Taiwan and Thailand. This continues the focus on international market entry.

South East Asia represents a market in excess of 600 million people. Trade with the region is facilitated by the ASEAN – Australia - NZ Free Trade Agreement and the ASEAN – China Free Trade Area. Using Indonesia as an example, it has a population of 226 million, counts with 1,320 hospitals and 142,000 beds. “*South East Asia is a dynamic region with a positive economic and social development outlook. We are very excited about the engagement and are confident that suitable distributors will be found in the near term*” expressed Mark Argar, a partner at South-South Capital Partners.

South-South Capital Partners were engaged in July 2012 to conduct an analysis of the burette market in Brazil, a market of 190 million people, and to identify potential distribution partners. As a result a letter of intent with CBS Médico Científica was signed in December 2012 to distribute the Analytica AutoStart Burette technology in Brazil. Product acceptance training is to be conducted in São Paulo in the first week of March 2013. CBS Médico Científica will manage the regulatory approval for the Auto Start Burette in the ensuing months and will undergo trials at local hospitals as part of the market entry process. Subject to successful trials, Analytica expects to sign a distribution agreement in April 2013, which should result in sales by September 2013.

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.

About South-South Capital Partners

South-South Capital Partners (SSCP) is a boutique international trade and investment consulting firm specializing in bringing emerging technologies to emerging markets, specifically South America and South East Asia. More information can be found at the website: www.south-southcapital.com