

Investor Information Sessions

12 - 14 August 2013



ANALYTICA

Analytica Ltd ASX:ALT

Development and commercialisation of low safety-risk Medical Devices and Mobile Health Solutions.

Key Value Drivers

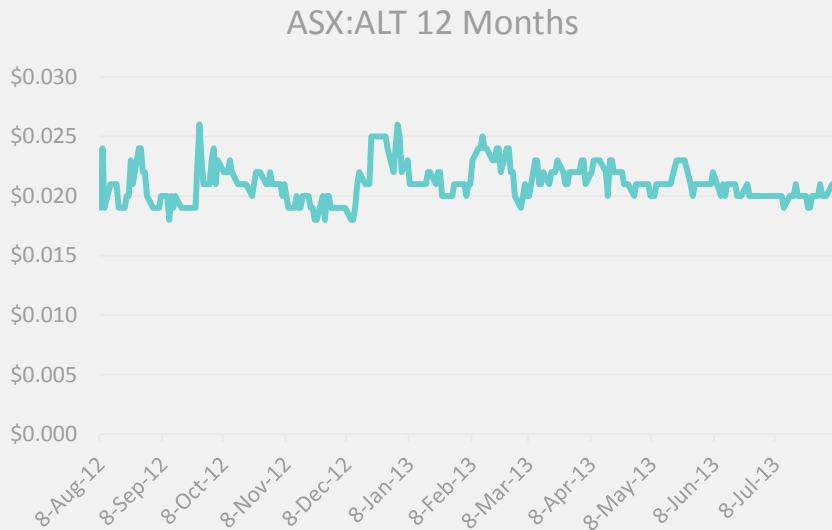
- Global launch of mobile Health Product
- Increasing international distribution of existing product
- Long product pipeline

Capital Structure

Ordinary Shares:	560m
Options	nil
Market Cap @ \$0.02	\$11.2m
Debt	nil

Shareholders

Directors & Associates	21%
Top 60 shareholders	60%
Number of shareholders:	2661



Products

- AutoStart™ Infusion System
 - Burette incorporating safety and cost reduction features
- PeriCoach™ System
 - eHealth treatment system for Female Stress Urinary Incontinence
- ELF2 Rehab Stimulator System
 - Assists neurologist and rehab treatment of muscular spasticity.

AutoStart Infusion System



- Component of IV infusion system
- Automatically restarts IV flow after medication event
- Syringe and Needle-less port flushing feature
- Time and medical cost savings
- Significant risk reductions
- Rollout in Taiwan in collaboration with Taiwan Allied Dragon
- Rollout in Brazil in negotiation
- Preliminary discussions in other markets
- FDA approved manufacturing facility tooled and tested.

PeriCoach

- **Need** - PeriCoach addresses a condition affecting 4.2 million Australians. There's a known solution but until now has been difficult to implement. Current 'treatments' address the symptoms not the cause.
- **Market** - Utilises Smartphones and internet, fastest growing market space, easy to add more features and content
- **Leverage** – clinicians are looking for assistance and are overwhelmingly supportive of the product
- **Value** – self managed health with clinician support means lower personal and public health costs.

ELF2 Rehabilitation Stimulator

- Used by Rehabilitation Physicians and Neurologists to locate correct injection point for “Botox” and other drugs.
- Growing clinical market
- Patent applied for in June 2013 combining low-frequency stimulation and electromyography.
- Project in mid-stage development.
- Anticipated Release 2015.

