



PROGRESS UPDATE ON PIVOT STRATEGY

International Discussions with Major Manufacturers

Simavita Launches Flagship AlertPLUS™ Technology

For Immediate Release:

November 9, 2017

HIGHLIGHTS:

1. Simavita engaged in licensing discussions of its industry disruptive, platform technology, AlertPLUS™ with major manufacturers in North America and Europe.
2. Encouraging progress in the distribution and sale of the Company's new AssessPLUS™ electronic incontinence assessment product.
3. Simavita launches AlertPLUS™ platform technology at prestigious Hygienix 2017 Conference.

Sydney, Australia – Simavita Limited (ASX: SVA) today delivered an update to the market on the progress of its PIVOT strategy to rapidly build a valuable and profitable business.

In the past 17 months, the Company has completed a number of major milestones:

1. The material reduction in the monthly cost of operations of the Company. Simavita continues to tightly manage its finances and maintains strong controls over both cash and capital management.
2. Completed a "ground up" rebuild of its primary product offerings. The Company's products now deliver solutions that are inexpensive, easy to use and address real world needs for international and major markets for adult incontinence as well as infant use.
3. Restructured the Company's direct sales and marketing activities to focus on developing highly synergistic partnerships in major markets.

Chairman of Simavita, Mr Michael Spooner said "We have achieved an enormous amount in a short period of time. Simavita is now exceptionally well positioned to deliver low cost and highly innovative product platforms to rapidly growing markets which are currently valued at over USD\$21b annually."

International Licensing - AlertPLUS™

Simavita is actively pursuing detailed discussions with a number of major manufacturers in North America and Europe. These discussions are focused upon licensing the Company's industry disruptive, platform technology, AlertPLUS™ for mass market, diaper products.

The market opportunity for AlertPLUS™ incorporates:

- All adult, including aged and disabled users, together with all infant markets; across
- Europe, Asia Pacific and North American geographies

Update on AssessPLUS™ Incontinence Assessment

AssessPLUS™ is Simavita's latest electronic incontinence assessment product.

As previously announced, the Company has partnered this product with OneMed in the Nordic countries of Europe and The Netherlands. Interest and sales in these countries is taking significant shape with new sales and new opportunities. Simavita, in partnership with OneMed, is winning business in direct competition with all other competitors in the field.

In line with the Company's strategy, Simavita are currently in detailed discussion with a number of parties to distribute AssessPLUS™ for remaining countries within Europe.

In the United States, the Company recently completed a clinical trial program with one of the industry's largest organizations. The trial produced excellent clinical and financial results which are currently being presented to senior management.

In Australia, the Company has encountered significant headwind with aged care operators who are under increasing cost pressure. Our strategy is to focus on government policy and funding initiatives and we are pursuing this strategy aggressively.

Simavita Presents AlertPLUS™ at Hygienix 2017

Mr Peter Curran, Chief Technology Officer for Simavita, presented AlertPLUS™ at Hygienix 2017 in Austin, Texas. Hygienix is a leading international conference focused on outstanding developments in the field of incontinence. In attendance were senior representatives from the leading global manufacturers in the field.

The conference represented an ideal opportunity to launch AlertPLUS™ to industry leaders. A copy of the presentation materials are set out in the attachment.

For further information, see our website (www.simavita.com) or contact Peta Jurd, Chief Commercial Officer, on +61 2 8405 6361.

About Simavita

Simavita is focused upon the rapid delivery of smart, wearable and disposable sensors for the health care industry.

With the support of our shareholders, customers and employees, Simavita is focused upon the business at hand; creating a commercially successful and growing corporation.

To date we have developed and are actively selling automated sensors and systems for the assessment and management of incontinence. Incontinence and the management of incontinence is a major and rapidly growing challenge. The annual cost to the global economy is in the billions of dollars and rising. It is an enormous cost that includes both incontinence materials as well as the significant time spent by carers in helping people suffering from incontinence. Most significantly, it impacts a growing community of seniors as well as people of any age who may be affected by disability and illness.

Simavita operates directly in Australia, Europe and North America where we see significant and growing demand for product that delivers real cost benefit to the health care industry and particularly for people in need.

Forward-Looking Information

This document may contain "forward-looking information" within the meaning of Canadian securities laws ("forwardlooking information"). This forward-looking information is given as of the date of this document. Forward-looking information relates to future events or future performance and reflects Simavita management's expectations or beliefs regarding future events. Assumptions upon which such forward-looking information is based include that Simavita will be able to successfully execute on its business plans, including licensing agreements, signing new customers, growth plans, cost reductions and entry into new markets. Many of these assumptions are based on factors and events that are not within the control of Simavita and there is no assurance they will prove to be correct.



EVERYDAY MONITORING OF INCONTINENCE PRODUCTS: A NEW, DISRUPTIVE TECHNOLOGY

HYGIENIX 2017



brief background... me

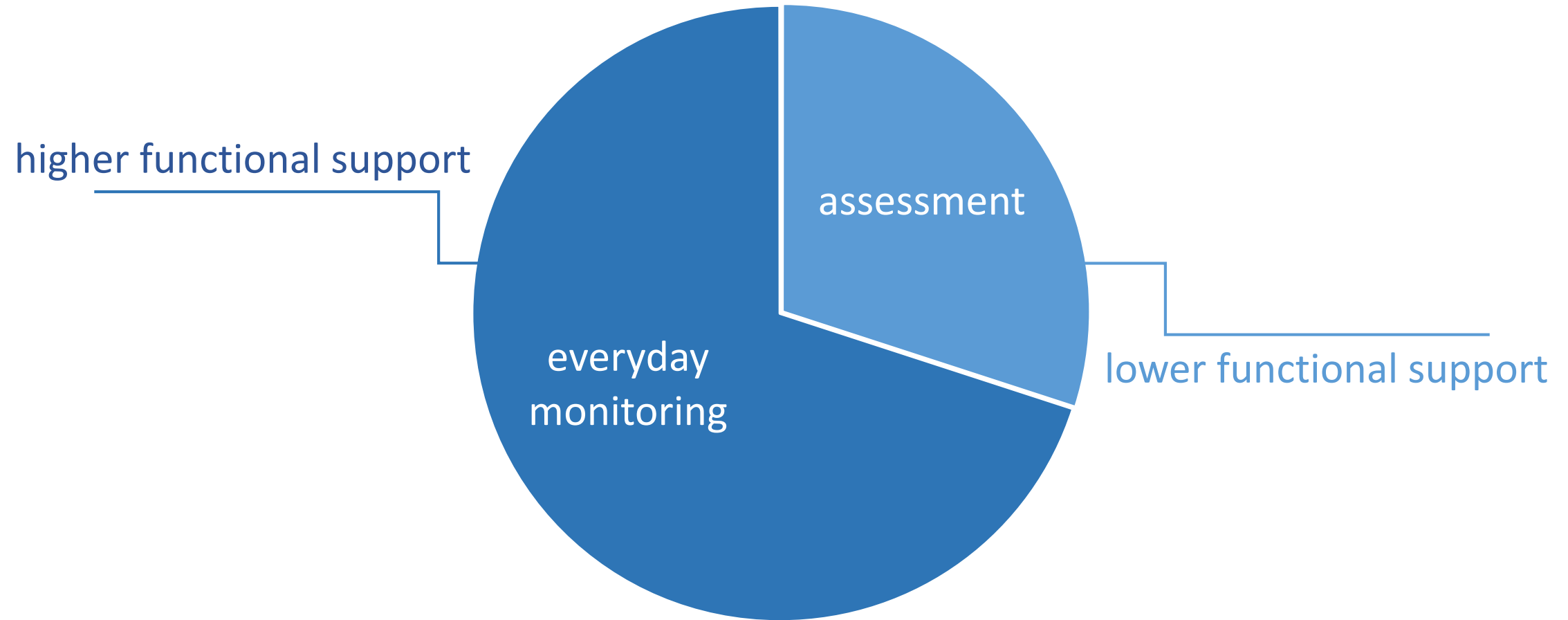
- Peter Curran
- Chief Technology Officer
 - Applied Research
 - Product Development
 - Intellectual Property
 - Operations
- 8 ½ years with Simavita
- Electrical Engineer, MBA

