



## Simavita Australian investor briefing presentation

For Immediate Release:

September 10, 2015

**Sydney, Australia** – Simavita Limited (“**Simavita**” or the “**Company**”) (TSX-V: SV; ASX: SVA), a global leader in the digital healthcare sector, is pleased to release the following presentation that CEO Philippa Lewis will deliver to investors at a lunch briefing today.

For further information, see our website ([www.simavita.com](http://www.simavita.com)) or contact the persons outlined below.

| Company  | Media and Investor Relations   |
|--|--|
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### About Simavita

Simavita is a medical device company that has developed an innovative, world first solution for the management of urinary incontinence, with a focus on the elderly. The flagship 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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PATIENT 132-54/B



CONTACT

MAIL

INFO



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# Simavita

## An Investment in Digital Healthcare

Presented by:  
Philippa Lewis - CEO  
September 2015



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## FORWARD LOOKING STATEMENT

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# INVESTMENT CASE

THE GLOBAL MEGA TREND IN AGEING

PLATFORM  
TECHNOLOGY

WEARABLE  
TECHNOLOGY

STRONG  
PATENT  
PORTFOLIO

GLOBAL  
SALES  
COMMENCED

SaaS  
BUSINESS  
MODEL

COST  
REDUCTION

RISK  
REDUCTION

SUPPORTS  
REVENUE  
UPLIFT

## CORPORATE PROFILE

|   |                   |
|---|-------------------|
| <b>ASX code:</b>  | SVA               |
| <b>TSX-V code:</b>  | SV                |
| <b>Share price as at 8 September 2015</b>                       | 0.43              |
| <b>Shares on issue</b>  | 92,245,233        |
| <b>Unlisted Options on issue Strike prices \$0.41 - \$0.82</b>  | 10,583,164        |
| <b>Unlisted Warrants on issue Strike Prices \$0.41 - \$0.52</b> | 3,753,955         |
| <b>Cash Balance as at 31 August 2015</b>                        | AUD \$7.0 million |



Current available private placement capacity (ASX Listing Rule 7.1): 13,836,784 shares

## INCONTINENCE IS DRIVING AGED CARE

INCONTINENCE  
IS THE  
BIGGEST COST

240 Million:  
People in the  
western world  
are incontinent

\$9 billion:  
Continenace  
products sold /  
year - \$30 Billion  
by 2030

7.2 million:  
Long term care  
beds globally

15+ Million:  
Manual  
incontinence  
assessments /year  
globally

\$6 billion:  
Assessment labor  
costs /year  
(nursing homes  
only)

5.4 million:  
Incontinence  
assessments/ye  
ar in the US  
alone

## THE NEW REALITY IN LONG TERM CARE



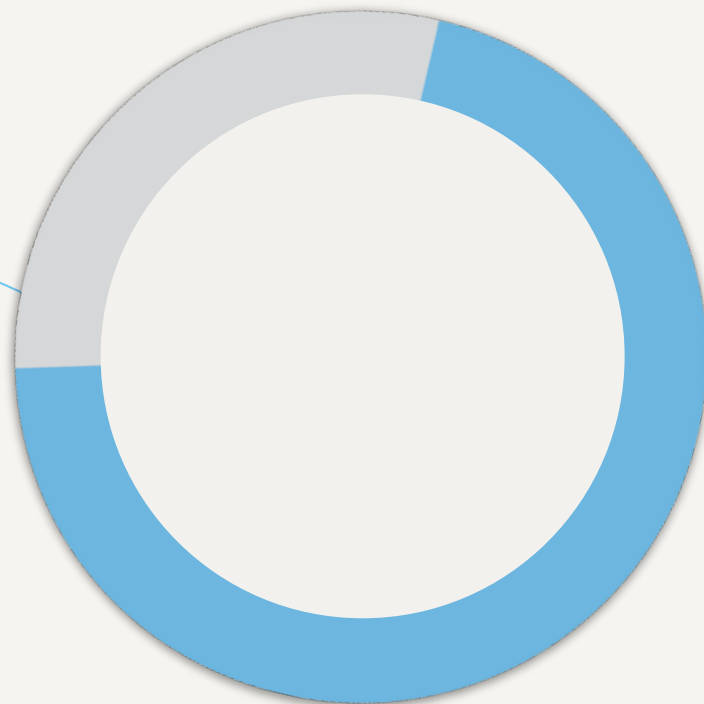
76% of residents living in nursing homes experience incontinence.\*



Of the 76% of residents, at an average age of 84, living with incontinence, their average length of stay is 12 months

84

Average entry age – 84 year olds have a high level of disability and suffer chronic disease



\* Prevalence of Incontinence Among Older Americans. Vital and Health Statistics, Series 3, Number 36. U.S. Department of Health and Human Services, June 2014.