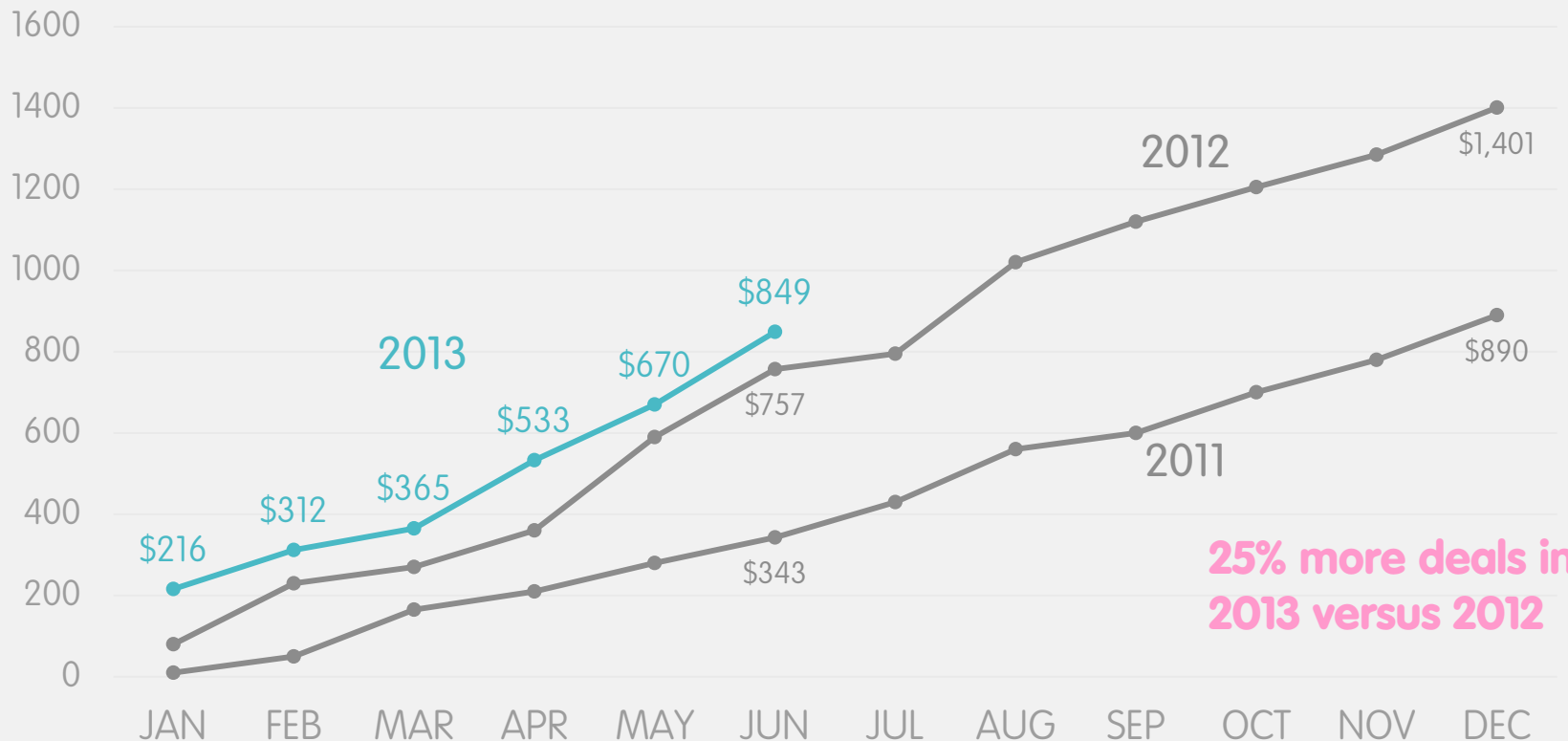
Analytica – Why Invest Now?

- Analytica will create shareholder value appreciation over the next 12 months with the launch of the PeriCoach system early 2014.
- Currently limited publicity & understanding of capability to solve a distressing common condition.
- No comparable competition.
- Release to Australian clinicians November 2013
- Release to Australian market Q2 2014
- Shares currently low cost, low cap
- After release to Australian market, infrastructure in place for rapid rollout in US, South America, Asia and Europe
- Release at International Continence Society conference Brazil in October 2014.