pcurran@simavita.com

brief background... Simavita

- Evidence-based care
- Functional support for the elderly, the disabled, and for infants
- Cost effective solutions
- Sensors and algorithms
- Medical devices
 - Smart Incontinence Management
 - SIM™ assessment -> released
 - Everyday monitoring -> in development
- Presence in
 - North America
 - Europe
 - Australia

sensor based continence management



SIM™ assessment

- Typically 72 hours
- Replaces 1 – 3 hourly manual checks with auto sampling every few seconds
- Portable instrumented solution; does not rely on cloud etc.
- Accurate electronic voiding diary
 - algorithms... event detection, volume estimation
- Apps support goal oriented, interactive care planning. Auto plan generation:
 - Optimised/productive toileting
 - When to change product
 - How much volume must be managed

everyday monitoring – why the need?

- already being done... **manually**
- Changing products too late. **Leakage** can result in additional labor to bath and change someone, additional washing of clothes, bedlinen, furniture coverings
- Prolonged exposure in a product no longer fully retaining liquid within the core increases the risks of **skin breakdown** and **infection**
- Excessive urine in product/leakage produces unpleasant urine **odor** that permeates the surrounding area; associated with ineffective continence management

everyday monitoring – why the need?

- Changing product too early increases **waste** and costs
- Caregivers checking randomly / frequently, trying to determine in advance when to change, creates process **inefficiencies**
- **Risk of falls** increases when patients attempt to toilet or change themselves when products are saturated and uncomfortable
- An effective replacement for conventional wetness indicators that still require **manual handling and checking** of patients



the value of everyday monitoring

Improve product utilization, process efficiencies, environmental impact, and achieve better clinical outcomes by knowing the optimum time to change products.

Reduce costs

Lower

- cleanup costs
- product wastage
- clinical costs

Improve efficiencies

Reduce time wasted

- checking pad saturation
- cleaning up leakage

Improve clinical outcomes

Reduce

- skin problems
- UTI risks
- Falls risks

Healthier environment

Reduce

- unpleasant urine odor
- laundry, less energy waste

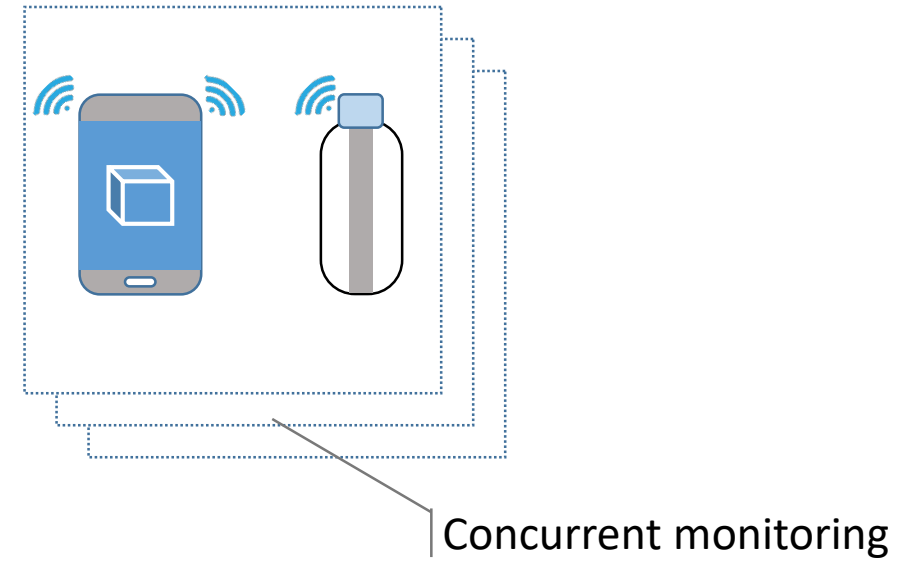
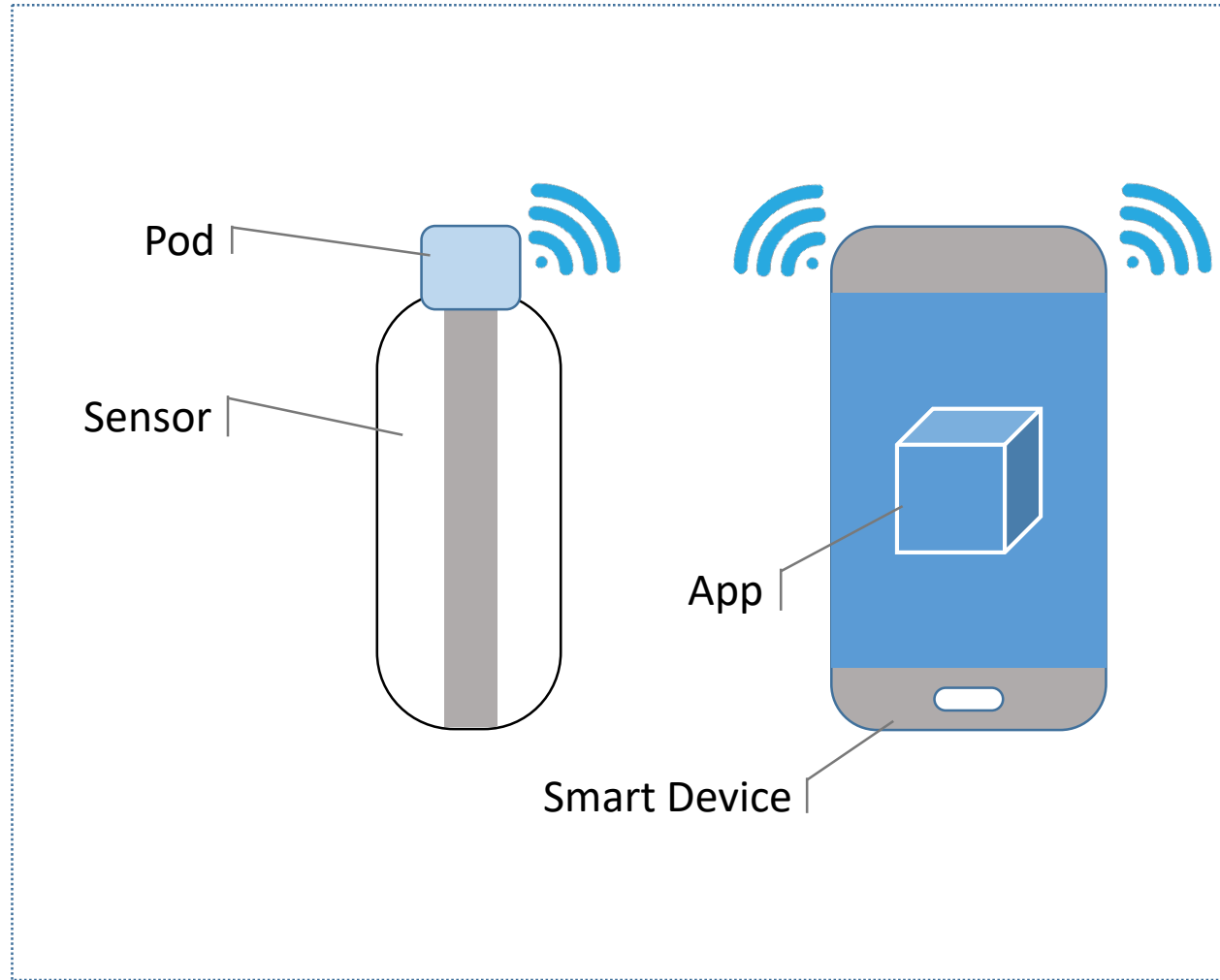
alertPLUS™ - SOLUTION DESIGN