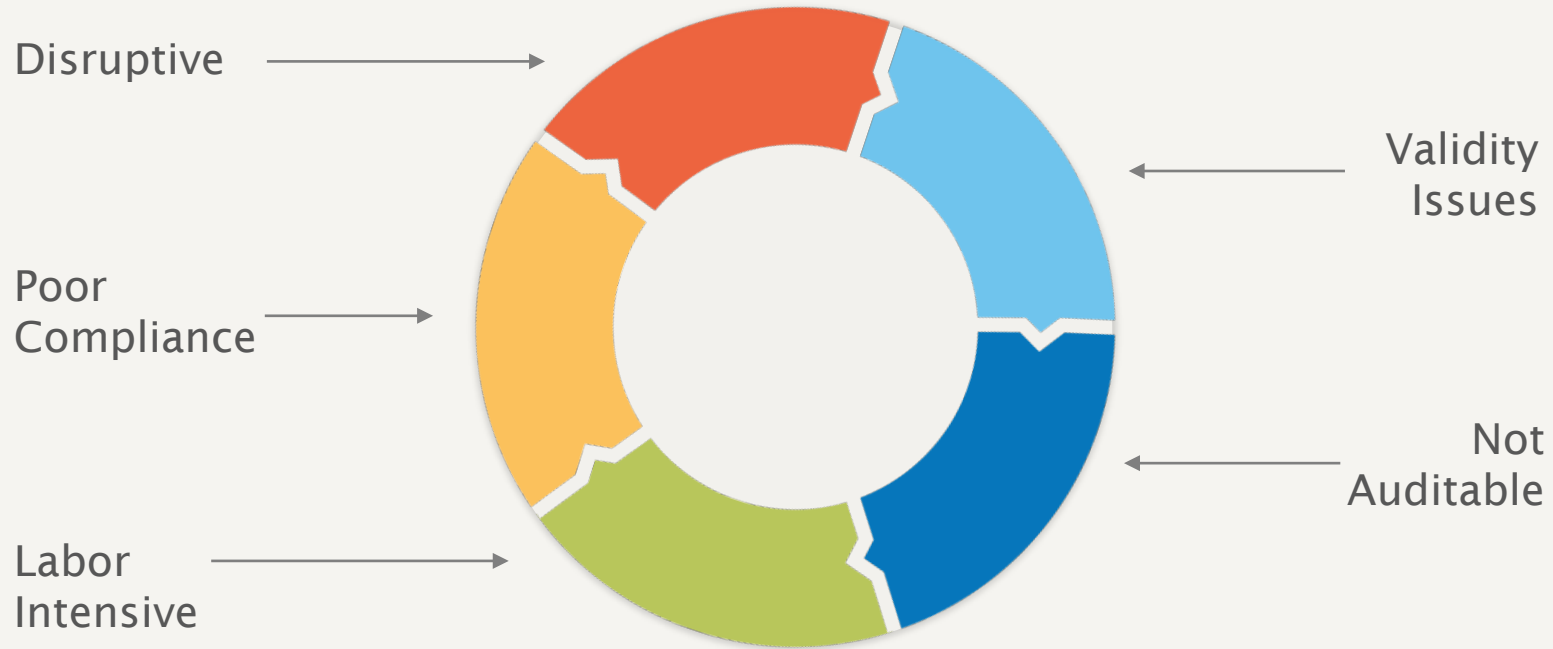
## BETTER DATA EQUALS BETTER OUTCOMES

International Resident Assessment Instrument (“interRAI”) - Each resident who is incontinent or at risk of developing incontinence should be identified, assessed, and provided with individualised treatment.\*

