



## **Simavita CEO Philippa Lewis to present at the ICV Napa Valley Summit on January 16, 2015**

### ***Company to commence US Non-Deal Roadshow in San Francisco to broaden awareness of its Smart Incontinence Management (SIM™) Platform Technology***

**For Immediate Release**

**January 12, 2015**

**Sydney, Australia** – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) announced today that Philippa Lewis, CEO, will present an overview of Simavita at the ICV Napa Valley Summit 2015 taking place in Napa, California, USA on January 15 and 16, 2015. Her presentation accompanies this release.

The ICV Napa Valley Summit brings together CEOs of private and public emerging and mid-size growth companies, family offices, and fund investors to discuss a range of industries and investment opportunities.

During her US visit, Ms. Lewis will also be meeting with members of the US investment community in both San Francisco, during the J.P. Morgan Annual Healthcare Conference, and subsequently in New York, Chicago and Boston.

Simavita invites investors to listen to an audio recording of Ms. Lewis discussing her US presentations and providing an update on the Company’s recent progress via the following link: [www.brrmedia.com/event/133394](http://www.brrmedia.com/event/133394)

For further information or to arrange a meeting with the Company, see our website ([www.simavita.com](http://www.simavita.com)) or contact:

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#### **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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*Except for historical information, this announcement may contain forward-looking statements that reflect the Company's current expectation regarding future events. These forward-looking statements involve risk and uncertainties, which may cause, but are not limited to, the anticipated date of on the ASX, changing market conditions, the establishment of corporate alliances, the impact of competitive products and pricing, new product development, uncertainties related to the regulatory approval process, and other risks detailed from time to time in the Company's ongoing quarterly and annual reporting.*



# ***An Investment in Digital Healthcare***

Presented by:  
Philippa Lewis – CEO

January 2015



## **A DIGITAL HEALTHCARE PLATFORM**



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# SIMAVITA INVESTMENT CASE

## DIGITIZED HEALTHCARE

- Part of the global aging investment “mega trend”
- Platform technology
- First mover
- A “Cost Out” solution – supports strategy
- Sales have commenced in USA and Australia
- IP protected
- Software enabled “razor razor blade” business model



# SIMAVITA INVESTMENT CASE

## DIGITIZED HEALTHCARE CONTINUED

- **Positioned across the main subsectors of Digi Health**
  - Big Data healthcare analytics
  - The Quantified Self sensor and data technologies
  - Wearables – real time healthcare
- **Rich product development roadmap**
  - Elderly at home
  - Additional Apps
  - Everyday monitoring
  - Early Life and Acute Care
- **Future business strategy to be licensing and royalty model**



# SHARE CAPITAL

Securities	Stock exchange	Number
Common shares	TSX-V (symbol: SV)	
CHESS Depositary Interests	ASX (code: SVA)	
<b>Total securities</b>		<b>73,727,743</b>
Options (\$0.41 - \$0.82)	unlisted	8,614,164
Warrants (\$0.41 - \$0.43)	unlisted	2,309,543



Current available placement capacity (Listing Rule 7.1)

11,059,161

Additional placement capacity (Listing Rule 7.1A)