mHealth Funding

Cumulative funding in millions through June 30 2013

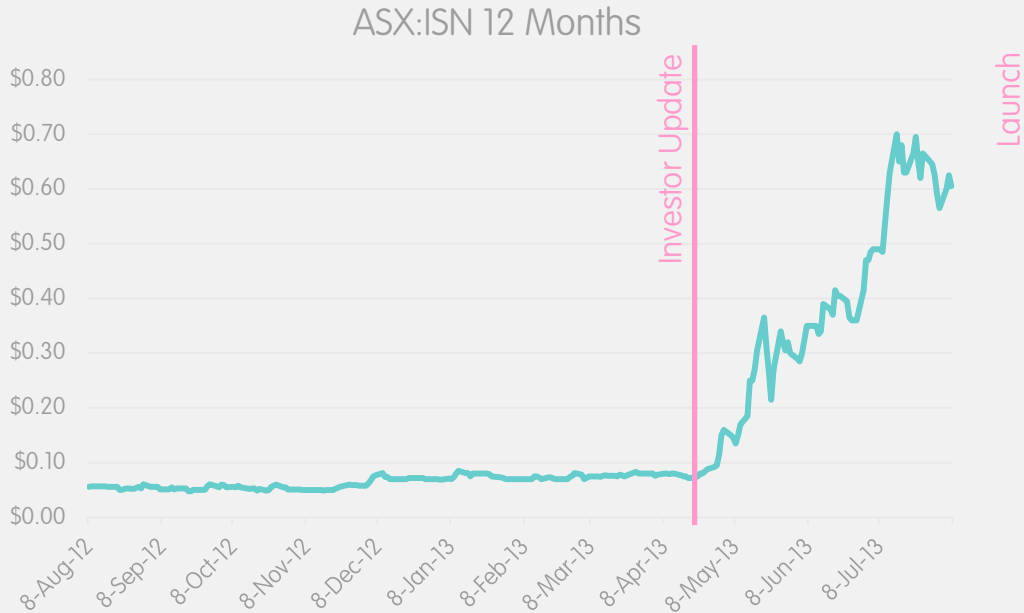
Rock Health 2013



Note: Only includes companies that received 2M+ in venture funding

Isona Ltd (ASX:ISN) Australian Medical Device

Utilises: Device → Phone App → Internet model



In last 12 months share price from
6 cents to 59 cents

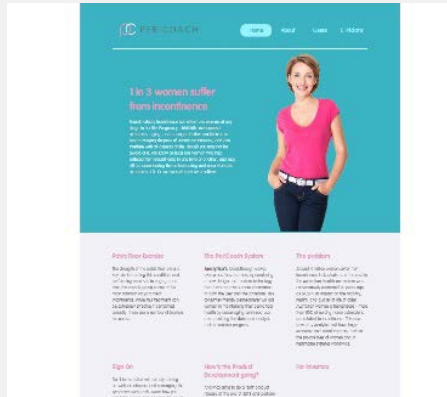
- **3 Oct 2012**
File for FDA approval
- **6 Dec 2012**
Preview Product
- **19 Mar 2013**
Launch Cloud product at Asthma conference
- **22 Apr 2013**
Investor Update
- **19 Jun 2013**
Manufacturing partner selected
- **Sept 2013**
Device launch



An elegant, low-risk
mHealth solution for a
prevalent medical
condition



Analytica's PeriCoach System



The PeriCoach System is a device, app, and patient monitoring system that motivates women to perform their pelvic floor exercises under clinician supervision



STRESS URINARY INCONTINENCE (SUI)

CAUSE & EFFECT



A GLOBAL PROBLEM



4.2m Australians aged 15 years and over living with urinary incontinence. 80% are women and over half are under 50 years of age.



Most commonly caused by trauma to pelvic floor muscles during childbirth



The personal impact is significant. Sufferers are less inclined to participate in social or athletic situations. Can lead to associated depression



Total cost estimated to be \$42.9 billion in Australia alone - \$9,014 per person affected

Existing SUI 'Treatments'

1. Pads

The big pad companies are advertising heavily at the moment. Pads only address the symptoms. Using cute phrases such as LBL , they try to make it seem okay.

2. Unassisted Kegel Exercises

Difficult to get right without invasive clinician training

3. Coping

Carrying a change of clothes. Or just accepting this as part of being a mother.

4. Surgery

A last resort for incontinence sufferers. Expensive. Inherent dangers. Side effects possible.

BEST TREATMENT AVAILABLE: ASSISTED PELVIC FLOOR EXERCISE However....



Even when assisted, Kegel exercises are difficult to do correctly without feedback.



Almost all other products measure intra-vaginal pressure which is inaccurate and misleading.



Like other forms of exercise, PF exercises must be performed regularly, requiring discipline.



Clinician monitoring outside appointments is non-existent.

