



Investor News Update

September
2015

Message from CEO

Philippa Lewis, CEO



Dear Shareholder,

I am pleased to share our September investor newsletter. Since the last edition, the Company has continued to lay foundations for growth across our major markets, and this newsletter covers a number of our recent highlights.

Of particular note has been the work conducted in North America, where the Company's "go to market" strategy has been expanded. This includes the integration of our Smart Incontinence Management (SIM™) technology with US Electronic Health Record provider, MatrixCare and the new deployment of Simavita's Software as a Service (SaaS) model.

The SaaS model is now being rolled out with customers in North America and Australia. It is envisaged that the European roll out will also be a SaaS model. This is of particular strategic importance as the aged care industry is now becoming more comfortable and accepting of software solutions that like SIM™, collect and interpret valuable data. Our first SaaS customers are now on board in the US, Canada and Australia.

In July, Simavita and Medline agreed to alter the terms around our distribution agreement, which will transition to a non-exclusive agreement over time. The strategy is working well and enables us to retain a valuable and productive relationship with Medline, while also directly driving US sales progress, supported by our focused US sales and marketing team.

We are pleased to officially welcome Canadian corporations, Medline Canada and MedProDirect as SIM™ distributors. The appointment of two

non-exclusive distributors in the Canadian market is an extremely pleasing development, following our Canadian regulatory approval earlier this year. Our North American team has already signed up the first group of long term care providers in Canada and deployment is scheduled to commence in October.

In Australia, Simavita entered into non-exclusive distribution agreements with two leading aged care incontinence suppliers: Hartmann Australia and Bunzl Outsourcing Services. These agreements extend our combined sales and marketing capability for SIM™ and I am delighted to have joined forces with such well respected partners, with whom we have similar views regarding the importance of better continence management. Both distributors have targeted a large number of sites for SIM™ adoption this financial year and our sales and marketing team will be supporting their efforts.

There were two personal highlights for me during the period, separate to our sales activities. Firstly, the Company was invited to attend a Long Term Care Summit in the US during July. This summit was by invitation only and attended by a handful of solution providers like Simavita together with the "C suite" executive teams from the largest chains of long term care providers across the US.

Our Senior North American VP, Chris Southerland and I presented the technology platform to the key decision makers. We hosted over 20 one to one meetings with the senior executives who chose to meet with Simavita based on our company profile. The reception of SIM™ was very positive and the relationships formed are now providing a powerful basis for sales growth. Pleasingly, our North American pipeline has filled substantially since this summit.

NEWS HIGHLIGHTS

- **Bunzl Agreement**
- **MatrixCare Agreement**
- **Hartmann Agreement**
- **Medline Agreement**
- **MatrixCare**
- **Canadian Distribution Agreements**
- **ABC Nightlife Podcast**
- **ABC The Business Interview**
- **Market Insight Series**
- **New Analyst Coverage**
- **Aust. Gov't healthcare delegation, Berlin**
- **Long Term Care Summit**
- **Updated Investor Presentation**

Additionally, it was a great honour to have been invited by the Australian Federal Government to join an Australian-Germany Business Mission Trade delegation to Berlin in July. The trade mission had an emphasis on medical technology and software solutions with healthcare. It provided a unique opportunity to develop distribution options and a deeper understanding of the German healthcare system which will support our entry into the German market.

I hope you find our September news update of interest and look forward to updating you on further progress soon.

Yours faithfully,

Philippa Lewis
Chief Executive Officer

MILESTONE PROGRESS - INTERNATIONAL

USA

MatrixCare

Simavita has entered into a corporate integration agreement with a leading US Electronic Health Record solution (EHR) provider for the US long term post-acute-care healthcare market, MatrixCare of Bloomington, Minnesota. Under the agreement, Simavita and MatrixCare, whose EHR solution is currently deployed across 7,000 aged care facilities in the US, are collaborating to jointly develop a data integration solution between SIM™ and MatrixCare's EHR system.

This integration is intended to provide seamless bi-directional data exchange between SIM™ and MatrixCare's EHR platform. US customers are focused on the reduction of risk associated with double handling of data entry, and this integration addresses data duplication while also improving both time efficiencies and post-assessment care plan execution.

The integration program is planned to be completed by November 2015, and will assist Simavita to more rapidly deploy its SIM™ technology – a strategy which has been supported by customer feedback.

Medline Agreement

To facilitate a flexible and more rapid deployment of SIM™ in the US market, Simavita and Medline have agreed to vary their distribution agreement such that Medline will transition to a non-exclusive distribution agreement. Simavita and Medline have worked hard to ensure that this variation to our agreement continues to deliver value to both companies and their customers, and continues to leverage the strengths of Medline in terms of market reach and distribution capabilities.

Investors are invited to listen to Philippa Lewis speaking on the North American sales strategy with BRR Media on 30 July, via this link: <http://www.brrmedia.com/event/140002>.

MILESTONE PROGRESS - AUSTRALIA

Simavita and Paul Hartmann – Sales and Marketing Partnership

In July, Simavita proudly announced it had entered into a non-exclusive distribution agreement with Paul Hartmann Pty Ltd to sell and market Simavita's Smart Incontinence Management platform.

Hartmann is an Australian market leader in the sale of continence aids and an active driver of policy for the betterment of Australia's aging population. They are market leaders in the supply of incontinence products to the residential and hospital aged care sectors.

Bunzl Sales and Marketing Partnership

Simavita and Bunzl Outsourcing Services have entered into a non-exclusive agreement to sell and market the SIM™ platform across the Bunzl customer base. In order to start the sales and marketing process, Bunzl placed an initial order to stock its warehouses with SIM™.

Bunzl Outsourcing Services is a major distributor of continence products in the Australian market, through the sales and distribution of its range of Abena products.