DESIGN OBJECTIVES

- ✓ Everyday use – all markets adult/aged/disabled and infant
- ✓ Hyper low cost of manufacture
- ✓ Secure IP in international markets
- ✓ No impact on manufacturing
- ✓ Leverage existing smart devices through “APPS”
- ✓ Reliable and simple to use
- ✓ Real time actionable care
- ✓ Flexible
- ✓ Safe

Architecture overview



function

- Sensor
 - Measure cumulative wetness
- Pod/Data-Logger
 - Read, store and wirelessly transmit Sensor data
- Smart Device e.g. phone/tablet
 - Enable wireless communication with Pods
 - Store and process Sensor data collected from Pods
 - Provide visual interface, vibration and sound for alerting and informing users
- app
 - Alert care staff to change product via visual cues, vibration and sound
 - Suggest optimized care work flow and other analytics

alert solution... sensor

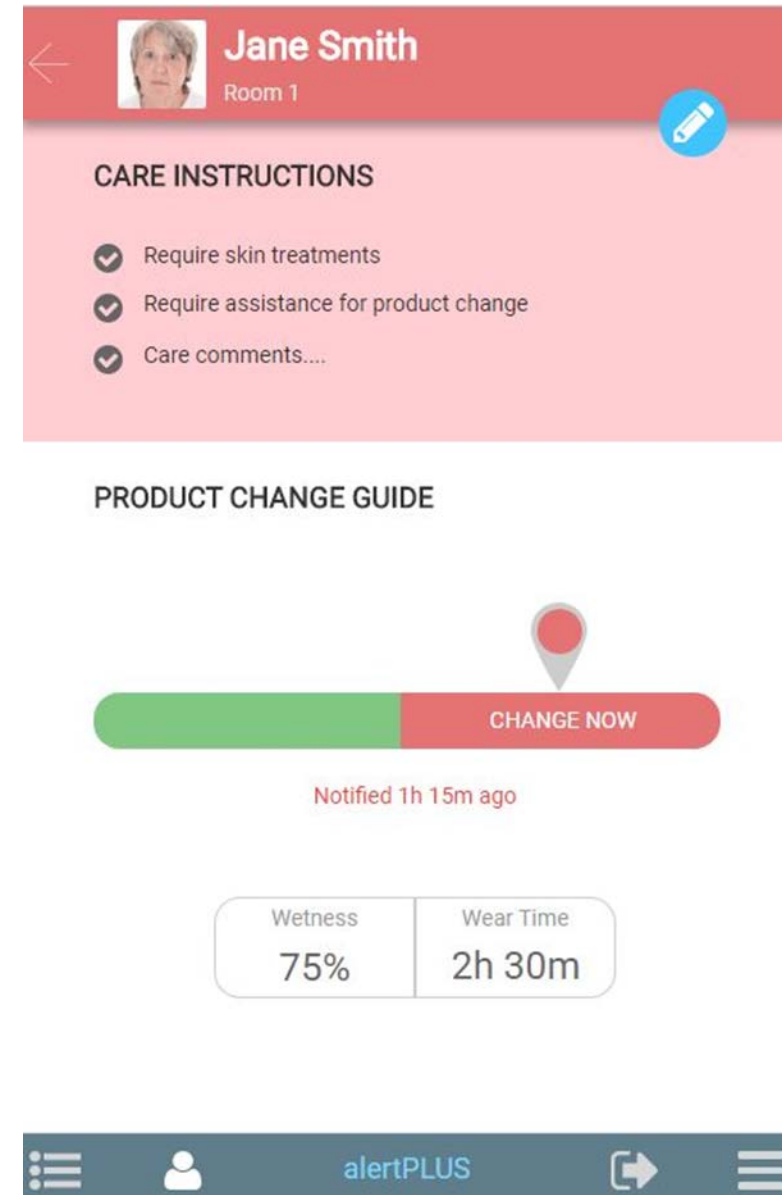
- A sensor printed on an existing material layer
... circa 1¢ in added cost
- Continuous, symmetrical sensor pattern, no dedicated termination points
 - ✓ R2R sensor material
 - ✓ No alignment, automatically centred on product
 - ✓ No additional tooling

