



Simavita appoints new Chairman

For Immediate Release

January 7, 2015

Sydney, Australia – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) is pleased to advise of the appointment of Mr. Michael Brown as a Director of the Company and as its Chairman of the Board.

About Mr. Brown

Mr. Brown is the founder and Executive Chairman of Integrated Equity Pty. Ltd., a Melbourne-based investor and corporate advisory firm. He has had a long and successful career in funds management and has operated at the Chief Investment Officer and Managing Director levels in both the listed and private equity markets. He also has extensive international investment experience.

Previously, Mr. Brown established and grew independent funds management and private equity operations in partnership or within some of Australia’s largest and most prominent Australian family groups.

Mr. Brown has provided corporate advisory services to Simavita over the past two and a half years during which time he assisted in the stewardship of the reverse takeover and ultimate listing of the Company on both the TSX-V and the ASX. In this regard, the Board believes Mr. Brown is well qualified to undertake an active role as Chairman of Simavita, having developed a deep knowledge and understanding of the Company’s strategy, operations and markets.

In his capacity as Chairman of Simavita, Mr. Brown will be able to provide a broad range of relevant knowledge and experience to the Company across areas including; corporate strategy, governance, capital management, mergers and acquisitions, sustainable growth, investor relations and long-term shareholder value creation.

Mr. Brown has a relevant interest in 210,000 shares in the Company and 1,019,410 options and warrants over the Company’s shares.

Mr. Brown’s qualifications include a Master of Science degree as well as post-graduate qualifications and training in finance and financial markets. He is a Fellow of the Australian Institute of Company Directors and graduated from that Institute’s company director course with an Order of Merit.

An ASX Appendix 3X for Mr. Brown is attached.

The Board wishes to express its sincere thanks to Mr. Ari Bergman, who has been fulfilling the role of Acting Chairman since September 2014. Mr. Bergman will continue in his role as a Non-Executive Director.

For further information, see our website (www.simavita.com) or contact the persons outlined below.

Company	Media and Investor Relations
Philippa Lewis, Chief Executive Officer T: +61 2 8405 6381	Jane Lowe IR Department E: jane.lowe@irdepartment.com.au
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About Simavita

Simavita is a medical device company operating in the digital healthcare sector that has developed an innovative, world first solution for the management of urinary incontinence, with a focus on the elderly. The first product is the SIM™ platform technology which is an instrumented incontinence assessment application that provides evidence based incontinence management care plans to the residential aged care market.

About SIM™

SIM™ is a wireless sensor technology that delivers evidence-based instrument incontinence data on individuals. SIM™ provides user friendly tools and software to assess the incontinence condition and to help plan better outcomes. SIM™ is used to detect, record and report incontinence events during a compulsory or recommended assessment period in residential aged care facilities to develop an evidence-based incontinence care plan.

Conducting assessments is mandatory in many countries and the incontinence assessment creates an influential element of care of each individual. For more information on Simavita or SIM™, please visit www.simavita.com.

The TSX Venture Exchange has in no way passed upon the merits of the transactions set out herein and has neither approved nor disapproved the contents of this press release. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this Release.

Except for historical information, this announcement may contain forward-looking statements that reflect the Company's current expectation regarding future events. These forward-looking statements involve risk and uncertainties, which may cause, but are not limited to, the anticipated date of on the ASX, changing market conditions, the establishment of corporate alliances, the impact of competitive products and pricing, new product development, uncertainties related to the regulatory approval process, and other risks detailed from time to time in the Company's ongoing quarterly and annual reporting.

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Simavita Limited
A.R.B.N.	165 831 309

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Michael Brown
Date of appointment	7 January 2015

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities 5,000 common shares
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+ See chapter 19 for defined terms.

Appendix 3X
Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Number & class of Securities
The Michael Brown Superannuation Fund (beneficiary)	205,000 common shares
Integrated Equity Pty. Ltd. (controlling shareholder)	509,410 warrants @ \$0.41 500,000 options @ \$0.62

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

Dated: 7 January 2015

+ See chapter 19 for defined terms.