



## Record sales reported and Canadian market update

For Immediate Release

January 6, 2015

### Highlights:

- Record sales revenue reported for the first half of the 2015 financial year, with preliminary (unaudited) sales revenue recorded at \$458,082; and
- SIM™ (Smart Incontinence Management) system now available for distribution in Canada.

**Sydney, Australia** – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) is pleased to advise that its preliminary (unaudited) sales revenue for the first half of the 2015 financial year was \$458,082. This figure, which represents a record result for the Company, compares favourably to the total sales revenue for the entire 2014 financial year of \$349,895. When compared to the total sales revenue for the corresponding half year in 2014 of \$151,283, the current period results represent an increase of more than 200%.

“We are extremely pleased to record such an impressive growth in revenue for the first half of the 2015 financial year”, commented Simavita CEO, Ms. Philippa Lewis. “We believe this result clearly indicates that acceptance of SIM™ in both the Australian and the US markets is now gaining momentum. As our sales and marketing activities expand further, particularly in collaboration with our US distribution partner Medline, we look forward to achieving continued growth”, continued Ms. Lewis.

### Canadian market update

Simavita advises that its SIM™ (Smart Incontinence Management) system is now available for distribution in Canada.

The ability to now market and sell the SIM™ system in Canada is the culmination of a six month preparation and consultation process, during which time Simavita worked with regulatory authorities to demonstrate that the SIM™ system met Canadian regulatory standards.

Canada has a population of 35.5 million people, spread across 10 provinces and 3 territories, of which 5.58 million are aged 65 or older. Approximately 86% of Canada’s population, including those aged 65 and over, are located in the provinces of Ontario (38%), Quebec (23%), British Columbia (13%) and Alberta (12%).

“With its significant aged population, Canada represents an important market for Simavita, so we are delighted to now be able to market the SIM™ system for use by Canadians”, finished Ms. Lewis.

Simavita is currently in advanced discussions with an aged care group based in Ontario, Canada to showcase the SIM™ technology in the first quarter of the 2015 calendar year.

For further information, see our website ([www.simavita.com](http://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 IR Department E: <a href="mailto:jane.lowe@irdepartment.com.au">jane.lowe@irdepartment.com.au</a>
Thomas Howitt, Chief Financial Officer T: + 61 418 351 127	T: +61 411 117 774



## **About Simavita**

Simavita is a medical device company operating in the digital healthcare sector 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. For more information on Simavita or SIM™, please visit [www.simavita.com](http://www.simavita.com).

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