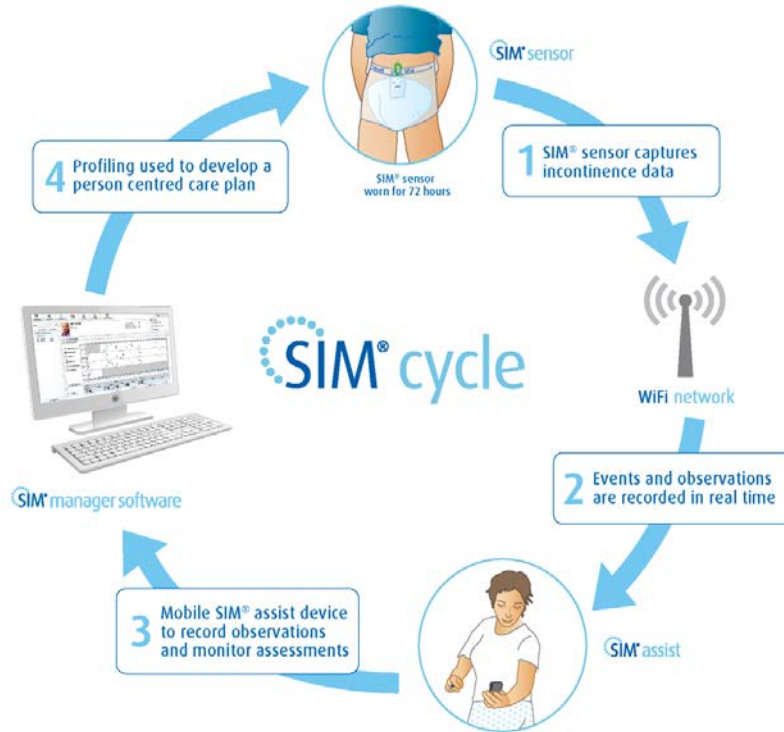


\* MDS 3.0 RAI User's Manual v1.12, effective October 1, 2014.

# CURRENT MANUAL INCONTINENCE ASSESSMENT PROCESS HAS PROBLEMS

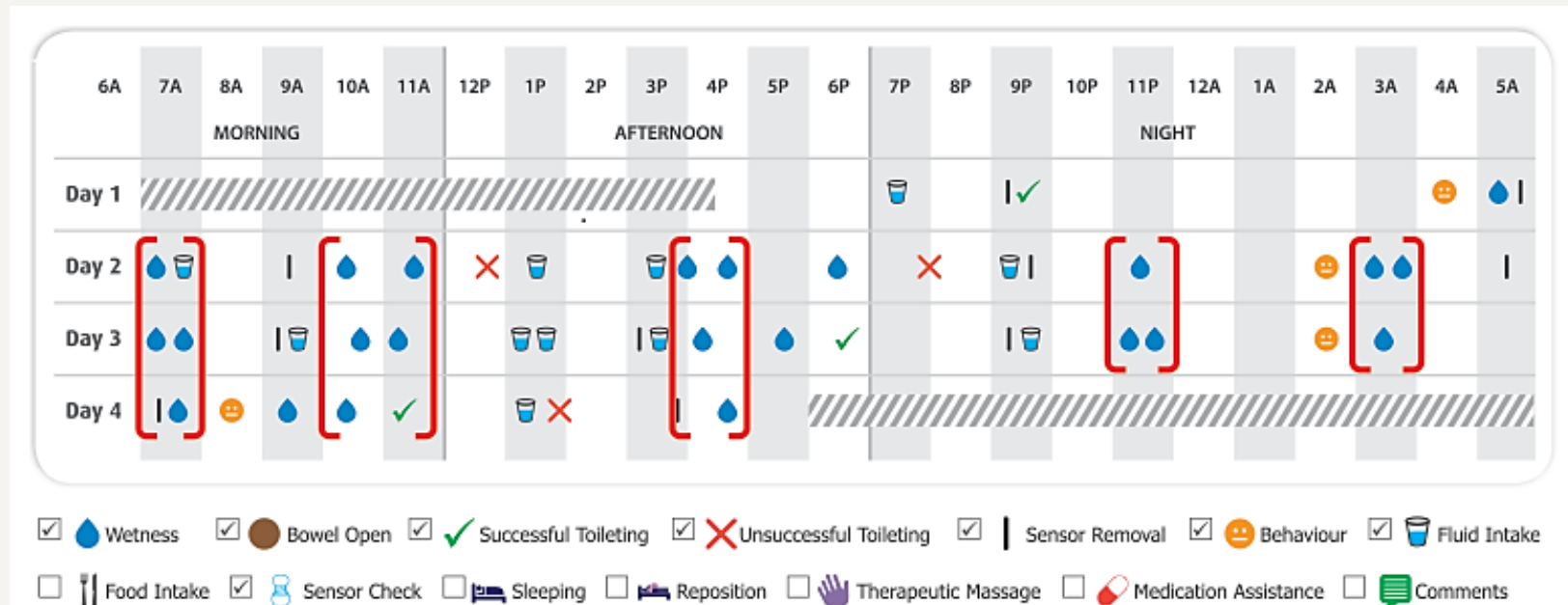


# SIM<sup>TM</sup> TECHNOLOGY



1. SIM<sup>TM</sup> Sensor captures real-time bladder weakness/wetness events
2. The staff records observations in the SIM<sup>TM</sup> tablet
3. Data is sent to the SIM<sup>TM</sup> manager
4. At the end of the assessment we can utilize the data to create an individualized care plan that meets your needs

