

15th November 2012

## ASX / MEDIA RELEASE

### UPDATE ON SALES AND MARKETING OF ANALYTICA LIMITED'S AND MEDICAL AUSTRALIA LIMITED'S FIRSTFLOW BURETTE.

**Sydney, 15th November 2012:** Analytica Limited (ASX: ALT) and Medical Australia Limited (ASX: MLA) are jointly developing and marketing the Firstflow Burette, an innovative timesaving burette that simplifies patient care. Analytica and Medical Australia are pleased to provide shareholders with some further information on the sales and marketing of this unique and innovative product. The following questions and answers will address a number of queries both companies have received from shareholders.

**1. The Firstflow Burette is being promoted by both ALT and MLA. Who has developed this product?**

The product has been developed using ALT's patented technology, and it is being marketed by MLA under the highly respected TUTA Healthcare brand which is well recognised in the healthcare sector in Australia and some international markets. ALT and MLA have worked closely together for over 12 months on the development and marketing of products and have a strong partnership.

Sales of the Firstflow Burette commenced in May 2011.

**2. What is the Firstflow burette?**

The Firstflow Burette is an innovative and time-saving burette that simplifies patient care. The product is less labour intensive for nurses than a standard burette, and reduces costs to hospitals due to its unique IV fluid delivery that prevents air in the line. It is estimated that the product saves 20 minutes of nursing time per patient in a 24-hour period, providing significant savings to hospitals.

**3. Where is the product being sold at the moment?**

As has been previously reported, Concord Hospital in Sydney is a customer, so too is the New South Wales Ambulance Service, so we are pleased that it is gaining traction in what is a competitive market. Both ALT and MLA have received some queries from their respective shareholders regarding potential sales in the Queensland healthcare market. ALT and MLA are pleased to confirm that one hospital in Queensland has successfully trialled the product, and both companies have submitted an application for listing the Firstflow Burette on the approved products list with Queensland Health. We will update shareholders at the appropriate time if and when an approval is secured.

For personal use only

**4. Does ALT and MLA expect additional sales of the Firstflow Burette to materialise in near term?**

We have a pipeline of sales opportunities that we are pursuing both domestically and internationally, and when we are in a position to report material sales contracts, we will of course update shareholders on these developments. Shareholders should understand that we are pursuing a number of opportunities and decision making in the healthcare sector does take a period of time. Regardless, we are very confident that we can achieve meaningful sales in the medium term.

**5. Why is it that ALT and MLA have only signed up one hospital that now uses the Firstflow Burette?**

As well as supplying all New South Wales Ambulances, the Firstflow Burette is now used in some wards in the Concord General and Repatriation Hospital, and its take-up at this facility is growing. This is a pleasing development for ALT and MLA, and as we have stated, we are continuing to market the product to a broad number of healthcare facilities in Australia and new international markets.

Shareholders should be aware of the fact that decision making in the healthcare sector for new products and services does take time due to engrained clinical practices, and there is a process of educating decision makers and practitioners about the merits and benefits of a new product. We are very active in this regard, and are actively pushing the time saving and cost benefits of the Firstflow Burette over other products.

**6. So how does decision making work with government hospitals? Are there group procurement programs for all hospitals?**

In some cases, a product will be registered as an approved product by the respective health departments in each state in Australia. For private hospital groups, group-wide procurement is undertaken. This is generally the case for public and private hospitals in most international markets.

In Australia, each hospital will choose its own clinical practice and use products approved by the state tender board, so our job is to sell the merits of the product to the individual hospitals and healthcare facilities. This is an ongoing process, and we are confident that once these facilities appreciate and understand the benefits of the product we will get a more progressive take-up in sales. Shareholders of ALT and MLA should have every confidence that we are progressing all possible opportunities.

**7. Some reports have suggested that the Firstflow Burette can save hospitals up to \$20 per hour by using this product? Surely this would be seen as a catalyst for hospitals given the savings that can be achieved per patient?**

The merits of the cost and time savings are well explained to potential customers and these are key points that we actively promote. As we have stated, regardless of the benefits, it takes time to change engrained clinical practices but we are confident we can achieve this over time.

**8. So what are the key advantages of the Firstflow Burette over other similar products?**

There are a wide range of benefits including:

- The Automatic start of IV fluid after drug delivery which allows uninterrupted flow.
- The Burette is simple to use can be used as gravity fed, through the infusion pump and also as a standard burette.
- The product has a number of safety improvements over older technology and the needleless port on the burette eliminates risk of needle stick.
- It is cost effective and is cheaper than current products being used in the market.

**9. So when does ALT and MLA expect greater market penetration?**

As we have stated, we are actively progressing all sales opportunities and we have every confidence in the product. We are in the early stages of its roll out and we will of course inform shareholders of any developments as they arise.

Medical Australia Limited (ASX:MLA) is a medical company engaged in the manufacture, distribution and sale of a broad range of medical devices used by healthcare facilities and critical care services in global markets. The Company is a leader in Intravenous (IV) Medication Delivery Systems, Surgical Irrigation, Suction and Oxygen Therapy, Safety Sharps Collection and Reuse Prevention and specialised Diagnostic and Laboratory Equipment. Our products are used in three broad areas of healthcare, Human Health; Biological Collection, Processing and Laboratory; and Animal Health.

Analytica Limited (ASX:ALT) is an Australian company dedicated to the design, development and supply of Class I and IIa medical devices. Analytica's focus is on the product development and commercialisation of a range of medical devices and pharmaceutical implants.

ENDS

For more information contact:

Mark Donnison  
Chief Executive Officer, Medical Australia  
Ph: +61 2 9466 5300

Dr Michael Monsour  
Chairman, Analytica  
InvestorRelations@AnalyticaMedical.com