



2014 Annual General and Special Meeting presentation

For Immediate Release

December 3, 2014

Sydney, Australia – Simavita Limited (“Simavita” or the “Company”) (ASX: SVA; TSX-V: SV) is pleased to release the attached slide show presentation which will be delivered by its Chief Executive Officer, Ms. Philippa Lewis, at the Company’s 2014 Annual General and Special Meeting to be held at 10.00 am this morning at the offices of Dibbs Barker, Level 8, 123 Pitt Street, Sydney, New South Wales, Australia.

For further information, please visit the Company’s profile on SEDAR (www.sedar.com) or the Company’s website (www.simavita.com) or contact the persons outlined below.

Company	Media and Investor Relations
Philippa Lewis, Chief Executive Officer T: +61 2 8405 6381	Buchan Consulting Annabel Murphy E: amurphy@buchanwe.com.au T: +61 2 9237 2800
Thomas Howitt, Chief Financial Officer T: + 61 418 351 127	

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.

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.



Annual General Meeting

December 3rd 2014

 **SIM[®]**

**DIGITIZING
HEALTHCARE**



FORWARD LOOKING STATEMENT

This presentation and any oral presentation accompanying it has been prepared by Simavita Limited (“**Simavita**” or “**Company**”).

This presentation contains general and background information about Simavita’s activities as at the date of the presentation and should not be considered to be comprehensive or to comprise all of the information that an investor should consider when making an investment decision.

The information contained in this presentation is not investment or financial product advice, is not intended to be used as the basis for making an investment decision, and no specific recommendations are intended. The presentation has been prepared without taking into account the investment objectives, financial situation or particular need of any particular person. Before making an investment decision, investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances.

This presentation should not be considered as an offer or invitation to subscribe for or purchase any securities in the Company or as an inducement to make an offer or invitation with respect to those securities.

Certain statements in this presentation are forward looking statements. These forward looking statements speak only as at the date of this presentation. These statements, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements.

No representation, warranty or assurance (express or implied) is given or made by Simavita that the forward looking statements contained in this presentation are accurate, complete, reliable, or adequate or that they will be achieved or prove to be correct . Except for any statutory liability which cannot be excluded, each of Simavita, its related companies and their respective directors, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission.

THE 2014 TARGET MILESTONES

- Complete IPO of the Company
- Raise sufficient capital to proceed with global roll out activities
- Secure FDA clearance
- Complete and release Gen 4 global application
- Sensor innovation progressed
- Trials completed in the US



THE 2014 TARGET MILESTONES

- Medline to commence sales and marketing activities
- Commencement of sales in Australia and the US
- Reoccurring sales
- First major group roll out Australia
- Showcase site in Denmark agreed and deployed
- Secure peer review publication on SIM[®] outcomes



2014 TARGET MILESTONES ACHIEVED

- ✓ FDA clearance
- ✓ Gen 4 global application released
- ✓ First trial sites established in the US
- ✓ Medline team trained and active
- ✓ Sales pipeline in the US filling
- ✓ First group sign up US
- ✓ First major group roll out Australia
- ✓ First orders US
- ✓ Showcase site in Denmark trial completed successfully



2014 TARGET MILESTONES ACHIEVED

- ✓ Successful IPO, now dual listed on the ASX and TSX-V
- ✓ Raised \$20.3 million capital
- ✓ Enhanced the share register with international investment from US and EU
- ✓ Growing revenue
- ✓ Peer reviewed research published



2015 TARGET MILESTONES

- Growing revenue in US and Australia
- European and Canadian distribution agreements in place
- Value add enhancements and innovations to current application
- Strategic alliances in place for the integration of other applications onto the SIM® platform
- Expand IP portfolio
- Swedish showcase site successfully completed
- Strong board and executive management team in place and able to execute



SHARE CAPITAL

Securities	Stock exchange	Number
Common shares	TSX-V (symbol: SV)	37,231,555
CHESS Depositary Interests	ASX (code: SVA)	36,496,188
Total securities		73,727,743
Options (\$0.41 - \$0.82)	N/A	8,614,164
Warrants (\$0.41 - \$0.43)	N/A	2,309,543