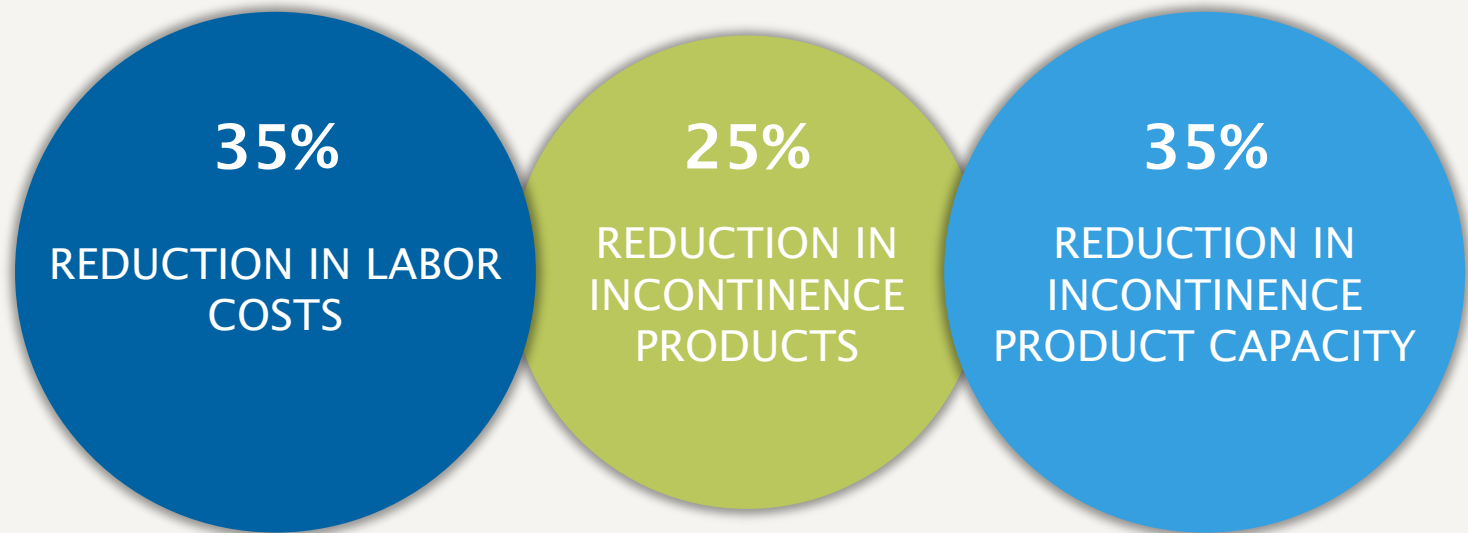
## SEEING THE DIFFERENCE



# SOLUTIONS, NOT GUESSWORK

|                | 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 |    |    |    |       |    |    |    |    |    |    |    |    |

## BETTER DATA EQUALS OPERATIONAL EFFICIENCIES



## SIMAVITA ADDRESSES COST AND RISK IN ELDER CARE



FACILITY

- Regulatory compliance
- Costs of ineffective toileting
- Labor costs associated with assessment and treatment
- Continence products



RESIDENT

- Falls
- Urinary tract infections
- Pressure ulcers and skin damage

## SaaS BUSINESS MODEL SIM<sup>®</sup> IN LONG TERM CARE

### Ongoing

- **Monthly** subscription fee per site
  - covers support and upgrades

### Consumables

- **Additional SIM<sup>®</sup>** sensor sales

### Hardware

- **SIM<sup>®</sup>** pods





## SALES COMMENCED ACROSS THREE CONTINENTS

Currently  
selling into  
Australia,  
North America  
and Europe

Approved for  
sale in Canada

FDA approved  
(US regulator)

  
Smart Incontinence  
Management

TGA approved  
(Australian  
regulator)