MARKET SIZE AUSTRALIA

Tip: World market multiply Australia's spend by 100

01. Women

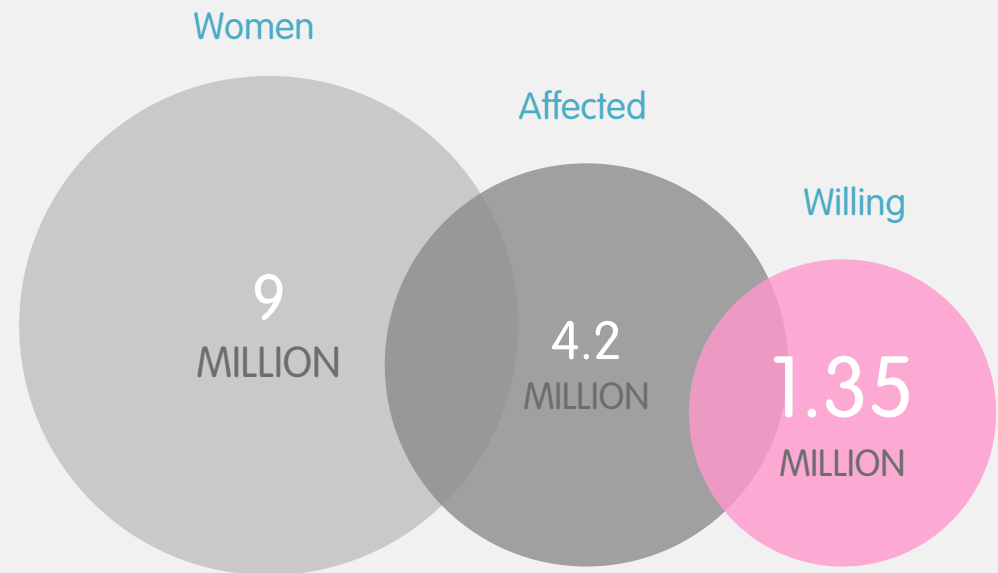
There are approximately 9 million women in Australia over the age of 15. (ABS Dec 2012)

02. Women with SUI

Approximately 1 in 3 women will experience SUI

03. Willing to use a device

Analytica proprietary market research on 1500 women shows that **15%** would be willing to use a device to help them with their PF Exercise

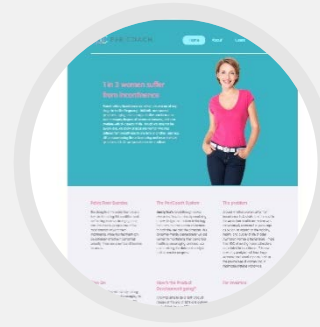


PeriCoach Benefits Customer Experience



01. The Device

Small, discreet and easy to use and clean. The device has patent-pending sensors to measure the PF muscles directly.



02. Patient Portal

A secure website where the patients can access their account information, exercise history and news.



03. The App

A free app for iOS and Android that manages data and provides real time audio and visual feedback during exercises



04. Charging Case

A robust, discreet, and highly mobile recharging and storage case for the device.

PERICOACH Clinician Experience

Patient Monitoring

Registered Clinicians have their patient data summary in dashboard form

- Can see who is improving
- Can see who is not exercising
- Can highlight patients who need follow-up
- No cost to Clinicians
- Drives business
- Better patient outcomes
- Get industry news from Analytica



PeriCoach Benefits

Patient, Clinician and Health Systems

PATIENT

- Discreet
- Small
- Low maintenance
- Supportive
- Self managed
- Value
- Support Resources

CLINICIAN

- Support patient
- Effective, collaborative treatment program
- Interactive
- Detailed Data
- Patient Alerts
- Drives new clients

