



## **Simavita expands Board of Directors by appointing Craig Holland and adds appointment to Upcoming Shareholder Meeting Agenda**

**For Immediate Release**

**November 14, 2014**

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**Sydney, Australia** – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) is pleased to advise the appointment, effective immediately, of Mr. Craig Holland as an independent, non-executive Director of the Company. Mr. Holland will also be appointed as Chairman of the Company’s Audit and Risk Committee.

As a result of this appointment, the Company plans to ask shareholders at the upcoming annual general and special meeting to consider fixing the number of directors at four (4) and also to consider electing Mr. Holland to the board for the upcoming year.

### **About Mr. Holland**

Mr. Holland is a former senior partner of international accounting firm Deloitte, having practiced with Deloitte from 2004 to 2012 where he ran the Melbourne Tax Group within Deloitte Private. In addition to providing accounting and taxation advice to a range of Deloitte clients, Mr. Holland also served on both the Melbourne and National Executive teams within Deloitte Private, and was also Deloitte Private’s Chief Operating Officer prior to his retirement from Deloitte in October 2012. In 2012, Mr. Holland retired as a partner in order to pursue private business interests in the aged care sector.

Mr. Holland currently holds three non-executive and one executive board positions. He is an Executive Director and owner of the Menarock Aged Care Services Group, a private company based in Australia, which owns and operates 480 beds through nine residential aged care facilities in Victoria and Southern New South Wales.

Mr. Holland also serves as a non-executive director of the Good Guys Retail Group, a large privately-owned company, and is the Chairman of its Audit Committee and is a member of its Risk Committee.

Mr. Holland is a non-executive director of Kaldor Public Art Projects, a not for profit charity designed to bring contemporary artists to Australia, and a non-executive director of the Tarrawarra Museum of Art in Healesville Victoria, being the first privately funded public Museum in Australia, and is also the chairperson of the Museum’s Finance and Governance Committee.

Mr. Holland holds a Bachelor of Economics (Monash), a Masters in Taxation (UNSW), is a Certified Practicing Accountant with CPA Australia, a member of the Taxation Institute of Australia and is a Graduate of the Australian Institute of Company Directors. Currently, Mr. Holland does not own any securities of Simavita.

“This is the first new appointment to the Board since listing earlier this year and is consistent with our vision to bring further strength and expertise onto the Board so that the Company’s vision can be fulfilled and we are extremely pleased to welcome Craig to the Board of Simavita”, said Acting Chairman Ari Bergman. “We look forward to benefitting from his extensive financial and commercial experience as well as his practical knowledge of the Australian aged care sector”, Mr. Bergman added.

Simavita is continuing its search for additional Directors to further strengthen its Board.

### **Amendments to Shareholder Meeting Agenda**

The management information circular and meeting materials for Simavita’s upcoming annual general and special meeting of shareholders to be held in Sydney, Australia on December 3, 2014 were released and sent out to shareholders on October 31, 2014. Since that time, the Company has appointed Mr. Holland and therefore plans to ask shareholders to consider, in addition to those matters set forth in the management information circular: (i) fixing the number of directors from three (3) to four (4); and (ii) adding Mr. Holland as a director to be re-elected to the Board for the upcoming year.

Recognizing the pressing need for the Company to expand the current Board by the appointment of Directors with independence and experience, the current Board of Simavita has determined it is in the Company's best interest to appoint Mr. Holland immediately. As a result, the form of management proxy previously distributed to shareholders has been updated and revised. The revised form of proxy and a copy of this press release will be mailed to shareholders as soon as possible.

Shareholders who have already completed and delivered their proxies for the upcoming meeting, are requested to complete and send in the revised form. If both the old form of proxy and the revised form of proxy are received, regardless of the date, the revised form of proxy will be counted.

For further information, please visit the Company's profile on SEDAR ([www.sedar.com](http://www.sedar.com)) or the Company's website ([www.simavita.com](http://www.simavita.com)) or contact the persons outlined below.

<b>Company</b>	<b>Media and Investor Relations</b>
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**Further Information:**

**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).

*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.*

# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

Name of entity	<b>Simavita Limited</b>
A.R.B.N.	<b>165 831 309</b>

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	<b>Craig John Holland</b>
Date of appointment	<b>14 November 2014</b>

### **Part 1 - Director's relevant interests in securities of which the director is the registered holder**

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>  None
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+ See chapter 19 for defined terms.

**Appendix 3X**  
**Initial Director's Interest Notice**

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**Part 2 – Director's relevant interests in securities of which the director is not the registered holder**

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b>	<b>Number &amp; class of Securities</b>
Note: Provide details of the circumstances giving rise to the relevant interest.	
None	

**Part 3 – Director's interests in contracts**

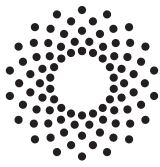
Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	Not applicable
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>No. and class of securities to which interest relates</b>	

**Dated: 14 November 2014**

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+ See chapter 19 for defined terms.



**Simavita**  
gracing life

ARBN 165 831 309

**Lodge your vote:**



**By Mail:**

Computershare Investor Services Pty Limited  
GPO Box 242 Melbourne  
Victoria 3001 Australia

Alternatively you can fax your form to  
(within Australia) 1800 783 447  
(outside Australia) +61 3 9473 2555

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(custodians) [www.intermediaryonline.com](http://www.intermediaryonline.com)

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(within Australia) 1300 850 505  
(outside Australia) +61 3 9415 4000



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MR SAM SAMPLE  
FLAT 123  
123 SAMPLE STREET  
THE SAMPLE HILL  
SAMPLE ESTATE  
SAMPLEVILLE VIC 3030

## CDI Voting Instruction Form

**For your vote to be effective it must be received by 10.00am (Australian Eastern Summer Time) on Friday, 28 November 2014**

### How to Vote on Items of Business

Each CHESS Depository Interest (CDI) is equivalent to one common share in the capital of Simavita Limited (the **Company**), so that every 1 (one) CDI registered in your name on October 29, 2014 entitles you to one vote.