Current available placement capacity (Listing Rule 7.1)

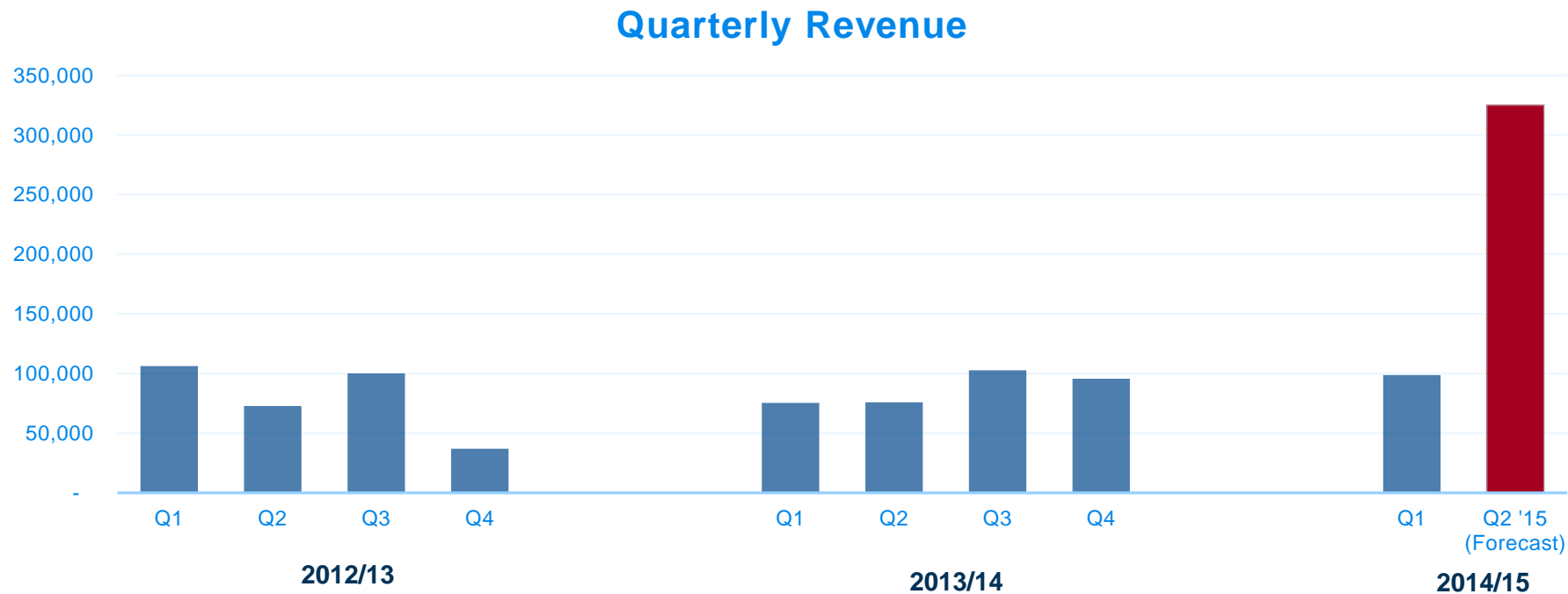
11,059,161

Additional placement capacity (Listing Rule 7.1A)

