

## User feedback shows PeriCoach® improves sexual function in women

**23 November 2015:** Brisbane, Australia - Analytica Ltd (ASX: ALT) manufacturer of the PeriCoach® System, is pleased to announce that a survey of PeriCoach users also reported increased sexual satisfaction after using the device to treat their stress urinary incontinence.

Analytica recently conducted a survey of customers, and of the 124 respondents 80 reported that that they had poor to average sexual satisfaction before using the PeriCoach, and more than a third reported an improvement in their sexual satisfaction as a result of using the device.

A lack of sexual satisfaction is a condition with significant unmet medical need, with 60.5% of Australian women reporting at least one sexual problem within the preceding year<sup>1</sup>. Other Australian data shows that a lack of interest in having sex was reported by 54.8% of Australian women while 28.6% of respondents were unable to orgasm and 27.3% were not finding sex pleasurable<sup>2</sup>.

"Many women with urinary incontinence face low levels of sexual satisfaction as they may be frightened of leaking or concerned about odour during sex which then affects their mood, libido and levels of satisfaction and arousal" said Dr Pauline Chiarelli, Conjoint Associate Professor and immediate past Program Convener for the Discipline of Physiotherapy at Newcastle University.

"Using the PeriCoach is probably making these women more confident given it is improving their incontinence, and therefore makes them more confident sexually, allowing them to enjoy sex more and become more aroused."

Analytica Chairman Dr Michael Monsour added that: "This positive feedback from users of PeriCoach underlines the potential for the device to treat a lack of sexual satisfaction in women. Our user feedback showing an increase in sexual satisfaction in more than a third of women is an enormous market, and all without any side effects."

The potential value of the female sexual dysfunction market can be seen in the recent news around Flibanserin or "pink Viagra" - an FDA-approved drug for the treatment of female sexual dysfunction manufactured by US-based Sprout Pharmaceuticals. This drug has listed side effects including hypotension, depression of the central nervous system and women taking the drug also cannot drink any alcohol. In addition, the company's clinical trial data showed just a 10% improvement in sexual function after taking the drug.

Sprout was acquired by a wholly-owned subsidiary of Valeant Pharmaceuticals for US\$1 billion, showing the large market potential for sexual dysfunction treatments.

Dr Monsour added that Analytica was undertaking a post-approval randomised controlled clinical trial which would provide independent clinical data on the use of PeriCoach for female sexual dysfunction, with this being a secondary endpoint of the trial.

"In the trial, we will be monitoring, for the first time, the improvement of strength in pelvic floor muscles and their role in sexual function. This is potentially a much safer option than current treatments on the market as improvement in pelvic floor strength does not have the risk of side effect associated with drugs."

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<sup>1</sup> Australian Family Physician, Volume 32, Issue 11, November 2003.

<sup>2</sup> Australian Doctor Magazine, 21 September 2012.



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For more information about the PeriCoach System, visit: [www.PeriCoach.com](http://www.PeriCoach.com)

For more information about Analytica, visit [www.AnalyticaMedical.com](http://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 clearance. The product has USFDA 510(k) clearance. The product has been on sale in Australia and New Zealand since January, and recently launched in the UK and Ireland, and in the USA. 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.