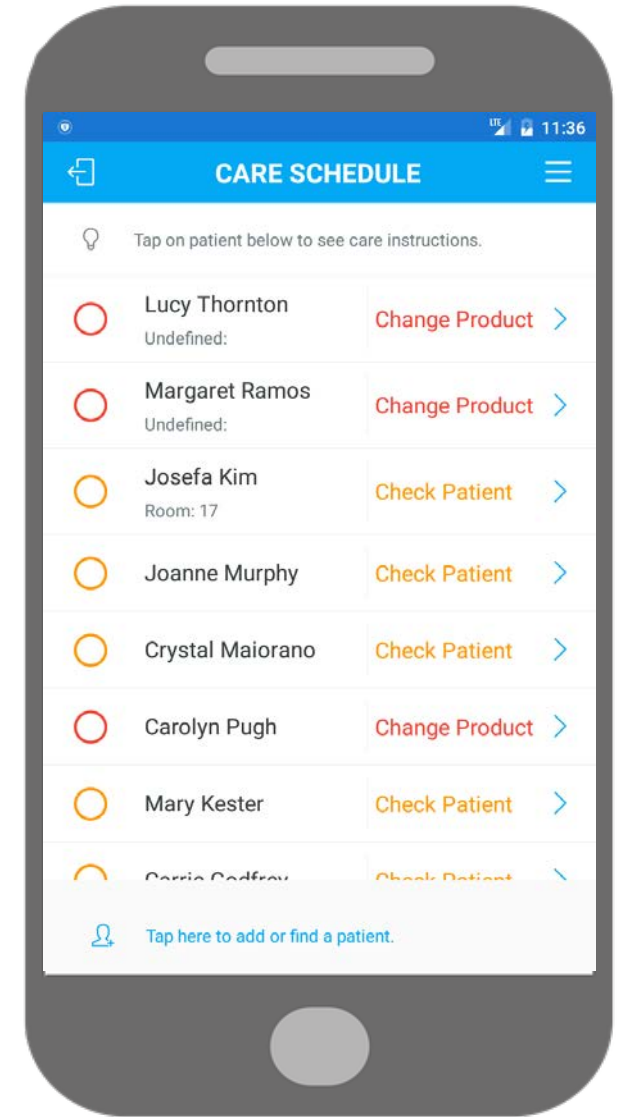
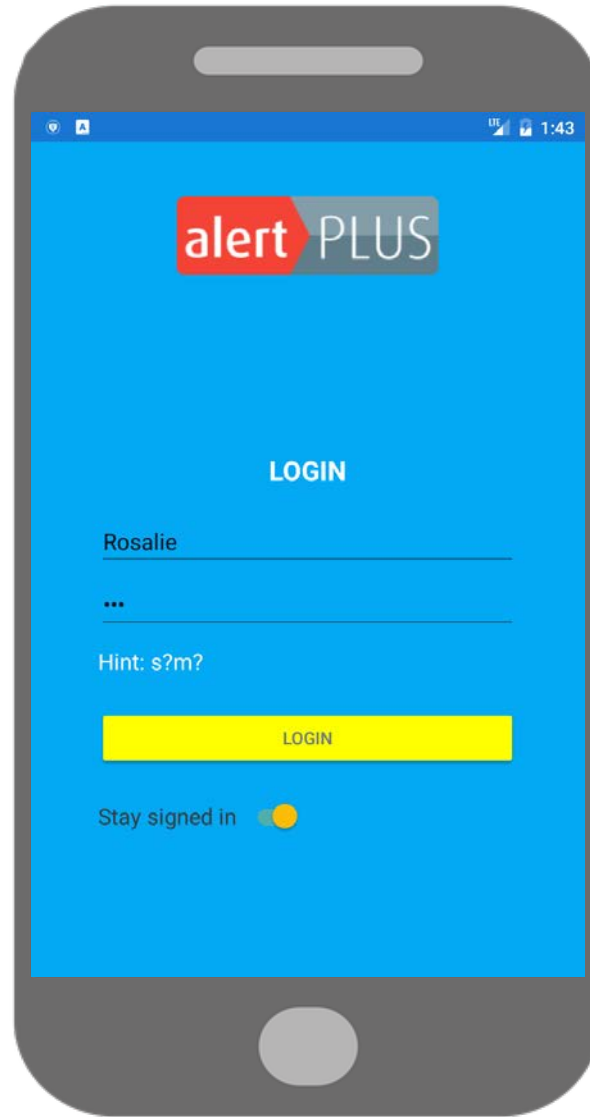
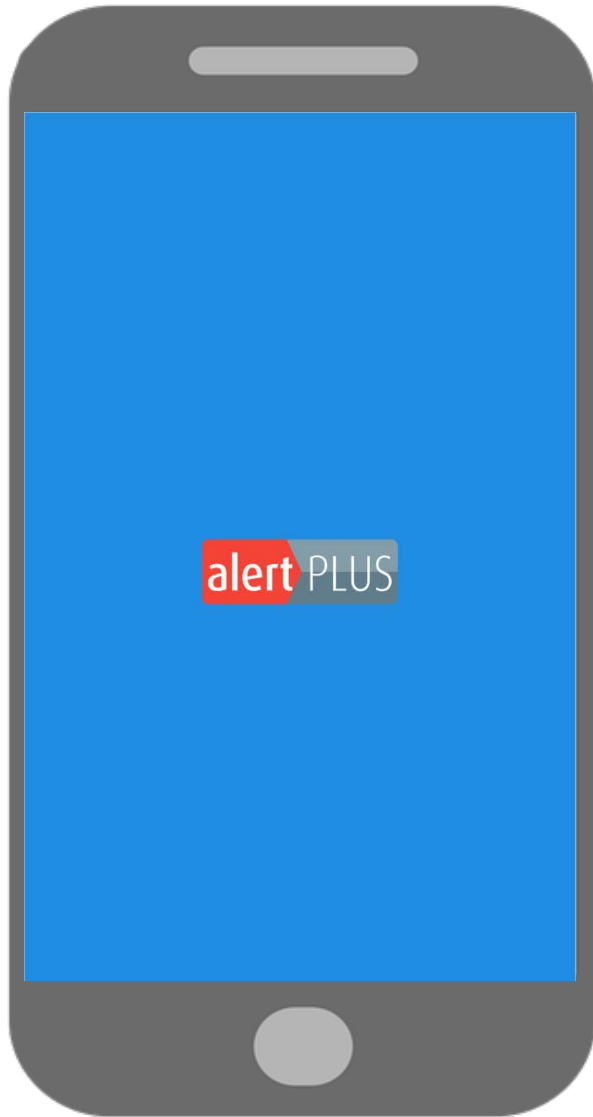
alert solution... pod / data logger

- Small, low cost, reusable pod
...circa 1¢ per use
- Bluetooth 5... 4x range, 2x speed,
(other protocols possible)
- Continuous operation for > 6 months
- Meets medical device regs