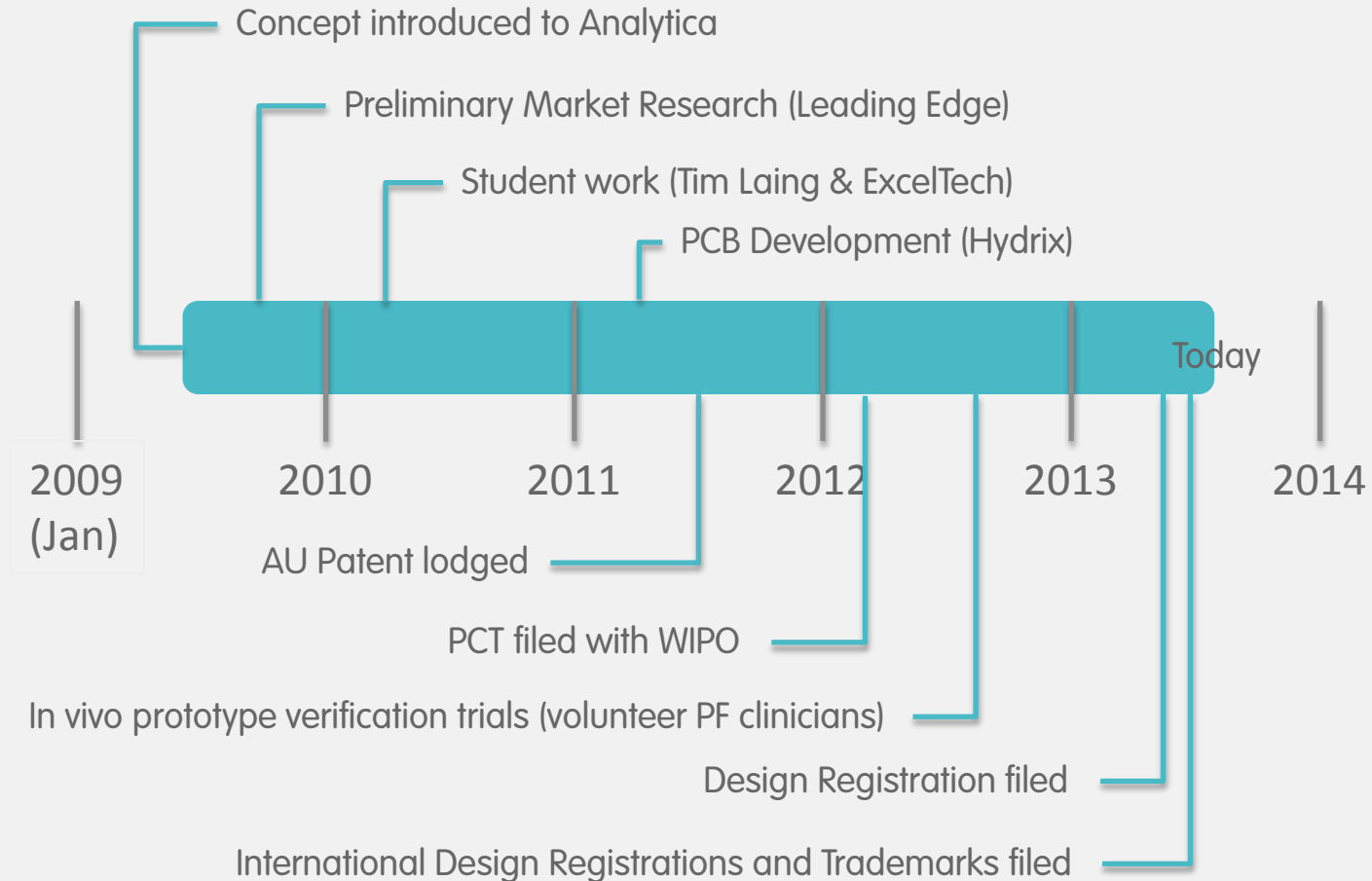
HEALTH SYSTEMS

- Evidence based
- E Health
- M Health
- Risk-shared Reimbursement
- Compliance driven
- Aggregated research data