8,478,690



# QUALITY DATA IS MISSING FROM AGED CARE

## AGED CARE REVOLVES AROUND INCONTINENCE

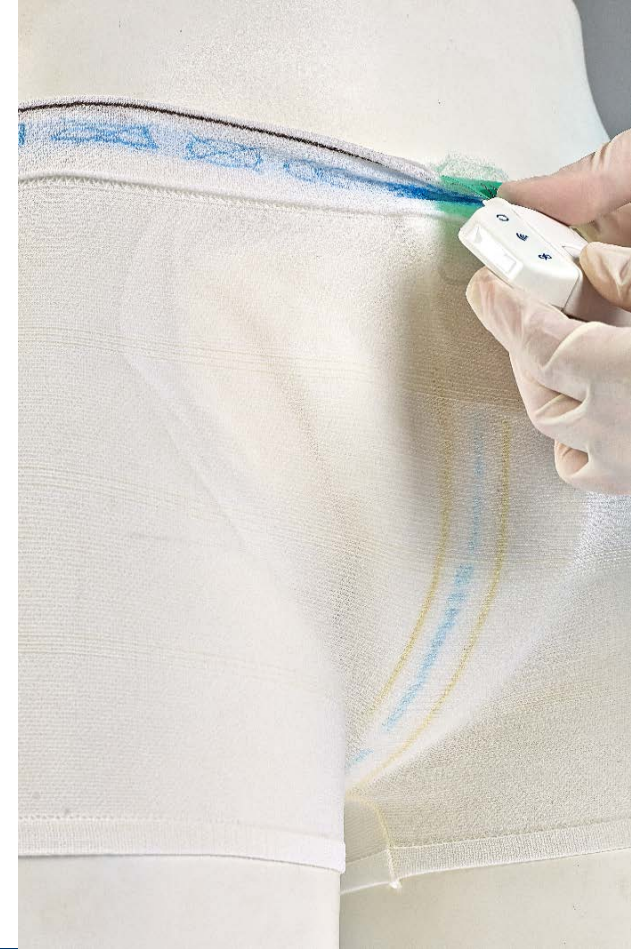
- **240 Million** people in the western world are incontinent
- **7.2 Million** long term care beds globally
- **15+ Million** manual incontinence assessments /year globally
- **\$6 Billion** assessment labor costs /year (nursing homes only)
- **\$9 Billion** continence products sold /year - \$30 Billion by 2030
- **5.4 Million** incontinence assessments /year in the US
- **\$20 Billion** US labor 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 NEW WORLD OF SIM™ DIGITIZED INCONTINENCE PROFILING



