



## Investor News



## Message from the CEO



It is my pleasure to open our first newsletter for 2015, a year, which has by all accounts, already been most productive.

Last week, we were delighted to announce the successful completion of a private placement that raised approximately \$8.3 million from investors in Hong Kong, Australia and the US. While the money raised will be key to funding Simavita through its next set of corporate milestones, perhaps even more exciting about this particular raising was the caliber of the nearly 60 new investors that joined existing shareholders on the share register.

Of note, Ward Ferry Hong Kong's, WF Asian Reconnaissance Fund Limited took a cornerstone position in the capital raise, such that they now hold almost 8% of the Company's issued capital. Their investment decision was made after an exhaustive due diligence investigation, and a most positive endorsement of Simavita. To all our new investors, welcome – and thank you for your interest in Simavita.

Other significant activities for the year to date, which have tracked against our target milestones have included:

*Signing Danish company, Abena A/S*, as distributor for our Smart Incontinence Management (SIM™) platform within Denmark. Further details of this distribution agreement, and a video Q+A session held recently during a visit by Abena Chairman, Preben Terp-Nielsen, to Australia, are included later in this newsletter.

*Readying SIM for distribution in Canada* – as announced in January, this has allowed us to now commence piloting the SIM™ technology with a large, 231 bed facility. We anticipate the outcome of that study will be received shortly.

*Commencement of new pilots in the US, Australia and Sweden* – all of which are progressing well.

*Execution of agreements with new customers in Australia* – further to our recent announcement, we were pleased to sign McKenzie Aged Care Group and Queensland Rehabilitation Services in March. Both of these groups are thought leaders in aged care, who have recognised the cost benefits and service improvements that SIM™ can deliver.

*Expanding our Board and executive leadership capabilities* – Michael Brown was announced as Chairman in January, and Warren Bingham's proposed appointment as Director was announced in March. Both Michael and Warren bring a wealth of corporate knowledge to Simavita, and Warren has a proven track record in the commercialisation of medical devices. Chris Southerland joined as VP, Sales and Marketing in the US and Charles Cornish as Director ANZ. While we are now generating revenue on three continents and are starting to see results from our early sales and marketing efforts, Chris and Charles' appointments are key to building upon the early momentum that has started to emerge around the sale of our SIM™ platform.

Finally, looking back to 2014, many thanks to all those shareholders who attended our first Annual General Meeting since Simavita became a publicly listed company. My fellow Directors and I enjoyed meeting with you.

Yours sincerely,  
Philippa Lewis, CEO

## Milestone progress

### USA

#### Medline Industries Inc. – pilots in play

With the support of Simavita's recently appointed US VP of Sales and Marketing, Chris Southerland, and a small focused team in the US, exclusive distributor, Medline continues to make progress with introducing SIM™ to the US market, with a focus on converting "early adopter" long term care facilities.

In March, it was announced that seven US facilities were conducting pilots of SIM™. One pilot, being run with a group that owns over 80 sites in the US, is expected to conclude shortly. For further detail on progress in the US, please see [this announcement dated March 18, 2015](#).

### CANADA

#### SIM® now Canadian market ready

Following six months of preparation and consultation with local regulatory authorities, Simavita announced in early January that it was able to commence sales and marketing for SIM® in Canada.

A showcase site has since been established in Ontario with a potential Canadian distribution partner, and Simavita expects the pilot, which is currently being run within a 231 bed facility to conclude in April.

### EUROPE

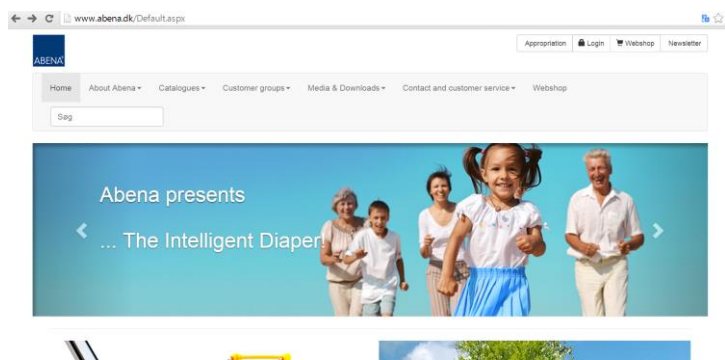
#### Denmark – Abena A/S announced as exclusive distributor

In late January, Simavita announced that it had signed an exclusive agreement with Abena A/S for distribution of SIM® in Denmark.

Securing a Danish distribution agreement as a first step into Europe is a significant outcome for the Simavita. As a result of its best practice approach to aged care, Denmark is expected to be viewed as a showcase country by other countries in the region.

Abena makes an excellent partner for Simavita to work with in Denmark due to their excellent knowledge of the market, long standing relationship with the Danish government, and high levels of competency and technical know-how. Sales of SIM® in Denmark have already commenced in following the Danish showcase, where four sites trialed the SIM® technology. To date, two of those sites have ordered their first year's worth of SIM® assessments.

Broader marketing of SIM® in Denmark has also commenced. Some of the campaign material can be viewed on the Abena website, by [clicking here](#).



Above, the home page of [Abena.dk](#)

## Milestone progress

### EUROPE (cont'd)

#### Sweden – Sanicare Showcase site

As previously announced, the Company's pilot program with Sanicare Sweden is scheduled to commence in May with a major facility in Stockholm.