alert solution... App

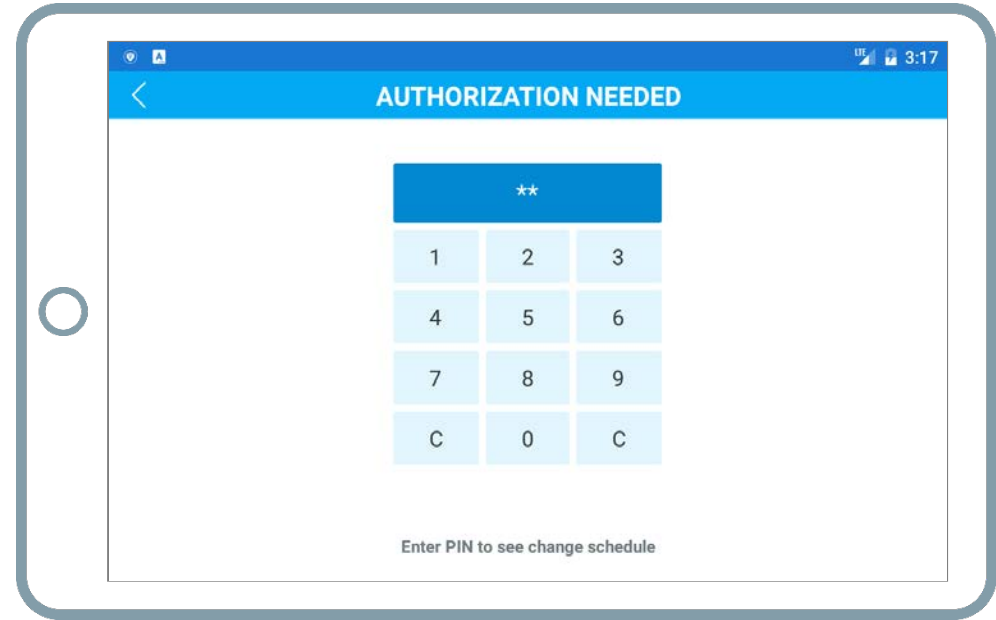
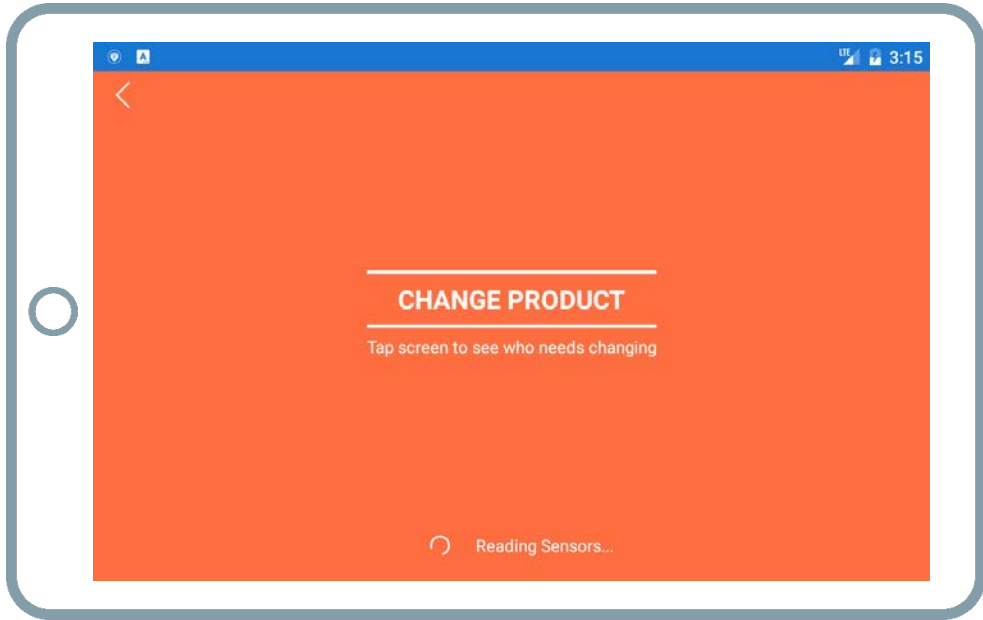
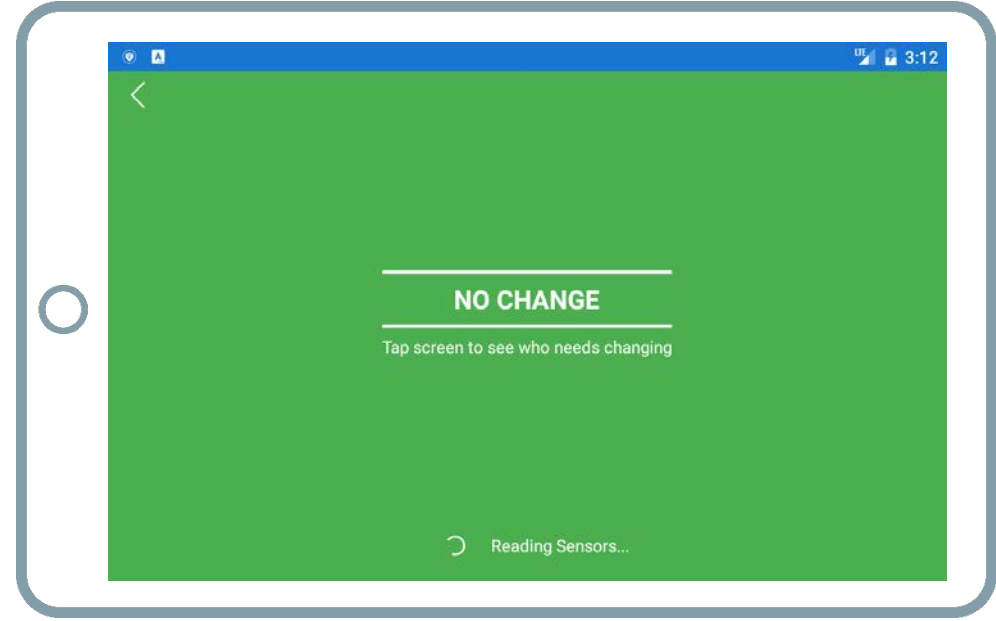
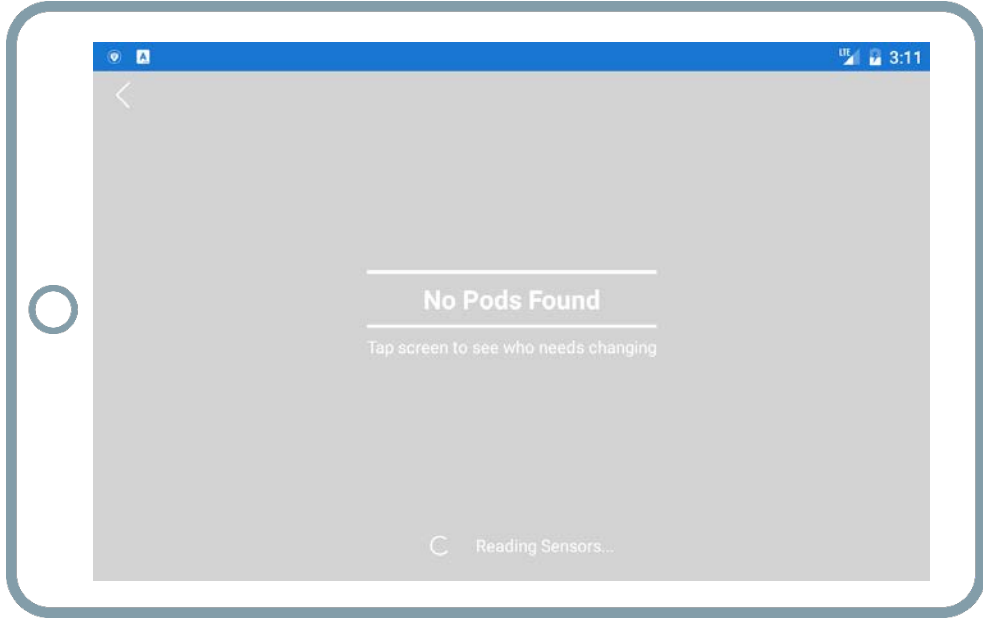
- Platform for continuous innovation
- Multi-resident/patient support
- Objective setting
 - ✓ threshold alert x% before leakage
 - ✓ Conservative alert for patients with higher risk to skin integrity
 - ✓ Alert me y minutes before leakage