CE Mark  
(European)

# FIRST MOVER ADVANTAGE

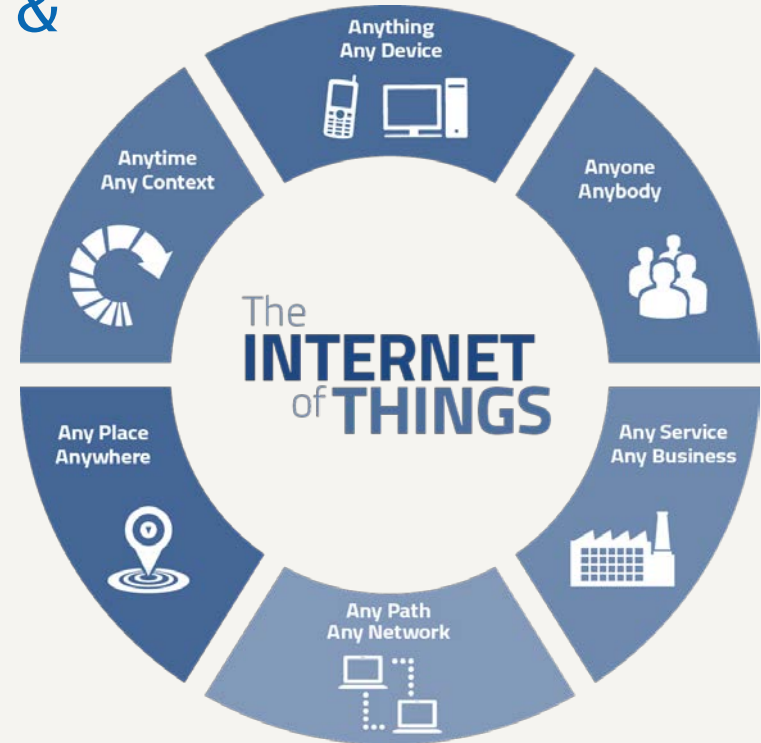
## Proprietary Technology:

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

## Broad and deep Patent Portfolio:

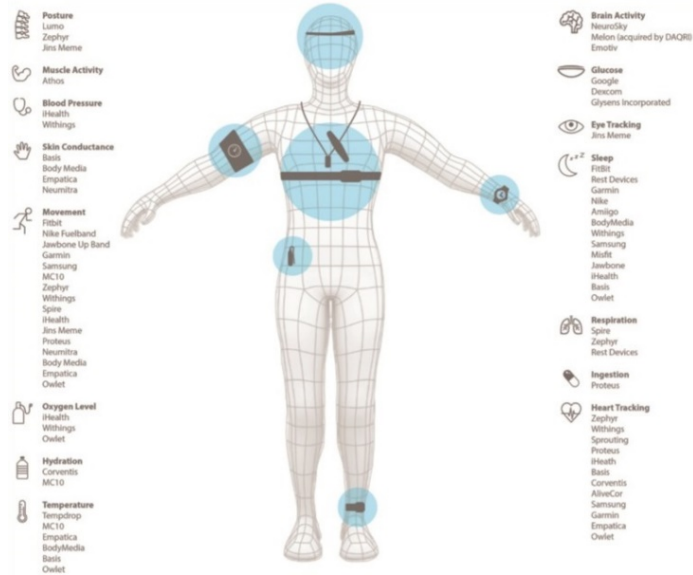
- 21 patent families; numerous independent claims
- 20 granted patents: 6 Australia, 4 US, 6 EU, 1 China, 1 Japan, and 2 New Zealand; an additional 40 global patents under review, a further 16 provisionals filed
- Global exclusive license to two CSIRO patent portfolios
- High value patenting fields: Incontinence management methods across the age spectrum; other clinical applications; algorithms and software; manufacturing methods

# INTERNET OF THINGS, BIG DATA & DIGITAL HEALTHCARE



Source; [www.tweaktown.com](http://www.tweaktown.com) "Internet of Things market is growing, with industry deals accelerating"