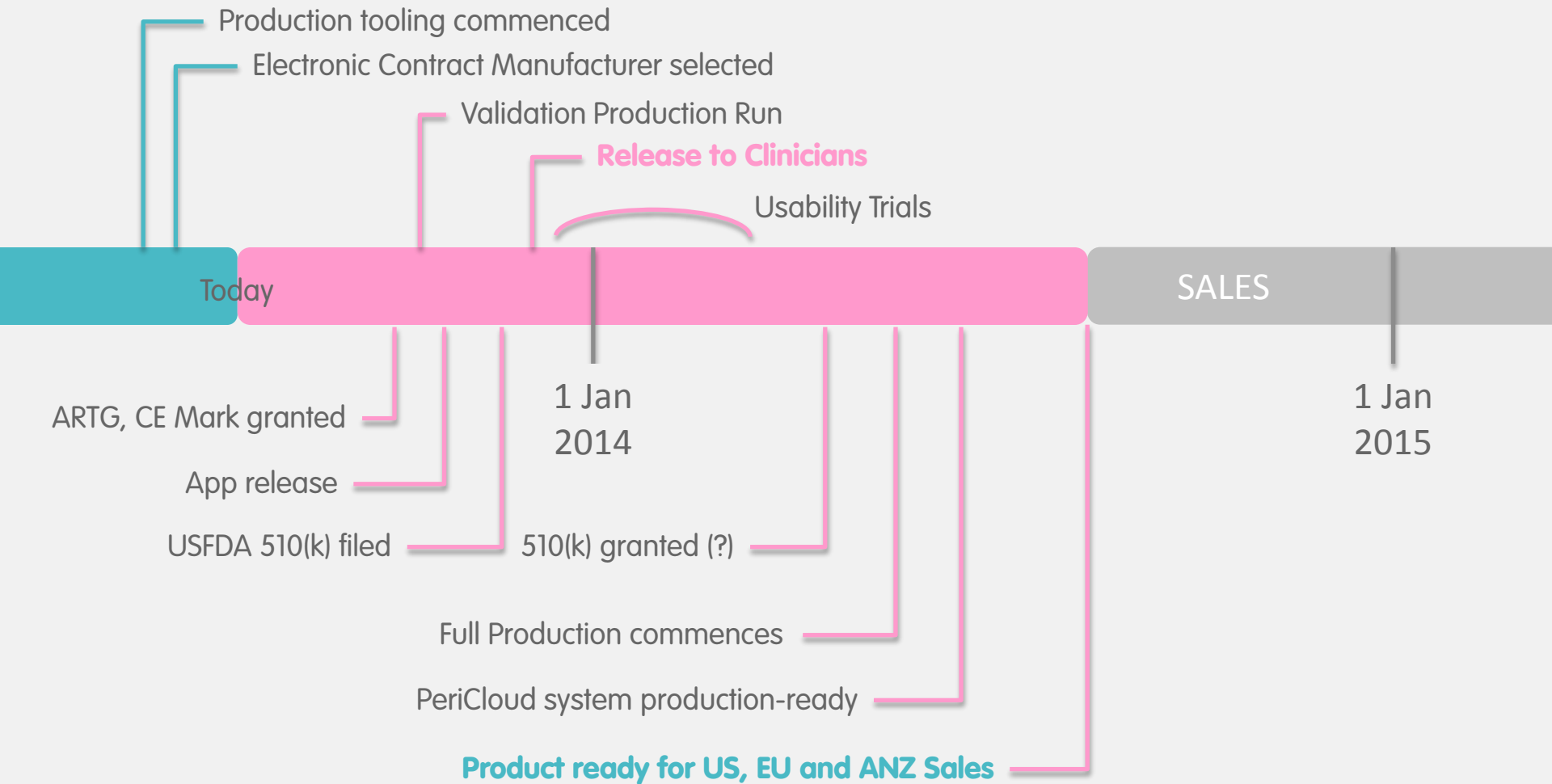
PeriCoach Ecosystem - Healthcare Systems

- Health budgets growing out of control
- PeriCoach – Patient self-managed, Clinician monitored
- Preventative – Fewer nursing home admissions due to incontinence – Currently half of all admissions are related to incontinence management.
- Reimbursement risk sharing – if patient does exercise they will improve and get reimbursed. Compliance can be validated using patient data.
- PeriCloud allows aggregation of patient data (with patient permissions)
- PeriCloud provides powerful data analysis to improve treatment regimes and can drive product enhancements.
- Incontinence pad market \$7.08 billion by 2017 – These address symptoms – we address the cause.

Development Timeline So Far

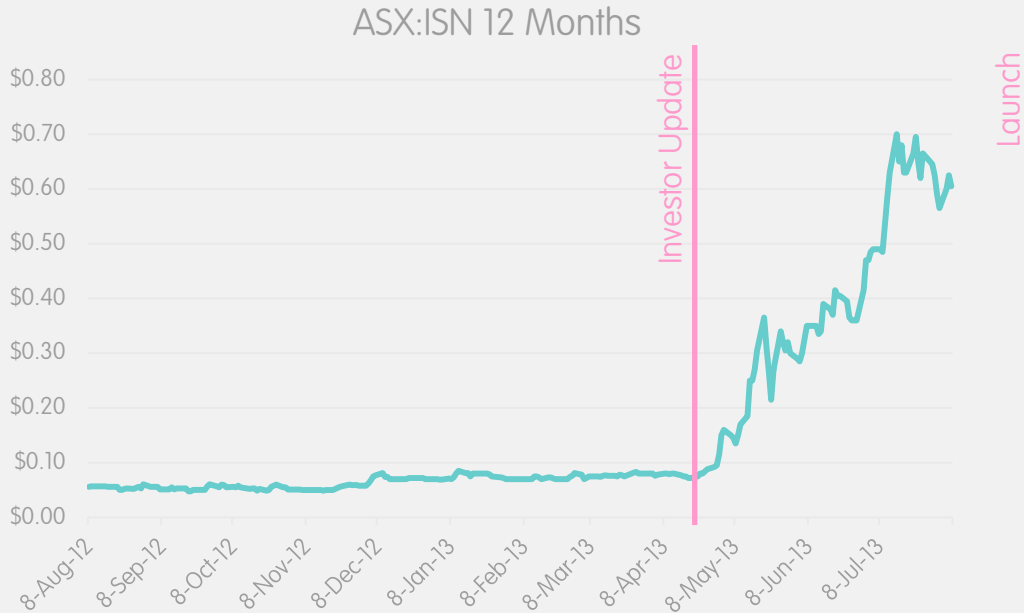


Commercialisation Timeline **The next 12 months**



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Compare to Analytica timeline

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PROPOSED PRICING STRUCTURE

SUBSCRIPTION

AUD\$ 30 per month for a 12 month contract.
Includes device and data.

