



Investor News



Message from the CEO



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I am pleased to introduce Simavita's second investor newsletter of 2014. It has been an exciting time for the Company, starting with our successful debut on the Australian Securities Exchange (ASX) on the 20th February, 2014 under the ticker code ASX: SVA. Our ASX debut followed the TSXV listing that Simavita undertook in December 2013 (TSXV: SV), and concluded our dual listing process. We have been delighted with the way that the market has responded to the Simavita story since listing on the ASX.

On listing day, I spoke with BRR Media regarding our dual-listing rationale and plans for the rest of the year, and invite you to listen to that interview via this link: <http://www.brrmedia.com/event/120684>.

We have had a productive few months from an investor relations perspective. The Company presented at ASX Spotlight Conferences in New York and London, with investor meetings built around those conferences and other operational activities in those markets. We also took the time to update Australian funds and brokers during March, and concluded roadshow activities with a special series of investor briefings, covered in more detail later in this newsletter. Importantly, analyst Darren Vincent of Shaw Stockbroking initiated coverage on Simavita in May, and the first Edison research report was released on the company.

In the United States, we have seen significant progress with our distribution partner and Forbes 100 Company, Medline - who is anticipating the introduction of our SIM™ products in this quarter at their annual conference. In the interim, our team has been coaching the Medline sales team on use of SIM™ and empowering them to sell it effectively. The Medline representatives are enthusiastic about the addition of SIM™ to their sales portfolio. A number of sales discussions were held with long term aged care facilities in five states across the US during late Q1. From these meetings, two customers have signed up and commenced using SIM™ and a further 8 sites are under contract negotiation with Medline. The remainder are progressing to second meetings. It really has been an exciting start to our business in North America.

In Australia, sales are expected to gain momentum in Q4 of FY2014 as Simavita works with many aged care facilities in negotiating contracts. Sales are now starting to climb as we increase our market engagement activities in Australia. We are also advancing the roll-out of SIM™ products in Europe and Canada, and an interesting showcase site is being established in Denmark in collaboration with the City Council of Copenhagen and local partner, Abena.

In March, a peer reviewed study was released in the Journal of Clinical Nursing, outlining the significant improvements observed in incontinence management through use of the SIM™ incontinence device. We were pleased to see this validation published, and will update you as further studies become available and as we make additional progress in coming months.

Yours sincerely,
Philippa Lewis, CEO

International investor relations

Domestic investor relations

During February and March, CEO Philippa Lewis marketed the Simavita story to investors through investor road shows and presentations in the **US, Canada, Europe and Australia.**

In February, Simavita presented to Canadian investors in its Toronto roadshow and to US and UK investors at and around the ASX Spotlight Conference in both **New York** and **London.** Travel for these roadshows and conferences coincided with other operational travel commitments.

Notably, the Company provided progress updates on Simavita's US distributor, Medline, and their market entry plans to sell SIM™ in the US, a summary of activities in the Australian market and insights into recent developments in Denmark and Canada.

To view Simavita's presentation, please click here: <http://www.asx.com.au/asxpdf/20140319/pdf/42nhbr8kgfy55p.pdf>

The level of interest in Simavita is pleasing and significant follow up activities are now underway to continue to progress discussions held during those meetings.

Special investor presentation

At a special investor briefing in **Melbourne**, Susanne and Karen both presented alongside Philippa.

Susanne providing illuminating insights into aged care policies and how they link in with use of technology like Simavita's SIM™ product in reducing cost, streamlining workforce efficiencies, "cutting the red tape" and supporting the national aged care policies.

Karen spoke from a firsthand user's perspective, discussing her views on the benefits of using the SIM™ technology in Arcare's five-star aged care facility over the past four years, concluding that doing so has increased healthcare benefits, providing significant cost savings and improved care worker job satisfaction in Arcare.

To view the full presentations from Philippa, Susanne and Karen, [please click here.](#)

Following the international roadshow, Philippa also apprised Australian investors of the recent listing of Simavita on the ASX and other company activities and milestones across **Melbourne, Sydney and Brisbane.** At special investor briefings in **Sydney and Melbourne**, guest speakers, Susanne Macri AM, Aged Care Advisor and Karen Carey Queensland State Manager of Arcare, also provided presentations.