8,478,690



THE REVENUE GROWTH MILESTONE HAS COMMENCED



**SIM® BIG DATA
REAL TIME
WEARABLE WORLD**



**FIRST
APPLICATION**

**DIGITIZED
INCONTINENCE
PROFILING**



QUALITY DATA IS MISSING FROM AGED CARE

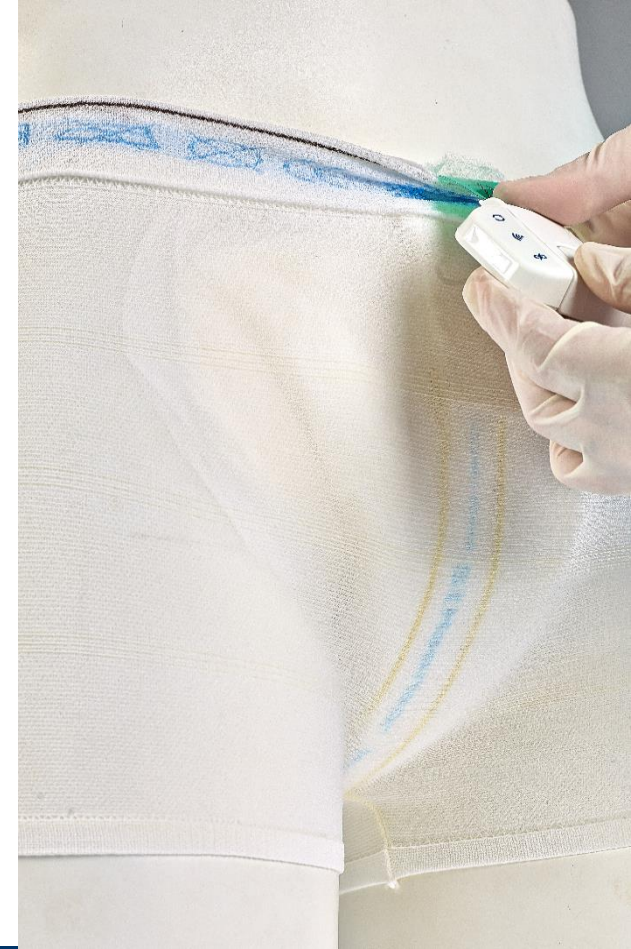
AGED CARE COSTS REVOLVE AROUND INCONTINENCE

- **240 Million** people in the western world are incontinent
- **7.2 Million** long term care beds globally
- **15+ Million** manual incontinence assessments /year globally
- **\$6 Billion** assessment labor costs /year (nursing homes only)
- **\$9 Billion** continence products sold /year - \$30 Billion by 2030
- **5.4 Million** incontinence assessments/year in the US
- **\$20 Billion** US labour cost for urinary incontinence

THE MANUAL ASSESSMENT

GLOBALLY REGULATED, COMPULSORY AND UBIQUITOUS

- 72 hours
- Check and change every 1-2 hours
- Expensive
- Labour intensive
- Inaccurate
- Not evidence based
- Cannot be validated
- Creates a very poor care plan



THE SIM[®] ASSESSMENT

RESIDENTIAL AGED CARE IS THE FIRST MARKET AND FIRST APPLICATION

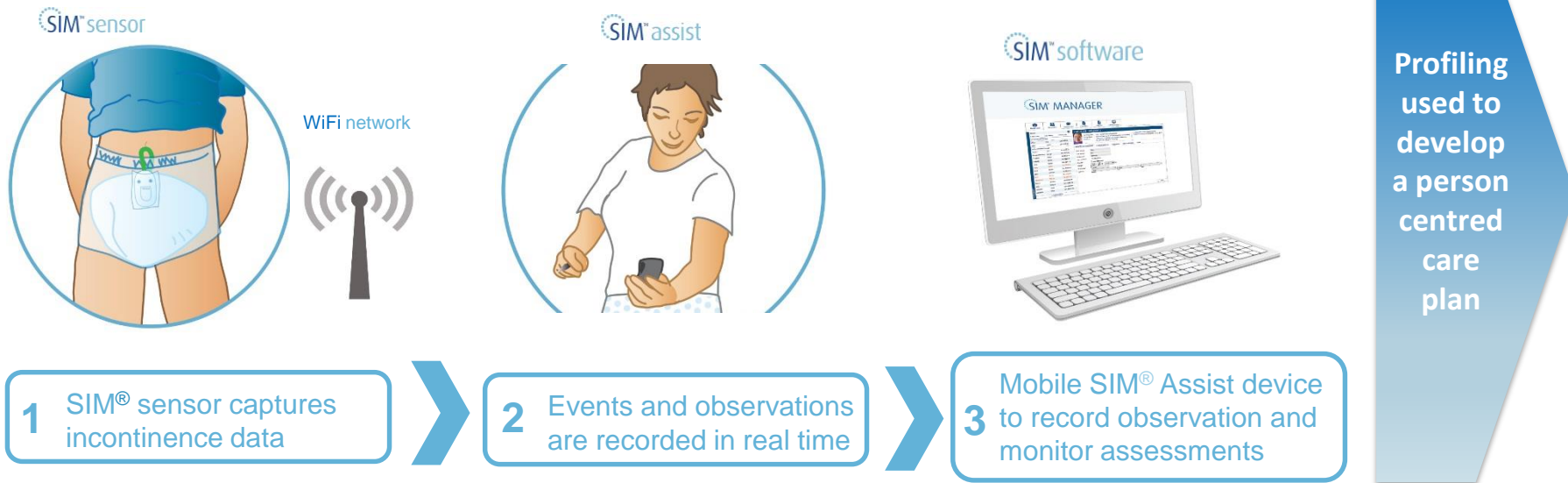
Target Market	Total Residential Aged Care Beds
United States	2,700,000
Australia	180,000
Canada	250,000
Europe	3,300,000
Japan	740,000
Total	7,170,000



