



Investor News



Message from the CEO



Subscribe for email alerts

Did you know you can subscribe to receive all company announcements through our Email Alerts service [here](#)?

[Click here to subscribe](#)

Our dedicated Investor Centre on the Simavita website has a wealth of resources, including share price data, news, fact sheets and contact details. [Click here](#) to see more.

I am pleased to introduce Simavita's third investor newsletter of 2014. We have had a productive few months rolling out our first application into Australian and US long term care facilities. I have just returned from New York which has been my base for the last two months.

During that time, I worked with our team in the US together with our distribution partner Medline. I met with interested US investors and presented to North American aged care facilities. I also travelled to Europe to further evaluate potential distributors.

Interest in the SIM™ technology continues to grow, particularly in the US due to our strong partnership with Medline, which is key in securing our future in the world's largest aged care market.

We have been working towards securing partnerships with distributors in Canada and Europe with our showcase site in Copenhagen up and running. Closer to home, Simavita recently announced that Arcare, one of Australia's leading residential aged-care providers, will roll out SIM Gen 4 across its entire network of 23 facilities in Victoria and Queensland. Our local sales pipeline is now filling and we have a growing customer base with our first customer in Western Australia.

Strategically, we have been building our investor relationships with existing and potential investors in Australia and the United States. In addition to one-on-one investor meetings in New York throughout October, other investor and marketing activities have included presentations at the Bioshares conference in New Zealand, an investor lunch at the Down Town Association in New York, participation at the Redefining Ageing ACSA National Conference in Adelaide and the 23rd National Conference on Incontinence in Cairns.

Shareholders may have noted the release of our full year results on 28 August, and I'd like to thank everyone who listened to our investor audio cast – available [here](#).

I was recently given the opportunity to appear on Balancing Act - a morning TV program syndicated across the US, where I talked about our technology to a broad audience. The show had a focus that month on "carers" and in particular, incontinence. I was able to promote our technology as well as our partner Medline throughout the program. You can view the program [here](#).

We are delighted to welcome to our team a number of new key executives who I am confident will contribute to our global success. Our small but highly specialised US team is now covering the east coast, mid-west and west coast, supporting Medline and their large team of sales representatives. To support these global efforts, we have also recently appointed a manufacturing and supply chain manager, based in Australia.

As 2014 progresses, we are focused on sales and revenue growth in domestic and international markets. We are committed to staying ahead of the game by continuing to be innovative, through the growth of our IP portfolio and product development plans. We will continue to keep you apprised as we make further progress.

Yours sincerely,
Philippa Lewis, CEO

International Developments

USA

Medline Industries Inc.

Our exclusive distribution partner for the United States has officially introduced Simavita's SIM™ (Smart Incontinence Management) product into its portfolio. They are making good progress with SIM technology. Significant market interest is now building and the sales pipeline is filling.

A number of very large long term care chains are conducting pilots at multiple sites and the Medline sales representatives and our local team of sales specialists are working well together.

The Medline website is now fully operational with SIM information and references. Various advertising and PR is now scheduled for leading industry journals. View the webpage [here](#).

Medline has also advised that it has an agreement under which it will conduct a large pilot with Simavita's SIM™ incontinence assessment and management solution with a leading long term chain of over 90 sites.

In due course we hope that this chain, along with the growing group of customers, will provide advocacy for the technology to the long term care market in the US.

EUROPE

Sweden

The Company has entered into an agreement with Sanicare Sweden, a privately held manufacturer and distributor in the aged care sector, to establish the first showcase site in Sweden. It is anticipated that the showcase site will be conducting assessments in 2015.

Denmark

The Company's first site in Denmark, which has been constructed as a showcase in collaboration with the Municipality of Copenhagen and Abena, has commenced conducting assessments; this site will provide a platform for other potential distributors in Europe to view Simavita's technology.

Philippa Lewis has been travelling to Europe to advance discussions regarding partnership opportunities with European distributors, which have been progressing well.

Domestic Developments

Leading Australian residential aged-care provider, **Arcare Pty Ltd**, has committed to roll-out the Company's SIM™ solution across the remaining 17 facilities in its network. Arcare has already introduced SIM™ into six of its facilities and has decided to expand its use into all 23 of its facilities across Victoria and Queensland. We have a growing pipeline of customers and some exciting pilots signed with large groups. Our sales are growing in Australia and we are expected to be able to report growing sales this quarter.

