

ASX ANNOUNCEMENT

SIMAVITA SIGNS FIRST MAJOR MARKETING AGREEMENT FOR TARGETED SALES IN NORTH AMERICA AND EUROPE

AlertPLUS™ Simavita's Industry Disruptive Platform Technology for USD64Bn Global Infant and Adult Diaper Industry

For Immediate Release:

27 August 2018

Sydney, Australia – Simavita Limited (**Simavita** or the **Company**) (ASX: SVA) today announced that it had entered into its first major marketing agreement to target the sale of adult and infant products incorporating Simavita's AlertPLUS™ platform technology. The Agreement will initially be limited to major customers in mass markets in North America and Europe.

Key commercial terms of the agreement are as follows:

- Targeted roll-out, aimed at up to 4 major customers in North America and Europe.
- Targeted customers will have in aggregate anticipated annual product purchases of circa €200m (AUD310m)
- The agreement is for the marketing and sale of infant and adult products incorporating Simavita's AlertPLUS™ platform technology
- Simavita will be entitled to a share of profits generated from sales. Such profits are anticipated to vary according to the size and nature of sale agreements ultimately entered into with end user customers

Simavita Chairman, Mr Michael Spooner said: "With the support of our shareholders, we've worked hard over the past 2 years to implement our PIVOT strategy. We have completely rebuilt and repositioned the Company and our product portfolio. Importantly, this marketing agreement for targeted sales into North America and Europe, is an outstanding validation of our PIVOT strategy and an excellent commercial start to the tremendous opportunity that we believe has now been established.

Simavita's opportunity from here is to materially build our revenue pipeline by licensing the AlertPLUS™ platform technology, whilst maintaining a low cost structure."

Background:

In 2018 it is estimated that the global diaper market will reach USD64bn in annual sales and will directly affect over 100 million people daily. The diaper industry is highly commoditised and has seen only marginal change in product functionality during the past 25 years.

Diaper sales are dominated by retail organisations and increasingly, by online sales. Globally, consumers are demanding greater functionality and price performance. This significant change in consumer demand has seen the emergence of white label manufacturing (store branding) and increased volume sales. There are currently few major performance or other differences between diaper products, leading to a highly competitive industry seeking new technology.

Simavita has developed smart, wearable and disposable sensors. Our lead product, AlertPLUS™ is backed by granted international patents.

Simavita

We believe that AlertPLUS™ is an industry disruptive platform technology. It is anticipated that our technology will position Simavita to rapidly develop, modify and distribute Apps for end users. AlertPLUS™ securely connects mothers and fathers to infants and carers to adults in need of help. “No More Guessing ... No More Messy Diapers”, AlertPLUS™ delivers peace of mind. AlertPLUS™ is designed to:

- Drive significantly better outcomes at lower real cost to end users
- Deliver unique product offerings to each customer each retailer
- Rapidly and continuously deliver new and changed product to meet user demand
- Materially reduce wastage and impact upon the environment.

AlertPLUS™ is built into a diaper at the time of manufacture. Our sensors form part of the materials used in the manufacturing process. They are extremely inexpensive and do not impact in any way, the efficiency of manufacturing. Importantly, our sensors provide a platform for Simavita to develop new applications and to alter existing applications. New and modified Apps could be downloaded via commercially available App Stores.

For further information, please check our website (www.simavita.com) or contact:

Ms Peta Jurd
E: pjurd@simavita.com
T: +61 2 8405 6361

About Simavita

Simavita (ASX: SVA) develops and markets advanced systems associated with smart, wearable and disposable sensors for the global diaper manufacturing industry and also for the aged and disabled care markets. This industry currently generates approximately USD 64bn in annual revenues.

Simavita offers an extremely low cost sensor platform technology for everyday use in all adult and infant diapers. AlertPLUS™ is incorporated into the diaper manufacturing process and connects to your smart device via an App. The platform is ready for partnering with major international diaper manufacturers.

Simavita's technology portfolio also includes AssessPLUS™, an easy to use tablet based product for the assessment of incontinence which delivers a personalised, evidence base incontinence care plan.

With the support of our shareholders, customers and employees, Simavita is absolutely committed to the business at hand; creating a commercially successful and growing corporation. www.simavita.com