



Simavita announces sales and marketing partnership with Bunzl Outsourcing Services

For Immediate Release:

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Highlights:

- Simavita and Bunzl Outsourcing Services have entered into a non-exclusive distribution agreement to sell and market Simavita's Smart Incontinence Management (SIM™) product across Bunzl Outsourcing Services' Australian customer-base.
- Bunzl Outsourcing Services 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.

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 Bunzl Outsourcing Services, under which:

- Bunzl Outsourcing Services will introduce and implement Simavita's Smart Incontinence Management (SIM™) product in Australia, targeting a minimum of seventy sites which are operated by current customers of Bunzl Outsourcing Services;
- Bunzl Outsourcing Services will invest in sufficient inventory to serve current and new aged care customers; and
- Bunzl Outsourcing Services will work with Simavita to introduce SIM™ to new customers and the companies will collaborate on commercial opportunities such as tenders within the Residential Aged Care industry. Both companies will engage in joint sales and marketing initiatives.

Bunzl Outsourcing Services is a major distributor of continence products in the Australian market, through the sales and distribution of its range of Abena products and the distribution of other market leading incontinence brands. This agreement provides an important additional sales channel to enable Simavita to extend its reach, and provides Bunzl Outsourcing Services with an opportunity to offer its customers a superior approach to continence management.

In addition to joint sales and marketing initiatives, this agreement will enable Simavita and Bunzl Outsourcing Services to work together to educate, train and support aged care facilities on the continence management of their residents. In order to commence the sales and marketing process, Bunzl Outsourcing Services has placed an initial order of SIM™ products so that it can stock its warehouses in Sydney, Melbourne and Brisbane.

Simavita believes this agreement will enhance the rapid deployment of its SIM™ technology as Bunzl Outsourcing Services has significant market penetration, robust relationships with some of Australia's largest chains and an excellent reputation within the aged care industry.

"We are excited to work with Simavita's transformative technology. We see this as a breakthrough for the aged care industry," says Bunzl Outsourcing Services Managing Director, Lance Ward. "There is no doubt that our customers will value the business efficiencies offered by SIM™ as well as the significant clinical benefits that will flow," Mr. Ward added.

Simavita CEO, Philippa Lewis, commented "we are delighted to have entered into this agreement with Bunzl Outsourcing Services, which has one of the best reputations for their provision of quality, holistic continence solutions into the Australian aged care market. The partnership is important for several reasons; firstly, by combining forces, we are able to better provide turn-key solutions to our customers. We will work together to ensure that our combined customers receive an excellent level of support and training, and have more resources to deliver improved care outcomes. Secondly, Bunzl Outsourcing Services has tremendous reach through their market-leading continence product-supplier position, so this partnership provides us with a significant market opportunity."

“The partnership is also a good fit as our business philosophies around improved clinical outcomes, risk management and safety as well as excellence in service delivery are well aligned. The Simavita team is looking forward to working closely with Bunzl to deliver a superior, seamless offering to make a real contribution to improved management of continence and ensuring the safety of aging Australians,” concluded Mrs. Lewis.

Simavita will continue to sell and market SIM™ with its own sales force directly to Australian customers, supplementing the efforts applied by the Bunzl partnership.

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 E: jane.lowe@irdepartment.com.au T: +61 411 117 774
Thomas Howitt, Chief Financial Officer T: + 61 418 351 127	

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 Bunzl

Bunzl Outsourcing Services is owned by Bunzl plc, a public listed company with its head office in the UK. Bunzl is a specialist distribution group supplying everyday essentials for customers to operate their business. Bunzl partner with both suppliers and customers in providing outsourcing solutions and service oriented distribution.

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.

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