Cost to Patient = AUD\$ 360

BUY DEVICE

AUD\$ 99 for device, AUD\$ 19 per month for 12 months contract for data.

Cost to Patient = AUD\$ 327

UPFRONT

Includes device and 12 months data.

Cost to Patient = AUD\$ 289

Ongoing and return customer data management at about \$10 per month.

Subscription models also assist compliance by creating a financial commitment

NO COST TO CLINICIANS

Less than half the annual cost of pads

PERICOACH SALES

A

Initially Clinician-driven

B

Clinician involvement adds credibility in a field with a lot of sham products

C

Data collection provides unique opportunity to gather clinical evidence

D

Independent clinical research being planned

E

Centralised logistics and billing linked with manufacturing and patient portal account

F

Global logistics through existing providers – low infrastructure costs

G

Region-specific Marketing agents

H

Social media driven communications via data management partner

I

Portals to facilitate industry conversation and news

J

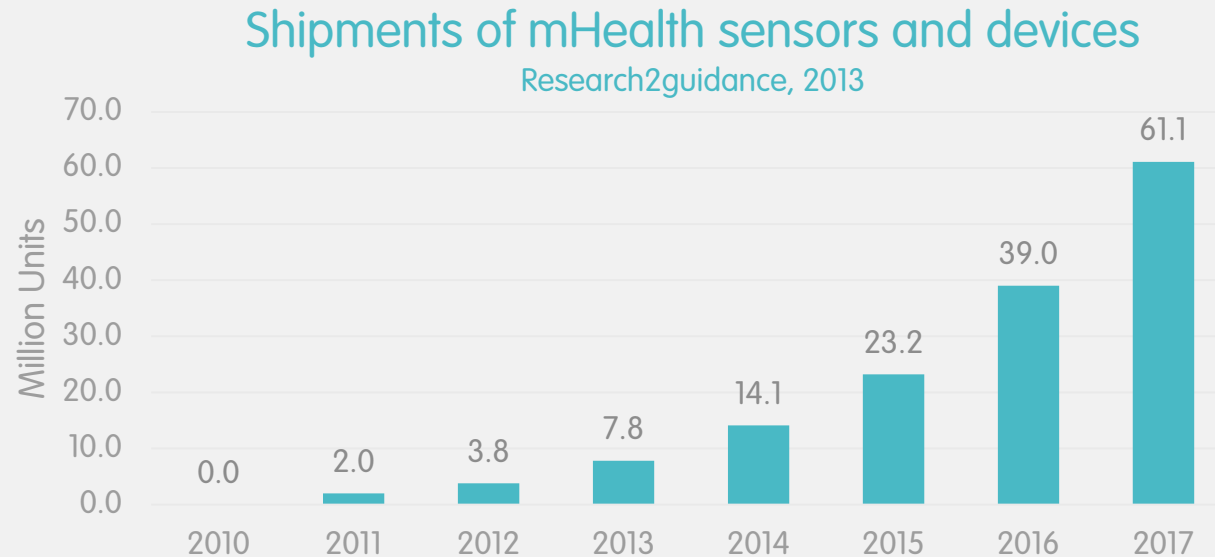
GLOBAL ROLLOUT

Unique Protected Difficult to Copy

Intellectual Property Position

- Patent for unique sensor arrangement lodged 2011.
- PCT National phases being entered into for key markets.
- Design Registration lodged in Australia May 2013, International applications underway.
- PeriCoach trademark registered in Australia, International registrations underway.
- Domain names, Twitter, Facebook accounts secured.
- Proprietary force sensors expensive to copy.
- Proprietary app and database – significant back-of-house development costs mean barrier to entry.
- Medical device status = regulatory barrier to entry.