Room Monitor Mode



alert solution... App

- Analytics based on historical data
 - Volume associated with each change
 - Frequency and time of changes
 - ✓ Auto suggestions based on maximum number of changes
 - ✓ Auto suggestions based on exclusion times e.g. overnight
 - ✓ Abnormal activity alerts e.g. low daily output vs normal

alertPLUS™ - PERFORMANCE TESTING

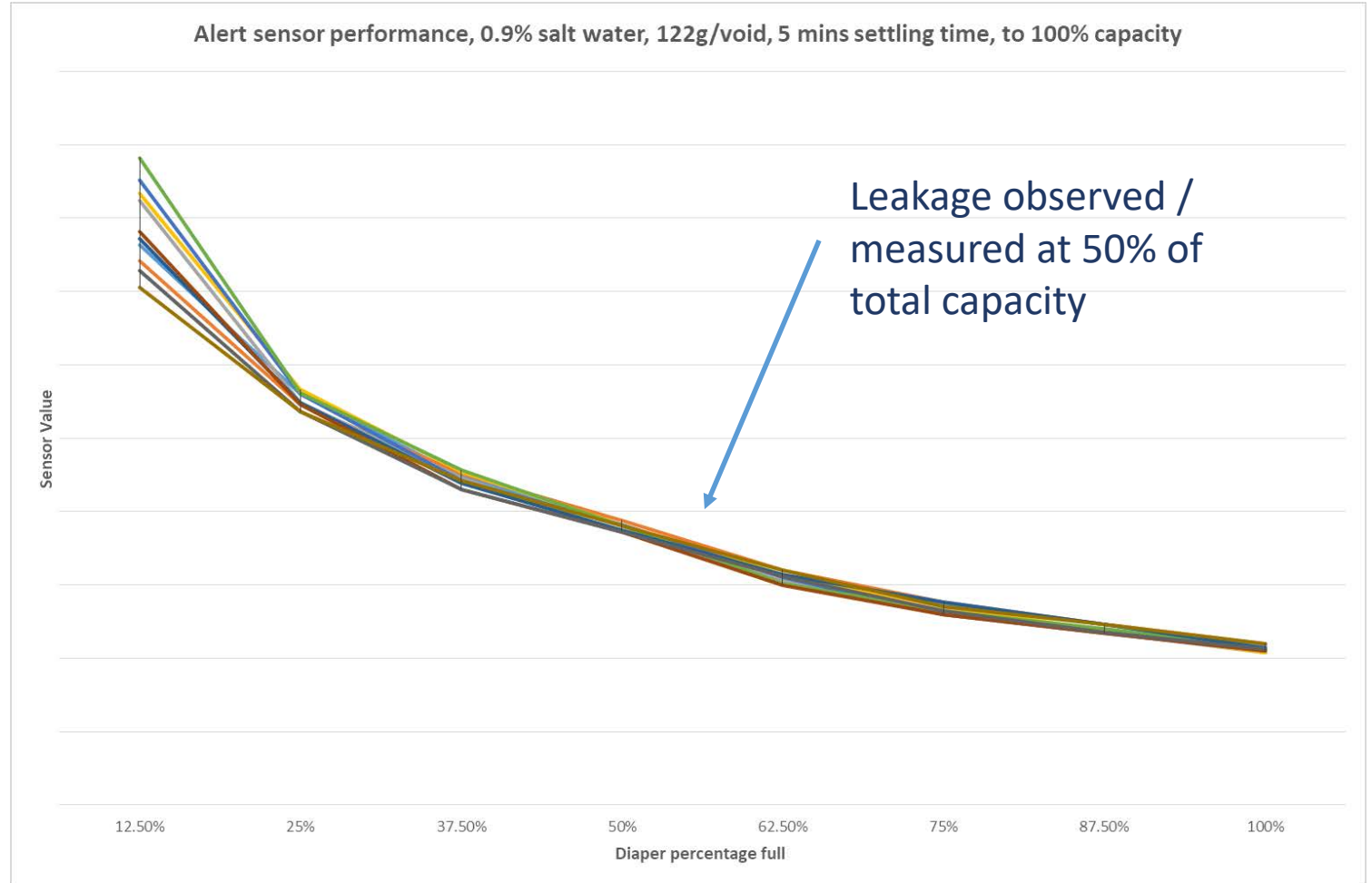


testing

- **Sensor response to 100% saturation**
- **Measurement precision**
- **Effect of time between voids**
- **Effect of salt concentration**
- **Statistical control**
- **Effect of temperature**

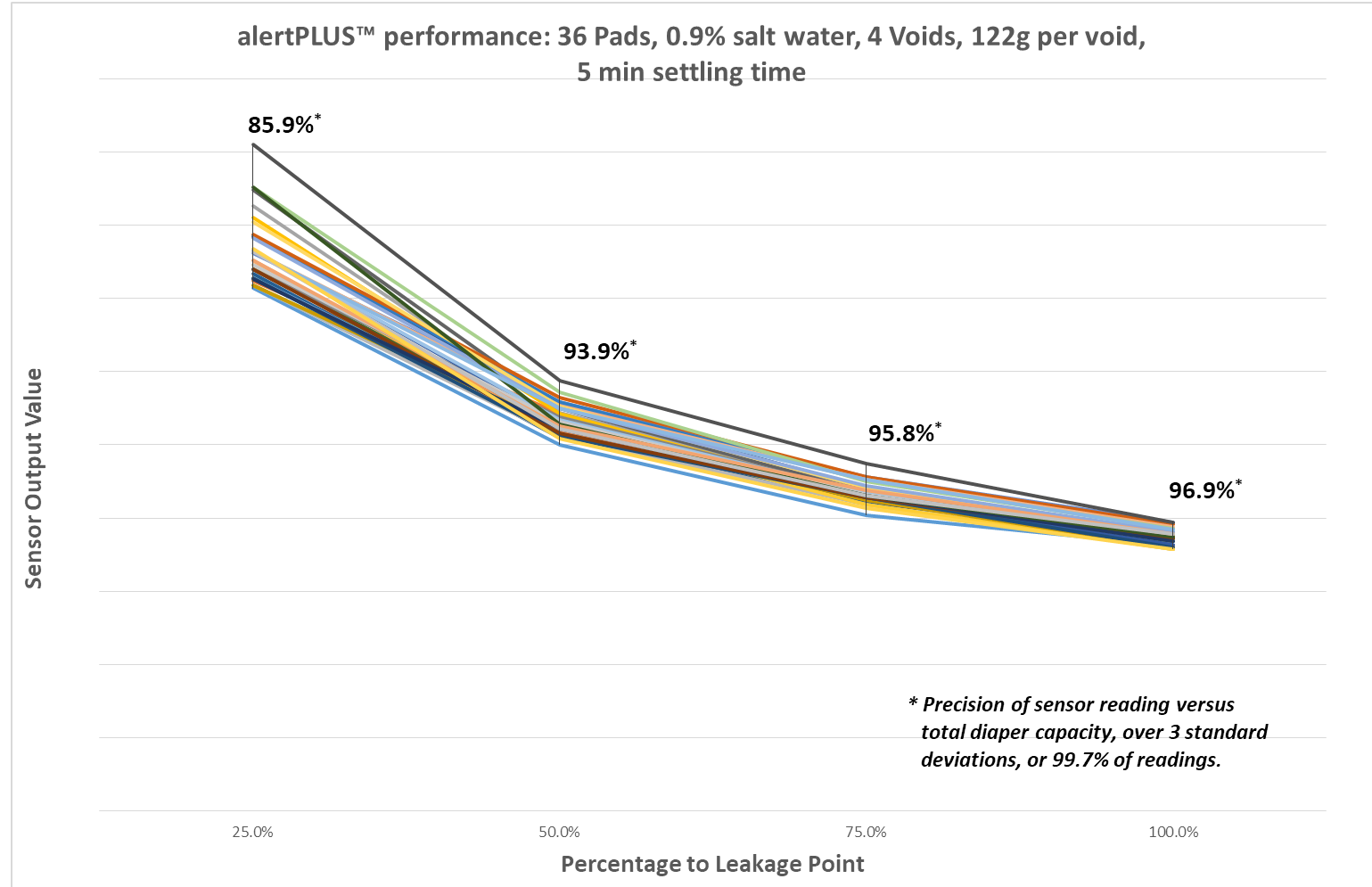
sensor response to 100% saturation

- 10 diapers, 8 voids of 122g each to maximum saturation
- Leakage observed at 50% of total capacity. Measured with weight test.
- **Sensor exhibits response all the way to maximum available capacity (well past point of leakage)**