# PERSONAL PROFILING

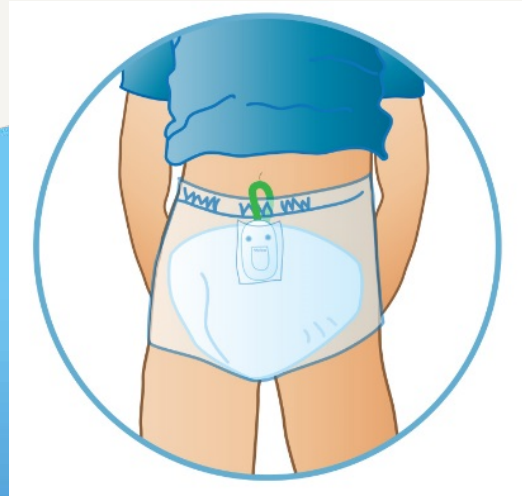


\* This is not a comprehensive list



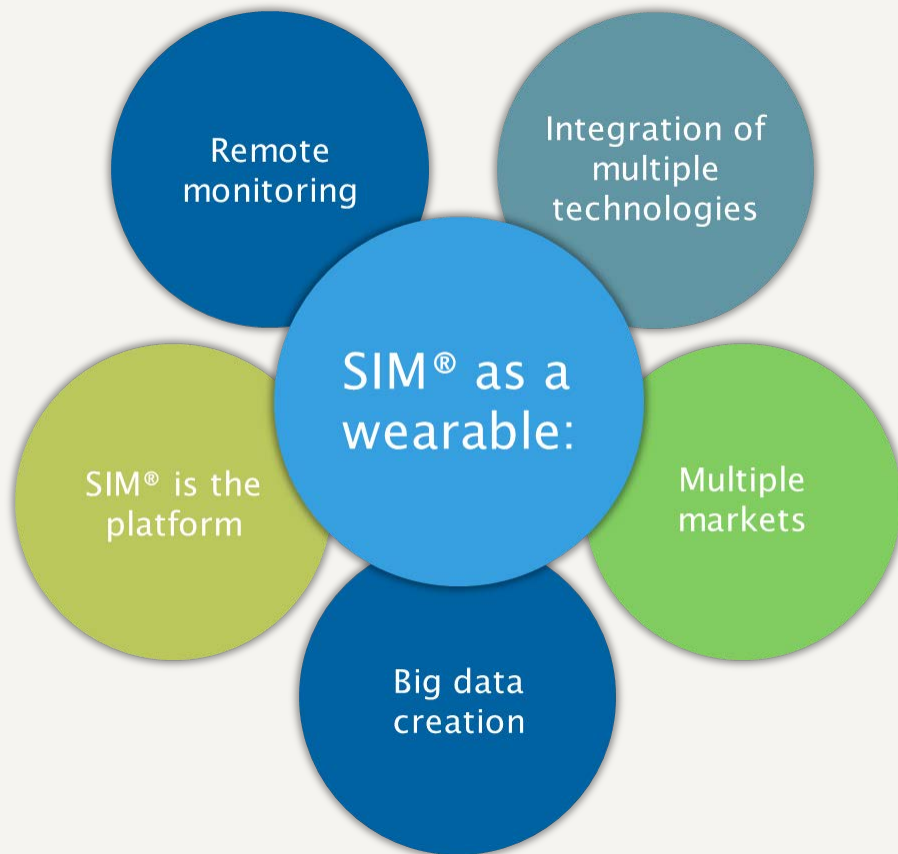
Image sourced from Nature Biotech: "Defining digital medicine"

# WEARABLE TECHNOLOGY IS NOT JUST FOR THE WRIST



AUTOMATED | AUDITABLE | OBJECTIVE

## THE BIGGER STORY: SIM® – A PLATFORM FOR GROWTH



## R&D VISION FOR THE FUTURE

| Target Product        | Industry Positioning        | Global Market context** | Potential R&D investment |
|-----------------------|-----------------------------|-------------------------|--------------------------|
| Every day Sensor      | Aged Care Inco              | \$9B +                  | \$3.0M                   |
| Community Care Sensor | Home Care Inco              | \$20B +                 | \$1.0M                   |
| GPS Application       | Home Care / LTC             | \$5B*                   | \$.5M                    |
| Falls Application     | Home Care / LTC             | \$4B*                   | \$.5M                    |
| Baby Monitoring       | Consumable RET / Acute Care | \$35B                   | \$1.0M                   |
| Toddler Training      | Consumable RET              | \$7B*                   | \$1.0M                   |
| <b>TOTAL</b>          |                             | <b>\$80B</b>            | <b>\$7.0M</b>            |

\* Denotes company estimate

\*\* For illustration purposes only

# SUMMARY

- Unique digital platform
- The wearable of aged care
- Big data generator
- Global roll out commenced







# Simavita

An investment in digital healthcare

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Simavita  
THANK YOU

