



SIMAVITA ANNOUNCES SALES AND MARKETING AGREEMENT WITH HARTMANN

For Immediate Release:

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Highlights:

- Simavita and Paul Hartmann Pty Ltd. (“Hartmann”) have entered into a non-exclusive distribution agreement to sell and market Simavita’s Smart Incontinence Management (SIM™) product across Hartmann’s Australian customer-base.
- Hartmann will introduce and implement Simavita’s SIM™ product in Australia, targeting a minimum of fifty sites which are operated by current customers of Hartmann.
- Hartmann has now placed an initial order for SIM™ enabling it to immediately commence the marketing and supply of SIM™ to the company’s customers in Sydney, Melbourne and Brisbane.
- The agreement is the second of its kind between Simavita and an Australian distribution partner that is designed to enhance the rapid deployment of the Company’s SIM™ technology.

Sydney, Australia – Simavita Limited (“**Simavita**” or the “**Company**”) (TSX-V: SV; ASX: SVA), a global leader in the digital healthcare sector, is pleased to announce that it has entered into a non-exclusive distribution agreement with Paul Hartmann Pty. Ltd. (“Hartmann”), pursuant to which the two parties will work together to sell and market SIM™ to Hartmann’s Australian customer base.

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 and is a market leader in Australia and New Zealand in the supply of incontinence products to the residential and hospital aged care sectors.

Through the partnership, Hartmann will work with Simavita to introduce SIM™ to new customers, targeting a minimum of fifty aged care facilities which are operated by current customers of Hartmann. The two companies will collaborate on commercial opportunities such as tenders within the Residential Aged Care industry, and will engage in joint sales and marketing initiatives.

Simavita and Hartmann will also work together under the partnership to educate, train and support aged care facilities on the continence management of their residents. In order to commence the sales and marketing process, Hartmann has placed an initial order of SIM™ products so that it can stock its warehouses in preparation for despatch to customers.

“As a leading supplier of innovative medical products, Hartmann is pleased to have entered into this agreement with Simavita, enabling us to collectively provide solutions that improve overall patient care”, said Hartmann Managing Director, Mark Summerville. “Furthermore, this ensures we can live true to our promise of going further for health,” Mr. Summerville added.

Simavita CEO, Philippa Lewis, commented “we are very pleased to have entered into this agreement with Hartmann, a leading provider of continence solutions into the Australian aged care market and part of an established global distribution group. We look forward to working together to ensure that our mutual customers receive the highest level of support and training, and have the resources needed to deliver improved care outcomes. We are confident that this partnership provides us with a significant market opportunity.”

This agreement is the second of its kind to be executed with an Australian distribution partner that is designed to enhance the rapid deployment of the SIM™ technology, and deliver health and cost improvements to customers. Simavita will also continue to sell and market SIM™ with its own sales force directly to Australian customers, supplementing the efforts being made under the Company’s distribution partnerships.

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

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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 Hartmann

Hartmann is owned by Paul Hartmann AG, a public listed company with its head office in Germany. Hartmann is a company with international operations in the field of medical and healthcare products. For almost half a century in Australia and nearly 200 years overseas, Hartmann has placed innovation at the core of its operations to pioneer high quality healthcare products that deliver demonstrable benefit to patients and healthcare providers alike in areas including continence management, wound care and operating theatre procedures. Hartmann offers state-of-the-art continence aids that combine absorption technology with design excellence to provide rapid, long-lasting dryness, protection and comfort. Hartmann are the Australian market leader in continence aids and an active driver of policy for the betterment of Australia's aging population.

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.

Forward-Looking Information

This document may contain “forward-looking information” within the meaning of Canadian securities laws (“**forward-looking information**”). This forward-looking information is given as of the date of this document.

Forward-looking information relates to future events or future performance and reflects Simavita management’s expectations or beliefs regarding future events and includes, but is not limited to, the benefit and impact of the Hartmann distribution agreement on Simavita’s actual sales and marketing, the results of combined efforts for Simavita and Hartmann working together to educate, train and support aged care facilities, whether or not business efficiencies and clinical benefits result from the Hartmann distribution agreement, and Simavita’s strategy and development of its technology. Assumptions upon which such forward-looking information is based include that Simavita will be able to successfully execute on its business plans. Many of these assumptions are based on factors and events that are not within the control of Simavita and there is no assurance they will prove to be correct.

In certain cases, forward-looking information can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “potential”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or information that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved” or the negative of these terms or comparable terminology. By its very nature forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Simavita to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors include, among others, risks related to actual results of current business activities; changes in business plans and strategy as plans continue to be refined; other risks of the medical devices and technology industry; delays in obtaining governmental approvals or financing or in the completion of development activities; as well as those factors detailed from time to time in Simavita’s interim and annual financial statements and management’s discussion and analysis of those statements. Although Simavita has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. Simavita provides no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information.