About the speakers

Susanne is a widely respected aged care advocate with extensive experience in the development of policy and has represented the aged care industry at both a State and national level on ministerial working parties, committees and reviews. In 2007 she was appointed as a Member of the General Division of the Order of Australia as well as being awarded an Honorary Doctorate from the Australian Catholic University for services to aged care, nursing and nursing education.

Karen Carey is the Queensland State Manager of Arcare, one of Australia's top 10 residential aged care providers, with 22 residential aged care facilities and over 2,000 staff. Arcare, under Karen's leadership, has pioneered the use of Simavita's SIM™ product within its aged care facilities.



Philippa Lewis, CEO presents at the ASX Spotlight Series Conference in New York

New analyst coverage available

Edison and Shaw Stockbroking initiate coverage on Simavita

In early May, Edison Investment Research Pty Ltd released a Research Report on Simavita. It may be accessed on their website at <http://www.edisoninvestmentresearch.com>.

Analyst, Darren Vincent of Shaw Stockbroking also initiated coverage on Simavita during May. Investors wishing to review a copy of the Shaw report should contact Simavita's Investor Relations team via investorrelations@simavita.com or +61 2 8405 6300.

Simavita Updates

Australian Customer Upgrades and SIM™ Launch - Brisbane

In the Australian market, current facilities of previous generation SIM™ product are now converting to Generation 4 and 3 new sites signed up to roll out the technology this quarter.

SIM™ Generation 4 has been successfully launched in Queensland, NSW & Victoria and has been featured in a major aged care conference held on the Gold Coast and hosted by Leading Aged Services Australia (LASA). The event showcased SIM™ to over 50 aged care providers and featured three guest speakers who highlighted the benefits of SIM™ based on their experience in using SIM™ within their organisation.

The participants responded very positively to the SIM™ Generation 4 launch, particularly the fact that the system is completely Wi-Fi compatible allowing operation using existing aged care facility networks. Software updates and improved user interface together with other improvements that support funding, were also acknowledged very positively.



Leonie Mulheran, Simavita Business Consultant Manager participates in a Leading Aged Services Australia Conference. (far right)

SIM™ Technology validated and published

In early March 2014, Simavita announced the publication of a peer reviewed study in the Journal of Clinical Nursing, which outlined significant improvements in incontinence management observed using the SIM™ device.

The findings are statistically significant and provide further validation of the SIM™ technology in delivering both healthcare benefits to patients and savings to aged care facilities by reducing unnecessary toileting practices and incontinence products such as incontinence pads.

The study was conducted in a 120 bed Australian nursing home on 32 residents from a 72-hour urinary incontinence assessment of their voiding patterns over the course of two weeks. To read the full article, please view this link:

<http://onlinelibrary.wiley.com/doi/10.1111/jocn.12538/abstract;jsessionid=FBAE23E721C22D250167C61E82EFE89D.f01t01?deniedAccessCustomisedMessage=&userIsAuthenticated=false>

Additionally, Simavita peer reviewed research paper "An exploration of the effects of introducing a telemonitoring system for continence assessment in a nursing home" has been accepted to be presented at the 7th Annual Information Technology in Aged Care Conference (ITAC) 22nd July 2014 at the Hotel Grand Chancellor, Hobart.

Patent position strengthened through Salusion B.V. patents acquisition

Simavita has strengthened its patent position by securing patents over an RFID technology, developed by Dutch company, Salusion B.V., for the detection of saturation conditions in adult incontinence pads and diapers. Salusion B.V. experienced commercial difficulties which lead to insolvency, allowing Simavita to move quickly and secure the patents at modest cost from the receiver. "These Salusion B.V. patents are advantageous for Simavita as the IP that they add to our existing portfolio complements our product development roadmap particularly well. A number of global companies were actively vying for these assets so we are delighted to have secured them for Simavita" said Philippa Lewis, CEO.

Upcoming Activities

Bioshares – Queenstown, NZ: July 18 – 19

Philippa Lewis has been invited to speak at one of the Australian biotech industry's biggest conferences, the annual Bioshares conference. Speaking slots are currently being finalized, but those investors wishing to see more detail on the conference can do so here: www.bioshares.com.au.



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