



North American Sales and Distribution Update

For Immediate Release:

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Highlights:

- US Market – first sales agreements signed under new US go to market model with groups signed in Alabama, Maryland and Colorado leading to the deployment of Simavita’s Smart Incontinence Management™ (SIM™) across over 1,200 beds – further agreements are reaching finalisation.
- Five recently completed pilot studies now progressed to negotiation phase.
- Long Term Care industry summit results in the agreement to complete several additional pilot programs, representing 7,200 beds and 71 facilities, with pilots currently in planning phase.
- Canadian Market – first SIM™ platform deployment contract signed in Canada with a large long term care provider – covers approximately 1,300 beds and now fully deployed.

Sydney, Australia – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”), a global leader in the digital healthcare sector, is pleased to provide a progress update regarding its North American operations.

First customers signed under new US go to market model

Simavita is pleased to announce that its North American team has executed supply agreements with a number of direct US customers which have now been fully rolled out and represent 1,200 beds. The agreements include:

- In Alabama, SIM™ has been rolled out in a 225 bed long term care facility which specialises in rehabilitation services.
- A further agreement is now in place in Maryland, the second in the state, where SIM™ is now also deployed in a five star skilled nursing facility across 155 beds.
- In Colorado, SIM™ has been deployed across an initial five facilities, representing 820 beds of a 27 facility group, with further rollout across the group anticipated in the coming months.

CEO Philippa Lewis commented, “Since the change in our US go to market strategy was only finalised on 30 July, it is tremendously encouraging that our local Sales and Marketing team has been able to convert a number of high quality customers so quickly. We are encouraged by these first steps in our renewed approach to US sales, and also by the high quality pipeline which is building as a result of our sales and marketing efforts in the US.”

US pilot study progress

Completed pilots

Five pilot studies representing 36 facilities and over 3,700 beds trialling the SIM™ technology have recently been completed in US long term care facilities with each representing large and multi-facility groups.

The pilots were completed in conjunction with our US distribution partner Medline and have now progressed to contract negotiation phase.

New pilots being planned

A further set of new pilot studies is being planned, with one of the trials – the first of its kind, to occur in the Assisted Living segment of aged care, a new market for SIM™. Assisted Living, also known as congregate housing, is the fastest growing Aged Care market in the US and is used by individuals who need little or no help and live in separate apartments with shared communal areas. Studies have shown that the rate of incontinence in Assisted Living residents is approximately 50%¹.

The new US pilot studies have largely resulted from the US Long Term Care summit, attended by Simavita in July, where the Company presented to executive teams from the largest US long term care chains. The pilot programs which have resulted from the summit represent 7,200 beds and 71 facilities.

First Canadian SIM™ customer contract signed

A leading provider of nursing homes in Ontario has executed an agreement to implement SIM™. The nine facility chain has deployed SIM™ across more than 1,300 beds. This was achieved following the announcement on June 30 of strong collaboration between Simavita's sales and clinical teams, and working together with two new Canadian distribution partners, Medline and Medpro.

“With a population of 35.5 million and more than 15% of those people being over 65, Canada has the potential to be a significant market for Simavita. We are delighted with the strong response we're starting to see for SIM™, from potential Canadian customers both through pilot studies and the execution of agreements and will continue to work closely with Medline and Medpro to drive activity in the region,” said Mrs. Lewis.

North American strategy discussion

Investors are invited to view a video interview where Philippa Lewis, CEO and Chris Southerland, Executive V.P., Sales and Marketing discuss the North American go to market strategy; including the diverse markets for SIM™ which are opening in North America, as well as the sales pipeline and pilot activities now in progress.

To view the video, please copy and paste the following link into your browser:

<http://www.brrmedia.com/event/140540>

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

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About Simavita

Simavita is a digital healthcare company that has developed an innovative software platform. The first application for the platform is a world first solution for the management of urinary incontinence, with a focus on the elderly. This platform technology 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. For more information on Simavita or SIM™, please visit www.simavita.com.

¹ American Family Care: www.americanfamilycare.com

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