SIM[®]

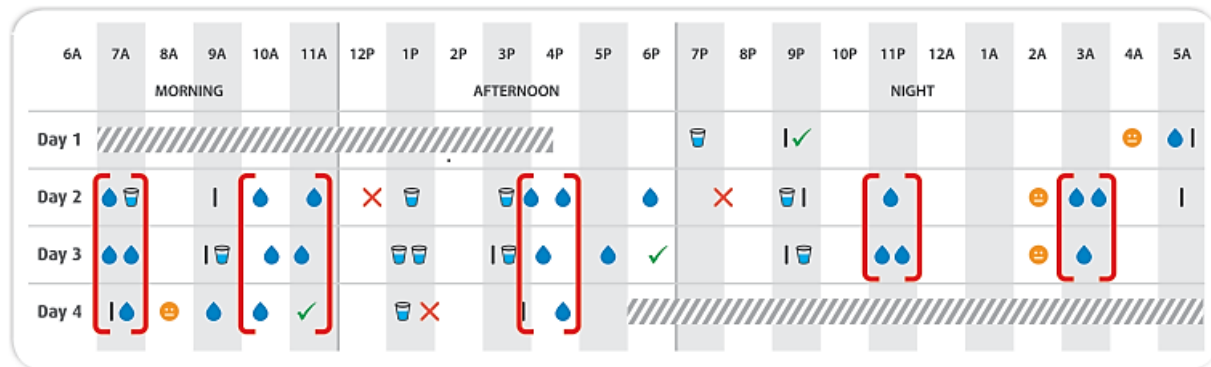
WORLD'S FIRST INTEGRATED
AND INSTRUMENTED
INCONTINENCE ASSESSMENT

SIM[®] Cycle



SIM[®] 72 HOUR BLADDER CHART

SIM[®] PROVIDES “BIG DATA”



☒ Wetness
 ☒ Bowel Open
 ☒ Successful Toileting
 ☒ Unsuccessful Toileting
 ☒ Sensor Removal
 ☒ Behaviour
 ☒ Fluid Intake
☐ Food Intake
☒ Sensor Check
☐ Sleeping
☐ Reposition
☐ Therapeutic Massage
☐ Medication Assistance
☐ Comments



SIM[™] uses WIFI enabled devices to collect accurate continence assessment data



SIM[™] assist app



SIM[™] pod



SIM[™] sensor

SIM[®] SUMMARY OBSERVATIONS

PREDICTIVE AND PRESCRIPTIVE DATA AND ANALYTICS

The Key to Cost and Outcomes:

- When to toilet?
- When to change?
- Which product to prescribe?