**BIG DATA**

**WEARABLES**

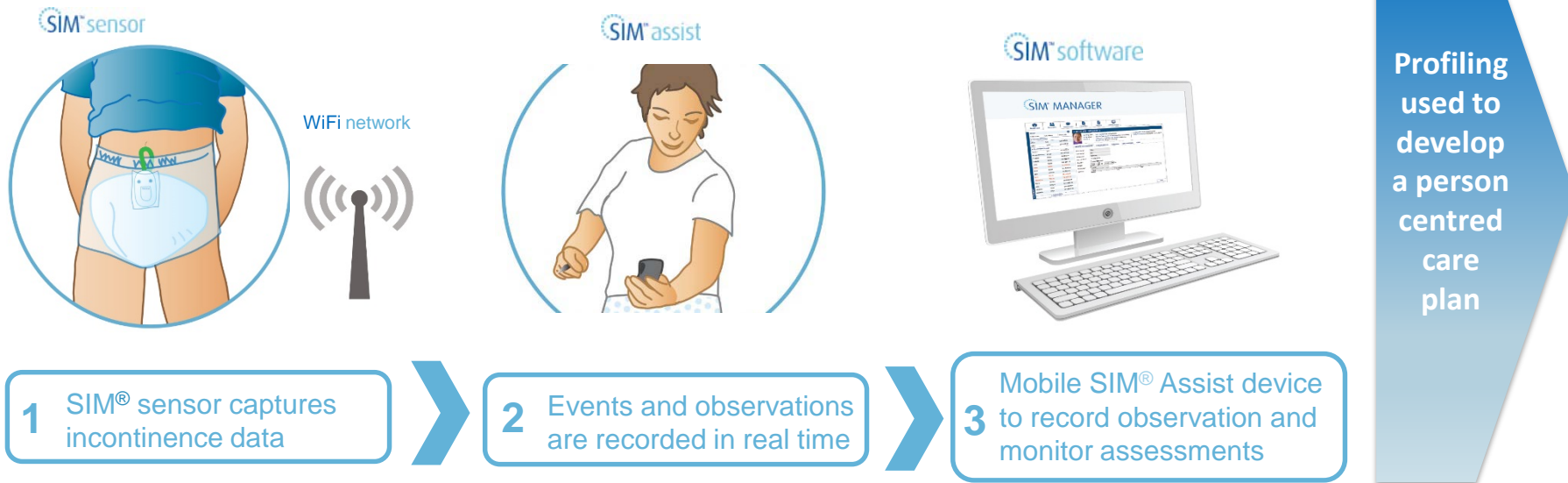
**REAL TIME**



# SIM<sup>®</sup>

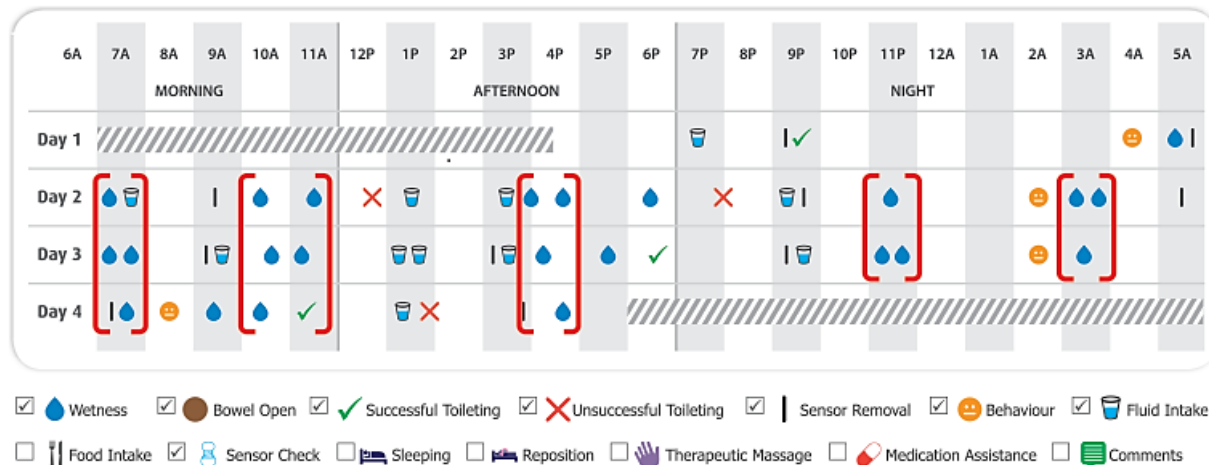
WORLD'S FIRST INTEGRATED  
AND INSTRUMENTED  
INCONTINENCE ASSESSMENT

## SIM<sup>®</sup> Cycle



# SIM™ 72 HOUR BLADDER CHART

SIM™ PROVIDES “BIG DATA”



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



SIM™ assist app



SIM™ pod



SIM™ sensor

# SIM<sup>®</sup> 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													

# SIM™ ASSESSMENT

RESIDENTIAL AGED CARE IS THE FIRST MARKET FOR SIMAVITA

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
<b>Total</b>	<b>7,170,000</b>

# 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 orders US
- ✓ First major group roll out Australia
- ✓ 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