You can vote by completing, signing and returning your CDI Voting Instruction Form. This form gives your voting instructions to CHESS Depository Nominees Pty Ltd, which will vote the underlying shares on your behalf. You need to return the form no later than the time and date shown above to give CHESS Depository Nominees Pty Ltd enough time to tabulate all CHESS Depository Interest votes and to vote on the underlying shares.

Capitalised terms in this voting instruction form have the same meaning given to those terms in the Company's information circular, unless the context requires otherwise.

### Signing Instructions

**Individual:** Where the holding is in one name, the securityholder must sign.

**Joint Holding:** Where the holding is in more than one name, all of the securityholders should sign.

**Power of Attorney:** If you have not already lodged the Power of Attorney with the Australian registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

**Companies:** Only duly authorised officer/s can sign on behalf of a company. Please sign in the boxes provided, which state the office held by the signatory, ie Sole Director, Sole Company Secretary or Director and Company Secretary. Delete titles as applicable.

**Comments & Questions:** If you have any comments or questions for the company, please write them on a separate sheet of paper and return with this form.

**Turn over to complete the form** ➔



View your securityholder information, 24 hours a day, 7 days a week:

**[www.investorcentre.com](http://www.investorcentre.com)**

- Review your securityholding
- Update your securityholding

**Your secure access information is:**

**SRN/HIN: I9999999999**



**PLEASE NOTE:** For security reasons it is important that you keep your SRN/HIN confidential.

MR SAM SAMPLE  
FLAT 123  
123 SAMPLE STREET  
THE SAMPLE HILL  
SAMPLE ESTATE  
SAMPLEVILLE VIC 3030

**Change of address.** If incorrect, mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with 'X') should advise your broker of any changes.



I 9999999999

I ND

# CDI Voting Instruction Form

Please mark  to indicate your directions

## STEP 1 CHESSE Depository Nominees Pty Ltd will vote as directed

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### Voting Instructions to CHESSE Depository Nominees Pty Ltd

I/We being a holder of CHESSE Depository Interests of Simavita Limited hereby direct CHESSE Depository Nominees Pty Ltd to vote the shares underlying my/our holding at the Annual General and Special Meeting of Simavita Limited to be held at the offices of Dibbs Barker, Level 8, 123 Pitt Street, Sydney, New South Wales, 2000, Australia on Wednesday, December 3, 2014 at 10.00 AM (Australian Eastern Summer Time) and at any adjournment or postponement of that meeting.

By execution of this CDI Voting Form the undersigned hereby authorises CHESSE Depository Nominees Pty Ltd to appoint such proxies or their substitutes to vote in their discretion on such business as may properly come before the meeting.

## STEP 2 Items of Business

PLEASE NOTE: If you mark the **Abstain** box for an item, you are directing CHESSE Depository Nominees Pty Ltd or their appointed proxy not to vote on your behalf on a show of hands or a poll and your votes will not be counted in computing the required majority.

	For	Against
<b>1. Number of Directors</b> To set the number of Directors at four	<input type="checkbox"/>	<input type="checkbox"/>

	For	Withhold		For	Withhold		For	Withhold
<b>2. Election of Directors</b>								
01. Ari Bergman	<input type="checkbox"/>	<input type="checkbox"/>	02. Philippa Lewis	<input type="checkbox"/>	<input type="checkbox"/>	03. Damien Haakman	<input type="checkbox"/>	<input type="checkbox"/>
04. Craig Holland	<input type="checkbox"/>	<input type="checkbox"/>						

	For	Withhold
<b>3. Appointment of Auditors</b> Appointment of PricewaterhouseCoopers as Auditors of the Company for the ensuing year and authorizing the Directors to fix their remuneration.	<input type="checkbox"/>	<input type="checkbox"/>

	For	Against
<b>4. Approval of Increased Placement Capacity</b> Approving, for the purposes of ASX Listing Rule 7.1A and for all other purposes, an increase in the capacity of the Company to issue equity securities up to 10% of the issued and outstanding capital of the Company (at the time of the issue) calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2, as more particularly described in the accompanying Management Information Circular.	<input type="checkbox"/>	<input type="checkbox"/>
<b>5. Approval of Directors' Fees</b> Approving, for the purposes of ASX Listing Rule 10.17 and all other purposes, an increase in the total amount of directors' fees to be paid to nonexecutive directors for their services as non-executive directors of the Company, from AUD\$150,000 to a maximum aggregate amount of AUD\$350,000 per annum, being an increase of the maximum aggregate of AUD\$200,000 per annum, as more particularly described in the accompanying Management Information Circular.	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. Amendment of Stock Option Plan</b> Amending the Company's Stock Option Plan to change the common shares in respect of which options may be granted thereunder from 11,532,324 common shares to 14,745,548 common shares of the Company, as more particularly described in the accompanying Management Information Circular.	<input type="checkbox"/>	<input type="checkbox"/>

## SIGN Signature of Securityholder(s) *This section must be completed.*

Individual or Securityholder 1

Sole Director and Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/Company Secretary

Contact Name

Contact Daytime Telephone

Date

/ /

SVA

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