PeriCoach Environment mHealth / eHealth

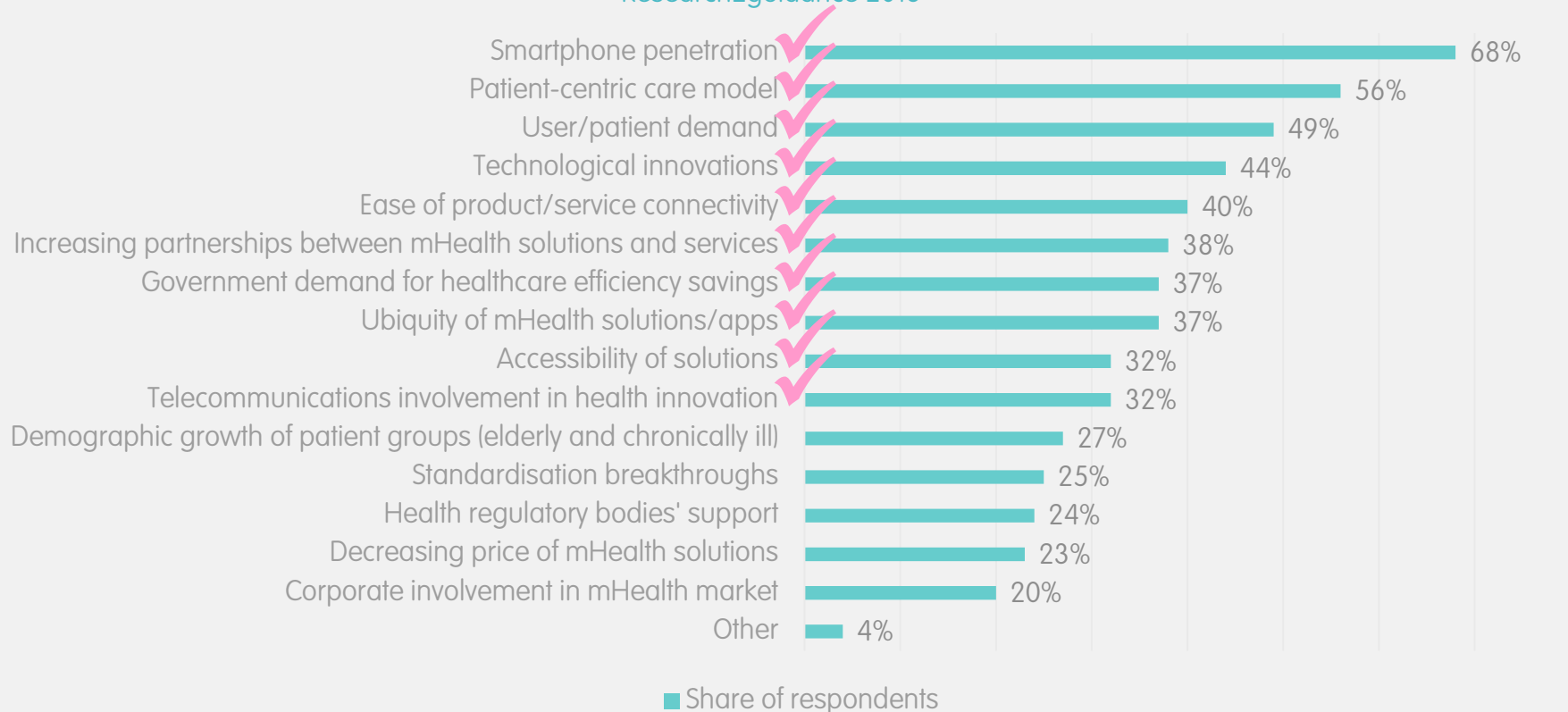


- By 2017 smartphones will have 80% market penetration in industrialised countries.
- mHealth market will grow 61% to reach US\$26.5 billion by 2017.
- 84% of cumulative revenues will be from device and service sales

PeriCoach Environment mHealth / eHealth

Driving forces of the mHealth market according to mHealth players

Research2guidance 2013



ANALYTICA INVESTMENT HIGHLIGHTS

A

Development initiated after extensive market research

B

Clinician involvement in all aspects of development

C

Direct to consumer model. Analytica controls sales and logistics

D

Early market space – no known direct competitor

E

Barriers to entry – high cost of infrastructure development

F

Low safety risk product – straightforward regulatory process

G

Significant benefit to clinicians at little cost

H

Global market and sales strategy

I

Subscription revenue business model

J

Initial clinician supported incontinence market huge