	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	00	01	02	03	04	05
	MORNING						AFTERNOON						NIGHT												
Toileting	06:45						12:30					5:30					22:15								
Product Change	06:45											5:30					22:15								
Product Type	06:00 - Continence Supplier - BRAND Z - 12:00						12:00 - Continence Supplier - BRAND A - 22:00						22:00 - Continence Supplier - BRAND Z - 06:00												

SIMAVITA PROVIDES SIGNIFICANT “COST OUT” BENEFITS WITH IMPROVED QUALITY OF CARE

Cost savings in long term care

- Consumables pads and diapers
- Time management - daily toileting average 8-10x reduced up to 50%
- Waste – 23% reduction in volume and cost
- Labor – head count ratio reduction made possible
- Staff retention, less agency staff due to job satisfaction

Revenue enhancement in long term care

- Enhanced reputation – able to demonstrate cutting edge technology for residents
- Occupancy driven by reputation = increased profits
- Government Funding validated and secured
- Risks mitigated – evidence based care

PATIENT BENEFITS

PERSONS CENTERED EVIDENCE BASED

- Less distress and physical intervention during assessment
- Right product selection (diapers)
- Increased socialisation
- Less challenging and aggressive behaviours
- Less toileting
- Improved skin integrity – less ulcers
- Less falls
- Co-related conditions can be identified and treated quickly





THE SIMAVITA BUSINESS



SIMAVITA REVENUE MODEL

SOFTWARE ENABLED DIGITIZED HEALTH

Revenue model for SIM[®] Assessment in Long Term Care

- Initial Software Subscription per site
- Annual Software Subscription for support and upgrades
- Razor - Razor Blade model
- Sale of Hardware SIM[®] pods (the “razor”)
- Recurring Annual Sensor Sales – bulk of the revenue
- A “smart diaper” used for Assessments (the “razor blades”)



SIM™ assist app



SIM™ pod

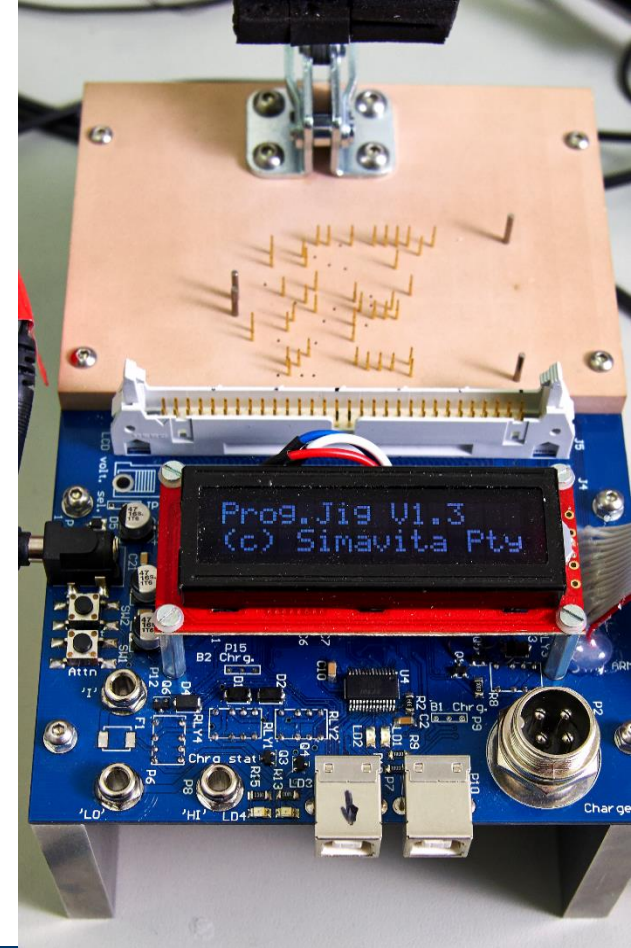


SIM™ sensor

PLATFORM DRIVEN REVENUE STREAMS AGED CARE AND OTHER MARKETS

DIGITIZED HEALTH CARE THE “BIGGER STORY”