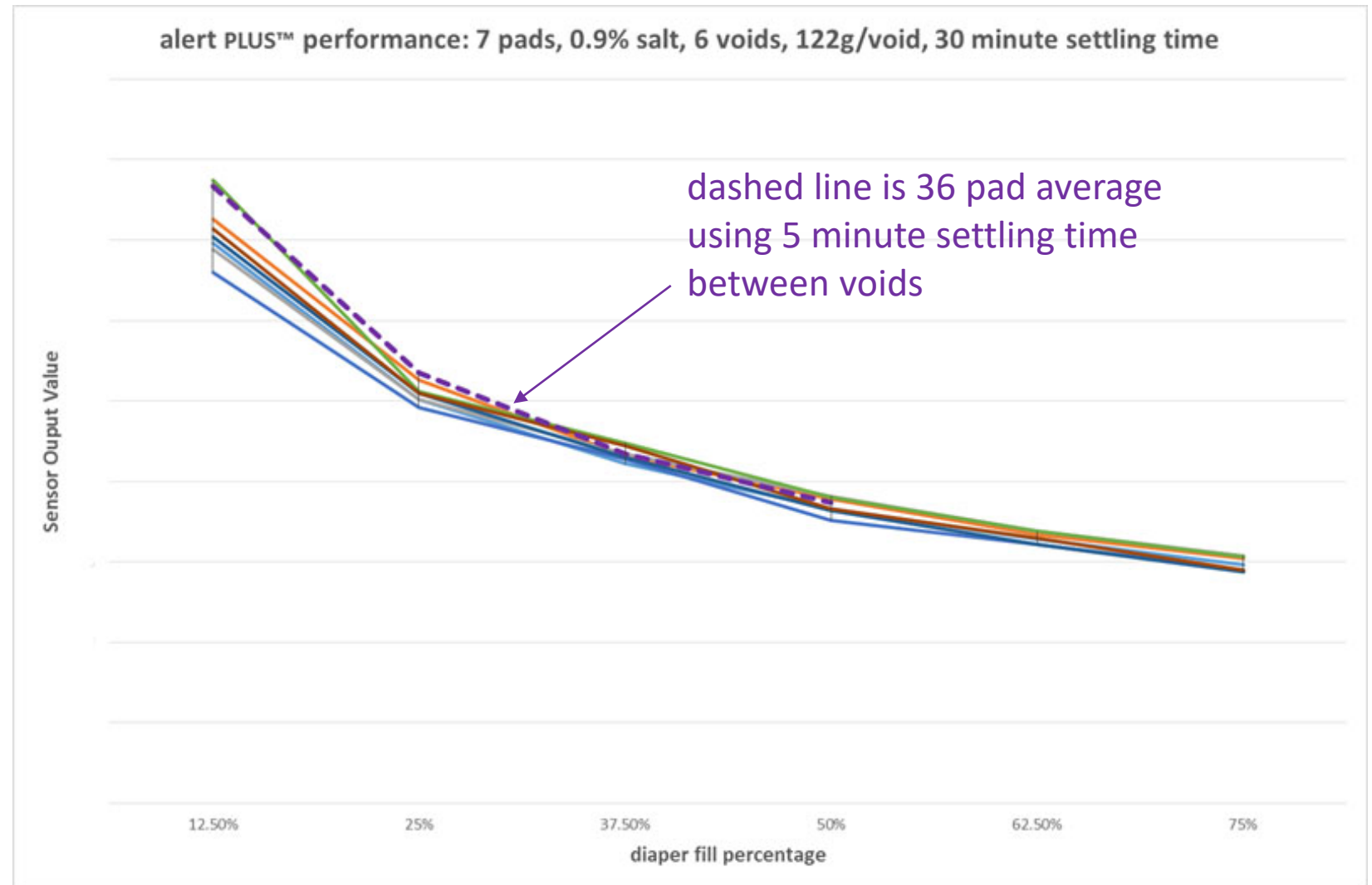
measurement precision

- 36 diapers, 4 voids, each void 122g of 0.9% salt water
- Total added volume of ~488g reaches leakage point for this diaper
- First void, 12.5% full, is not normally distributed
- Remaining voids normally distributed
- Increasing precision as the diaper fills (to leakage point)