CANADA

Canadian Distribution Partners

Simavita is very pleased to have signed distribution agreements with Medline Canada Corporation, Oakville, Ontario and MedProDirect Inc., of Mississauga, Ontario. These agreements will enable the sale and distribution of SIM™ in the significant Canadian aged care market.

The Company is also pleased to announce that it has signed its first Canadian customers under a Software as a Service (SaaS) model.

EUROPE

Denmark

The Danish showcase site has been successful and generated momentum in the region, leading to further pilot studies and active tenders across a large number of municipalities. A white paper is currently being developed as a result of these activities.

European Distributor

Advanced negotiations are underway with a major European distributor, with six more EU countries expected to be signed up during Q1 / Q2 FY16.

“The world stands on the threshold of a stunning demographic transformation. It is called global aging, and it promises to reshape virtually every dimension of the economy and society over the next few decades.”

The Global Ageing Preparedness Index

SaaS Model Roll Out

Simavita has rolled out its “Software as a Service” (SaaS) business model. Under this model, customers now contract with Simavita on an annual basis to use SIM™.

The SaaS model provides customers with the benefits of a regular, predictable, and all-encompassing fee for SIM™, enabling them to include the associated costs into their budgetary framework with a greater degree of certainty. The model also provides Simavita with a contracted and predictable revenue stream in the form of an annuity that will increase as additional customers sign up for the use of SIM™.

This SaaS model has been executed with our first US and Canadian customers and negotiations with other potential customers are underway as the Company's North American sales pipeline continues to grow.

SIM™ FAST FACTS:**BETTER DATA =
OPERATIONAL EFFICIENCIES**

Now no two residents are treated the same

35%

Reduction in labour costs*

25%

Reduction in incontinence products*

35%Reduction in incontinence products
activity***Wearable technology in the
Aged Care Industry...**

Can solve a range of issues...

**SIM® diaper with sensor**Ubiquitous wearables for the
aged care market**INVESTORS**

In August, Simavita released its full year financial results. The key highlights from the results were as follows:

- Sales revenue up by 122% to \$0.8 million, as compared to FY 2014
- Net loss after tax down by more than \$1.0 million, or 10%, on prior year
- Strong balance sheet with cash reserves in excess of \$9.0 million and no interest-bearing debt
- Market fundamentals continue to strengthen around Simavita's Smart Incontinence Management (SIM™) digital healthcare platform

Investors seeking to view the full results announcement [can find it here](#).

New Investor Presentation

On 10 September, Simavita released an updated investor presentation which provided additional detail on a number of the topics covered in this newsletter.

To view the current investor presentation, please [click here](#).

**Market Insights Series**

24 June 2015 – in this healthcare-focused episode of the Market Insights series, **Sean Fenton of Tribeca Investment Partners** is interviewed alongside **Darren Vincent, Senior Analyst at Shaw Stockbroking**, and **David Liu, Head of Research at Above the Index Asset Management**. [Click here to view](#) the episode which covers:

- Stock picks from each of the investors
- Special considerations that should be applied by investors when considering life sciences investments
- How various macro themes influence investment decisions
- The types of factors investors should consider when looking at new initial public offerings

Simavita is rated as a stock of interest by both Darren Vincent and David Liu.

New Analyst Coverage available from Van Leeuwenhoek Institute

15 July 2015 - Van Leeuwenhoek Institute has recently released a short form research note on Simavita.

To access a copy of the note, investors should visit: <http://www.leeuwenhoek.com/> and navigate to the "Simavita (ASX: SVA): Research note" from the home page.

SIMAVITA AND SIM™ IN THE NEWS



Philippa Lewis interviewed on ABC1 Business segment

July 20 - Ticki Fullerton interviews Simavita's CEO, Philippa Lewis on the topic of e-health, the massive problem that incontinence is and how Simavita's Smart Incontinence Management™ (SIM™) solution is helping aged care providers reduce costs and provide better standards of care to residents. To view the video, please [click here to view](#).



ABC Nightlife Program

June 29 - In this Nightlife podcast ABC's Rod Quinn is talking about incontinence with Urologist Dr. Vincent Tse and Simavita CEO, Philippa Lewis. In this discussion, the speakers cover how many Australians are suffering from the condition, which can be treated, and in some cases, cured allowing people to live their lives with dignity. Please [click here to listen](#).

THE AUSTRALIAN

Sid Maher discusses difficult topics

Sid Maher, National Affairs Editor with the Australian wrote a piece with quotes from Philippa Lewis, Simavita CEO, called *Push for aged-care tax relief*, which was published on 21 April. To view the article, please [click here](#).

For more detail on all the updates within this newsletter, please refer to the announcements section of the [Simavita Investor Centre](#)

EVENTS



Australian Federal Government Trade Delegation

Simavita was invited by the Australian Federal Government's Minister for Finance to join an Australia-Germany Business Mission Trade delegation to Berlin, Germany to explore distribution options and export opportunities. Other delegates on the mission were also key representatives from Compumedics, Starpharma, CSIRO, Cochlear, QUT and Prima Biomed.

The initiative sought to meet the specific needs of the German medical device industry, with a focus on pharmaceuticals, medical technologies, medical biotechnology, telemedicine and health care services.

Long Term Care Summit

CEO Philippa Lewis attended the Long Term Care & Senior Living CXO Summit in the US during July.

The summit is an invitation only event, which brings together CEOs from the largest long term care groups to showcase the key new drivers that are shaping the long term industry in the US.

The summit was an important activity for Simavita and shows that the Company is starting to achieve some recognition from customers in the US. For more info on the summit, [click here](#).

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Newsletter references

* Data source: Simavita White Paper 2011: Continence assessment in residential aged care using SIM™

^ Image source: Nature Biotech: "Defining digital medicine"