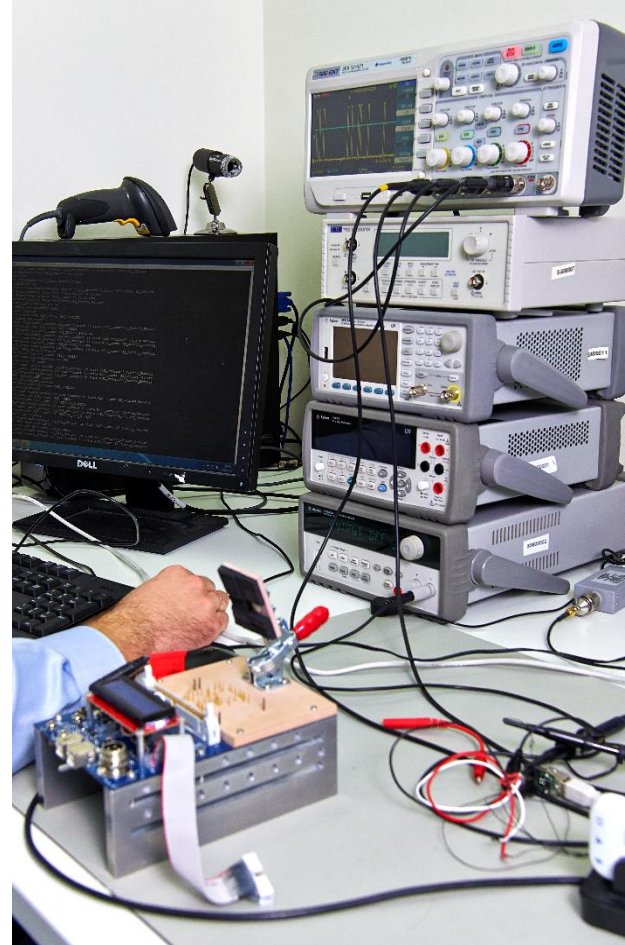
- Remote monitoring
- Integration of multiple technology options
- Multiple markets
- SIM[®] is the platform
- SIM[®] IP is the gateway to further applications
- Big Data repository



PLATFORM DRIVEN REVENUE STREAMS AGED CARE AND OTHER MARKETS

NEW BUSINESS MODELS IN THE DIGITAL HEALTH CARE SPACE USING THE SIM[®] PLATFORM

- Licensing IP
- JVs with strategic partners who have distribution channels
- Royalty streams
- New markets



POTENTIAL TARGET MARKETS

Product	Industry Sector	Global Market Size	R&D Investment	Year of Investment	10% ** Market Share (5 yrs)
Every day Sensor	Aged Care Inco	\$9B +	\$3M	2015/16	\$900M
Community Care Sensor	Home Care Inco	\$20B +	\$1M	2015	\$2B
GPS Application	Home Care / LTC	\$5B*	\$500K	2015	\$500M
Falls Application	Home Care / LTC	\$4B*	\$500K	2015	\$400M
Baby Monitoring	Consumable Ret / Acute Care	\$35B	\$1M	2015/16	\$3.5B
Toddler Training	Consumable Ret	\$7B*	\$1M	2015/16	\$700M
TOTAL		\$80B	\$7M		\$8B

* denotes company estimate

** For illustration purposes only

CONTACTS



Australia

Philippa Lewis
CEO
Simavita Limited

Mobile + 61 415 245 159
Email plewis@simavita.com
Website www.simavita.com

Thomas Howitt
Company Secretary
Simavita Limited

Mobile + 61 418 351 127
Email thowitt@Simavita.com
Website www.simavita.com

Buchan Consulting
Telephone 9237 2800
Website www.buchanwe.com.au



SIM[®]

THANK YOU



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.

Our flagship product is the SIM[®] platform technology, an instrumented Incontinence assessment application that provides evidence based Incontinence management care plans to the residential aged care market.

Simavita is committed to continuously innovating and expanding its core SIM[®] platform technology to improve the level of Incontinence care, create efficiencies, promote effective utilisation of our society's finite resources and enhance the dignity of care for our ageing population.



THE COMPANY