Conferences

Shaw Stockbroking Life Sciences Conference – November (Sydney)

Simavita was invited to present at the Shaw Stockbroking Life Sciences Conference in Sydney. This annual conference brought together emerging biotech and medtech companies and was attended by Shaw advisers, analysts and clients.

Wilson HTM Aged Care, Health Services and Retirement Villages Conference – October (Sydney)

Simavita was invited by Wilson HTM at its Aged Care, Health Services & Retirement Villages Conference on Monday 27th October. The conference was well attended by institutional investors and stockbrokers.

Coming of Age: Redefining Ageing ACSA National Conference (Adelaide)

The conference focused on redefining the experience of ageing in communities, questioning everything about delivery of services and what else is possible.



Viv Allanson (CEO) Maroba Caring Communities, signing the pioneers of SIM™ wall at Simavita's exhibit booth...thanks for your support!

CFA National Conference (Cairns)

A peer reviewed research paper on SIM™, written by Associate Professor Victoria Traynor at the University of Wollongong, was presented at the 23rd National Conference on Incontinence.

The study found that the introduction of the telemonitoring system and associated staff training improved continence assessment and management practices. Improved staff awareness of continence care needs through training has subsequently encouraged the development of customised plans to provide higher quality care and management for elderly residents.

Investor Relations

New York Roadshow

Simavita was pleased to present their investment story to 70 New York investors over lunch at the Down Town Association Club in New York City. Philippa Lewis presented and took questions from investors eager to understand the opportunity of incontinence assessment solutions in their home country.



In addition we held various meetings with the investment community in New York, telling the Simavita story and providing excellent exposure to the stock.

FY Results

Simavita has released its full year financial results for the year ended 30 June 2014 (available [here](#)).

A short audiocast is available [here](#) in which CEO Philippa Lewis discusses financial results as well as provides updates on products, the relationship with Medline Industries, recent company activities in Europe as well as an overview of the main goals over the next 12 months.



New Analyst Coverage Available

Edison and Shaw Stockbroking have updated their coverage reports on Simavita.

Additionally, Wilson HTM has recently initiated coverage on Simavita.

Investors wanting to view the latest analyst reports can visit Simavita's analyst webpage for contact details [here](#).

Annual General Meeting

Date: 3rd December 2014

Time: 10:00am

Venue: Dibbs Barker Office, L8, 123 Pitt Street, Sydney

Did you know?

- **240 Million** People in the western world are incontinent
- **15+ Million** Incontinence assessments /year
- **\$6 Billion** Assessment labor costs /year (nursing homes only)
- **\$9 Billion** Continence products sold /year
- **#2** Nursing home cost (after labor)
- **25%+** Total % of labor attributed to incontinence management in aged care facilities
- **70%+** Over 70% of residents in aged care are incontinent

Other News

Philippa Lewis elected on Board of MTAA – Medical Technology Association of Australia

The Medical Technology Association of Australia (MTAA) is the national association representing companies in the medical technology industry. MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community. MTAA represents manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and management of disease and disability. The range of medical technology is diverse with products ranging from familiar items such as syringes and wound dressings, through to high-technology implanted devices such as pacemakers, defibrillators, hip and other orthopedic implants. Products also include hospital and diagnostic imaging equipment such as ultrasounds and magnetic resonance imaging machines.

Ms Lewis is looking forward to making a positive contribution to the association.

Events

Standing Out From the Crowd Campaign – 27th November

Simavita will host, with ACS (NSW & ACT) and LASA (NSW & ACT), a meeting for CEOs/Directors from aged care facilities. The meeting will include addresses from Key Opinion Leaders within the industry, revealing new independent research that supports continence management as one of the critical decision drivers when selecting an aged care facility. The focus is to highlight that continence management is a key consideration for people choosing an aged care facility and that SIM™ can be a differentiating feature and unique selling point for aged care providers. For more information visit www.simavita.com/media-centre/events/.

LASA National Conference – 20th October

Karen Carey, State Manager Queensland - Arcare and Sue Macri, Consultant Aged Care Productivity Commission presented **'the need for Aged Care to harness new cost effective assistive and information technologies to stay ahead of the grey tsunami'**. Technology will be key to the aged care industry of the future and SIM™ is one of those technologies supported by evidence based clinical research. For more information visit www.lasacongress.asn.au/program/.