### AUSTRALIA

#### New Australian customers signed and Arcare roll-out continues

Leading aged care group, Arcare is close to finalising the deployment of SIM™ across its Australian network, with 19 of their 24 sites now actively using the platform for their incontinence assessments. It is anticipated that all 24 sites will be using SIM™ by June 2015.

Two new Australian customers have also been announced with McKenzie Aged Care Group and Queensland Rehabilitation Services contracting to deploy the SIM™ platform.

## Simavita and SIM™ in the news



#### Philippa Lewis interviewed on 774 ABC's Revolutions segment

In this interview, the issue of incontinence is explored, with input from callers, along with the improved health outcomes that Simavita's SIM® technology can deliver for incontinence sufferers. [Click here](#) to listen.

## FINANCIAL REVIEW

#### AFR's Street Talk across private placement

The *Australian Financial Review's* Street Talk published a column on Simavita's capital raise on 30 March 2015, entitled *Shaw Stockbroking in market for Simavita raising*. To view that article, [please click here](#).

## Herald Sun

#### John Beveridge discusses difficult topics

John Beveridge, Business Writer with *Herald Sun* wrote a piece on Simavita called *Aiding flow of information for a delicate subject*, which was published on 25 March 2015. To view the article, [please click here](#).



#### Getting smart about biotechnology stocks

Simavita noted as a company to watch in the medical devices space. Written for AFR Smart Investor by Matthijs Smith, Senior Analyst, Life Sciences at Canaccord Genuity. To view the article, [please click here](#).

#### Aged care Insite New podcast available

In this podcast interview between Aged Care Insite's Editor, Dallas Bastian and one of the researchers behind a clinical study, Associate Professor Victoria Traynor, the impacts of the use of a telemonitoring system (like SIM®) to complete incontinence assessments is explored, and concludes "continence management can be improved by using a digital telemonitoring system to complete your continence assessment." To listen to the podcast, [click here](#).

## Investor Relations

### Inaugural Annual General Meeting

Simavita Limited held its first Annual General Meeting as a listed public company in Sydney on December 3, 2014. All resolutions that were put before the shareholders were passed on a show of hands. The meeting, which was well attended, provided a great opportunity for shareholders to ask questions about the Company and to mingle with Directors and Senior Executives.



### HY Results

On January 6, Simavita released a progress update which noted that the preliminary, unaudited accounts highlighted sales revenue for the first half of the 2015 financial year as being \$458,082.

This figure is a record result for Simavita, and compares favourably to the total sales revenue for the entire 2014 financial year of \$349,895. When compared to the total sales revenue for the corresponding half year in 2014 of \$151,283, the current period results represent an increase of more than 200%. For more info, [click here](#)



### JP Morgan healthcare conference

In January each year, thousands of investors descend upon San Francisco for the JP Morgan healthcare conference. While entry to the actual conference is limited, many companies attend for the opportunity to meet with the large number of investors in San Francisco at the time. CEO, Philippa Lewis held several days of high quality investor meetings with a mix of new and existing investors during the conference period.

### ICV Napa Valley investor summit

This event followed directly on from the JP Morgan week in San Francisco. This event was attended by private and public emerging, mid-sized growth companies; as well as family offices, funds and private investors. Simavita presented to this well qualified audience.

To view the presentation that CEO, Philippa Lewis delivered at US conferences and investor meetings, please [click here](#).



A further presentation was made available to investors in late March, during which Philippa Lewis discusses Simavita's vision for SIM. To view that video, [please click here](#).



## Ask the Experts

### Preben Terp-Nielsen and Philippa Lewis discuss the Abena / Simavita relationship and trends in European aged care

During his recent visit to Australia, Preben Terp-Nielsen, Chairman of Simavita's exclusive distributor for Denmark, Abena A/S, made some time to discuss his views on SIM and his observations of trends in the European aged care market, alongside Philippa Lewis. [Please click here](#) to view the interview.



## Key staff appointments

**Christopher Southerland joins Simavita as US Executive V.P. of Sales and Marketing** responsible for overseeing SIM® sales and distribution activities in North America. Chris has over 25 years of experience successfully growing medical device, diagnostic and biotech companies. Prior to joining Simavita, he was with Molnlycke Healthcare where he served as V.P. of Sales for the US Surgical Division, and IDEXX Laboratories where he served as V.P. of Global Sales and Marketing for the OPTI Medical Diagnostic Division.

**Director Australia & New Zealand - Charles Cornish** has joined Simavita to lead our Marketing, Sales & Service Team in growing our ANZ business. Most recently Charles held the position of Managing Director of Ontex Australia responsible for leading retail and healthcare sales of diapers, incontinence aids and feminine hygiene products, along with diaper manufacturing, supply chain and warehousing operations. Charles brings to Simavita immense commercial sales and marketing expertise combined with industry knowledge and understanding of the incontinence field.

**National Sales & Marketing Manager - Etienne Reiss** will provide local Marketing leadership and continuity to marketing activities whilst our global and local marketing structure continues to transition. Etienne joins us from Covidien, an international industry leader in providing surgical, respiratory and monitoring, and vascular therapies solutions. Etienne held several roles at Covidien over a number of years including marketing, product and business unit management.