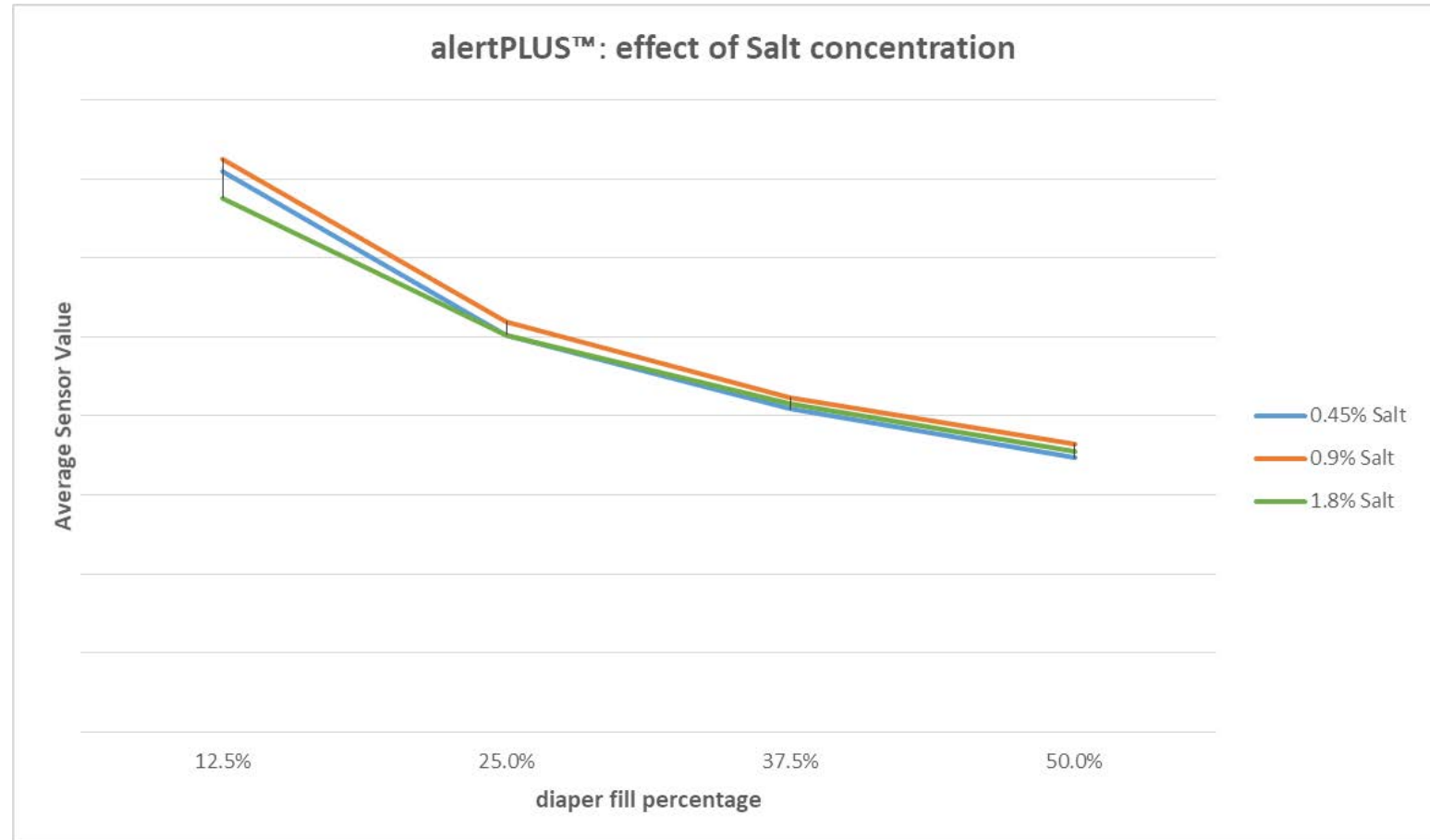
effect of time between voids

- 7 diapers, 6 voids, each void 122g of 0.9% salt water
- 30 minute settling time between each void
- 30 minutes versus 5 minutes time between voids
- **No significant difference in response to time between voids, improves with increasing wetness**



effect of salt concentration

- 30 diapers, 10 of each of:
 - 0.45% salt
 - 0.90% salt
 - 1.80% salt
- **Conclusion: alert PLUS™ is not significantly affected by differences in salt composition**



statistical control

- The previous 36 diapers, 4 voids, each void 122g of 0.9% salt water
- Total added volume of ~488g reaches leakage point for this diaper
- The final 3 voids, through to leakage point, have reducing standard deviations
- the sensor data is confirmed to be statistically significant

Statistical data	percentage fill to leakage point			
	25%	50%	75%	100%
Min	357	250	202	179
Max	455	294	237	197
Range	98	44	35	18
Average	383.2	267.5	217.3	186.9
Standard deviation	22.8	9.9	6.8	5.1
		Pass T-distribution test for statistical significance		

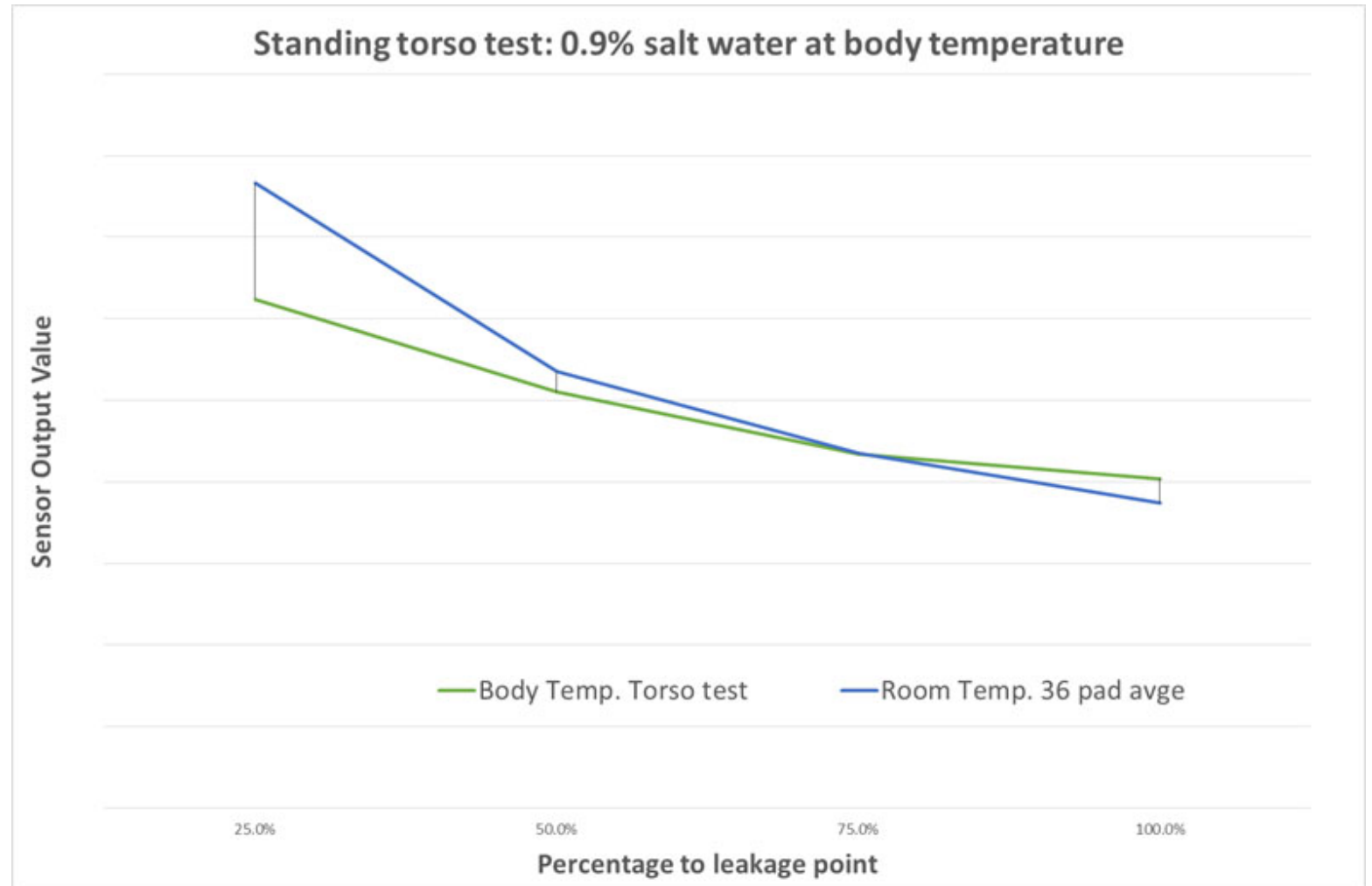
effect of temperature – test setup

- Diaper with sensor attached to torso
- 0.9% salt water circulated to male or female outputs at body temperature
- Ability to set force and duration of simulated voids



effect of temperature

- We expect temperature (T) to change swelling rate of super absorbant materials and fluid dynamics
- Body T and Room T responses are quite close with no calibration for > 50% fill to leakage
- **The sensor algorithms require calibration, preferably using human body test protocols; even without calibration the difference is not large**



alertPLUS™ summary of sensor performance

Test purpose	Conclusions
Sensor response to 100% saturation	Responsive out to 100% saturation
Measurement precision	Improves with increasing wetness
Effect of time between voids	No significant difference in sensor response to different time between voids; improves with increasing wetness
Effect of salt concentration	alert PLUS™ not significantly affected
Statistical control	Sensor data is statistically significant. Standard deviation reduced with increasing wetness
Temperature effect	There is a small, expected difference; can be corrected for in algorithm tuning

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Questions?