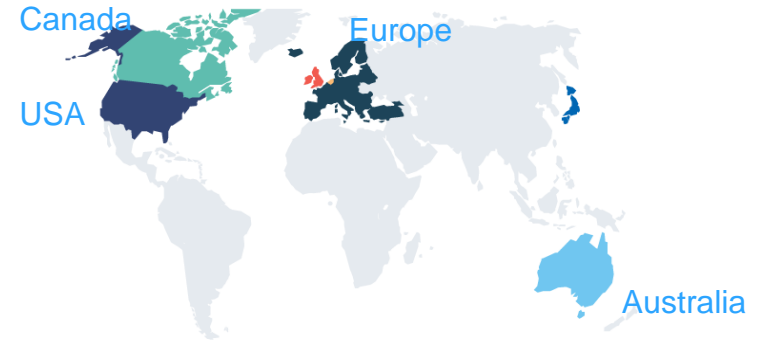
# 2015 TARGET MILESTONES

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

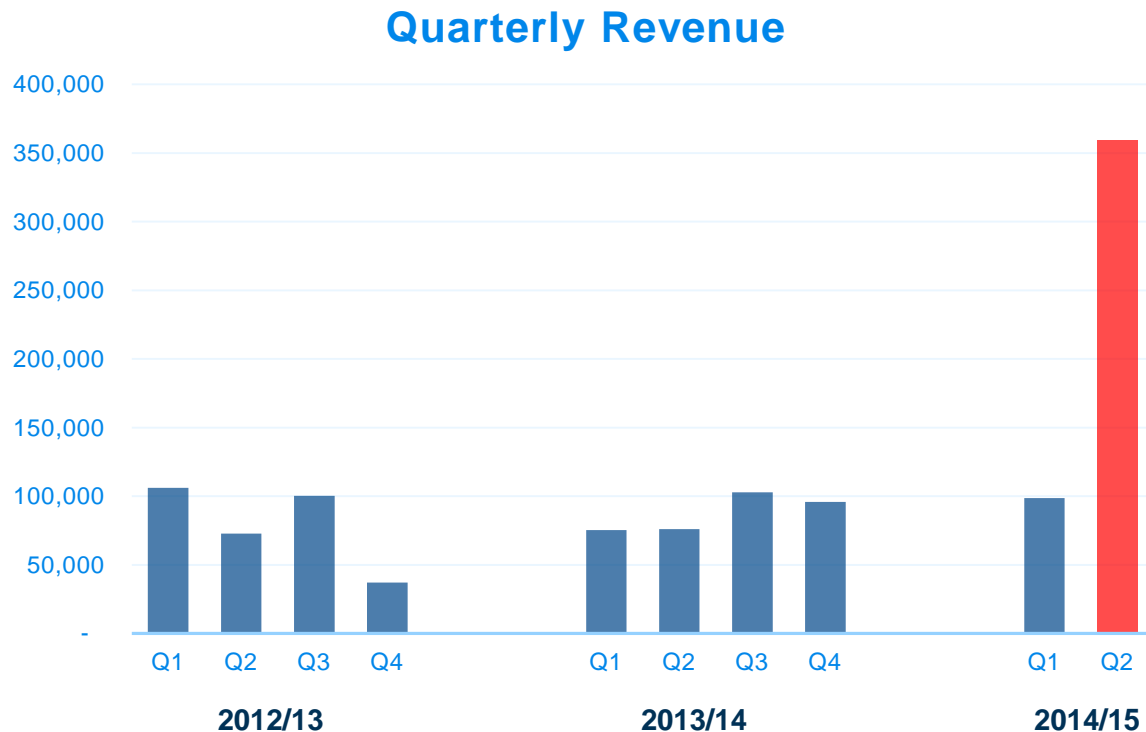


# GLOBAL ROLL OUT HAS COMMENCED

- Australia commenced direct sales
- USA commenced with major distribution partner
- European pilots in place and operating
- European distribution under discussion
- Canada distribution under discussion
- Initial research on Japan complete



# THE REVENUE GROWTH MILESTONE HAS COMMENCED



**SIM<sup>®</sup> BIG DATA  
REAL TIME  
WEARABLE WORLD**



**FIRST  
APPLICATION**

**DIGITIZED  
INCONTINENCE  
PROFILING**



# PUBLISHED PEER REVIEWED RESEARCH

## STATISTICALLY SIGNIFICANT CLINICAL FINDINGS

### Journal of Clinical Nursing, Published March 2014

- Increased number of successful toileting events
- Reduced volume of urine voided into continence aids
- Increased adherence to urinary continence care plans by staff



