



## Simavita provides progress updates

For Immediate Release

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### Highlights:

- **Soft launch of SIM™ Generation 4 a success in North America, with key sales representatives trained and two contracts executed by Medline, with several others in the pipeline**
- **Launch of Denmark showcase site planned for May 2014, in collaboration with the Municipality of Copenhagen and Abena**
- **Australian sites converting to SIM™ Generation 4 technology and new Brisbane site announced**
- **Simavita patent portfolio expanded to include new RFID technology through acquisition of patents from the receiver of Dutch company, Salusion B.V.**

**Sydney, Australia – April 22, 2014** – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) is pleased to provide an update relating to the execution of new US contracts; the establishment of a hallmark site in Denmark; Australian customer upgrades and an expansion of its intellectual property (IP) portfolio through the acquisition of patents acquired from Dutch company, Salusion B.V.

### **Medline signs customer agreements**

Simavita has successfully executed a soft launch of its SIM™ Generation 4 technology in selected US sales territories, in conjunction with its commercial partner, Medline. Activities undertaken in the first part of 2014 have included focused training sessions for key sales representatives and clinicians, as well as comprehensive sales presentations by Simavita and Medline staff which resulted in very positive initial customer engagement.

As a result of the presentations, Simavita is also pleased to announce that its US commercial partner, Medline has signed its first two customers for the SIM™ technology. In addition to the executed contracts, Medline is currently in advanced contractual discussions with a number of other potential customers.

The official, hard launch of Simavita’s SIM™ product will occur at Medline’s national sales conference, which is being held in May 2014.

CEO, Philippa Lewis commented, “We are very pleased with how the year has started. The enthusiasm shown by the Medline sales representatives to sell the SIM™ product has been tremendously encouraging, and has translated into these early sales. We anticipate that sales activity will ramp up following the conference in May, where all the Medline sales reps get together. SIM™ is being showcased at that conference, which is important for us.”

### **Showcase site in Copenhagen**

Simavita has been invited by the Municipality of Copenhagen and dominant European incontinence product supplier, Abena, to showcase the SIM™ assessment technology for incontinence management in aged care. The technology will be deployed into a leading aged care facility in Copenhagen.

The Municipality is committed to ensuring increased productivity and better quality of care of the elderly especially in the area of incontinence and its clinical outcomes. SIM™ is a solution to deliver better clinical outcomes for patients, productivity and evidence based outcomes.

In addition to the selected showcase site, four additional Danish municipalities have expressed their interest in establishing a showcase for their regions.

The Company is excited about this project as it will provide a European-centric opportunity for the many potential distributors of SIM™ who will now be able to view the technology locally.

### **Australian customer upgrades**

In the Australian market, current aged care facilities using the previous generation SIM™ product are now converting to Generation 4 and a number of new sites have signed up to roll out the technology during this quarter.

SIM™ Generation 4 has now been successfully launched in Queensland, NSW and Victoria and has been featured in a major aged care conference held on the Gold Coast and hosted by Leading Aged Services Australia (LASA). This 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 enthusiastically to the SIM™ Generation 4 launch, particularly the fact that the system is completely Wifi 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.

### **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.

*This announcement does not and shall not constitute an offer to sell or the solicitation of any offer to buy any securities.*

## **Further information:**

### **ABOUT SIMAVITA**

Simavita is a medical device company 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.

### **CONTACTS**

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