# 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 more quickly





# THE SIMAVITA BUSINESS



# SIMAVITA REVENUE MODEL

## SOFTWARE ENABLED DIGITIZED HEALTH

### Revenue model for SIM™ 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

# US MARKET

## THE COSTS OF CONTINENCE MANAGEMENT

- Long Term Care facilities total 2,700,000 beds
- Urinary Incontinence costs \$7,300 per bed per annum in labour alone
- Or \$19.9 billion based on 2,700,000 institutional beds
- SIM™ reduces labour and other costs and improves occupancy
- SIM™ results in a savings of around \$1,580 per bed per annum

1. Labour Costs associated with Urinary Incontinence in long –term care facilities (Shih YC et al 2003)
2. Costs of Urinary Incontinence and overactive bladder in the United States: a comparative study (Hu TW et al 2004)
3. BSL Data Series - Consumer Price Index - Medical Care (2000-2013)

# MEDLINE

## US DISTRIBUTION PARTNER



- Medline Industries Inc., head office, Chicago, Illinois
- Revenue USD 7b+ 2012, #79 private company Forbes
- 1,100 sales reps and 37 distribution centers
- Largest privately held manufacturer and distributor of healthcare products in the US
- Leading provider of adult incontinence products to the US healthcare market
- High quality training through “Medline University”
- Manufactures incontinence products in Atlanta, Georgia



# WHY DO US CUSTOMERS BUY SIM™?

REDUCES COSTS, DRIVES EFFICIENCIES AND DELIVERS BETTER CLINICAL OUTCOMES

## SAVINGS/EFFICIENCIES

Digitized Care Plans

Accurate Diaper Prescription

Less Toileting

Less Waste

Reduced Laundry

Higher Staff Retention

Reduced Hip Fractures

Better skin integrity

**\*Estimated cost saving per site**

**\$130k net of SIM®**

\* Estimation based on market data and customer feedback

# STRONG IP

## Proprietary Technology:

- Sensors
- Algorithms
- Incontinence management software and methods
- Proprietary incontinence patient databank
- Easy-to-use interface to complex data

## Broad and deep Patent Portfolio:

- 11 patent families; numerous independent claims
- 3 granted patents; 2 Australia, 1 US and Japan - global coverage pending
- Global exclusive license to two CSIRO patent portfolios
- High value patenting fields: Incontinence management methods; other clinical applications; algorithms and software; manufacturing methods





# 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<sup>®</sup> is the platform
- SIM<sup>®</sup> 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<sup>®</sup> 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
<b>TOTAL</b>		<b>\$80B</b>	<b>\$7M</b>		<b>\$8B</b>

\* denotes company estimate

\*\* For illustration purposes only

# SIMAVITA INVESTMENT CASE

## DIGITIZED HEALTHCARE

- Part of the global aging investment “mega trend”
- Incontinence is ubiquitous in the aging population
- Massive and growing global addressable market
- First mover – digitized incontinence profiling
- Instrumenting a compulsory manual process
- Sales have commenced in USA and Australia
- First product, first market – platform technology



## Our Purpose

Gracing lives through innovation

## Our Vision

Empowering people to make better healthcare decisions through use of advanced digital technology

## Our Core Values

Dream Big and thrive on creativity

We believe that with empowerment comes accountability

Deliver results with a sense of urgency

Ethical and respectful in all our actions

Know that agility and adaptability are the key to our success

Think like owners



## OUR MISSION STATEMENT



# 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<sup>®</sup> 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<sup>®</sup> 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



# ABOUT SIMAVITA

## MARKET DATA

<b>Dual listed</b>	Canada (TSV-V:SV) and Australia (ASX: SVA)
<b>Market cap @ 7 January 2015</b>	\$37.6 million
<b>Current share price (ASX)</b>	\$0.51
<b>Cash on hand @ 30 September 2014</b>	\$7.6 million
<b>Options/Warrants on Issue</b>	10,923,707

**Successful conversion** from Product Development to **Revenue generating** with sales now underway

**The near future** - positive news flow to come – exciting Milestones ahead

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SIM<sup>®</sup>

THANK YOU

