



SIMAVITA STRATEGY UPDATE
PIVOT TO ADDRESS ALL ASPECTS OF US\$21BN
NEW, MAJOR AND RAPIDLY GROWING MARKETS

Our Commitment – rapidly build a highly valuable and profitable business

For Immediate Release:

March 27, 2017

Sydney Australia - Simavita Limited (ASX:SVA) the world's number one provider of sensors and systems in the management of adult incontinence, today announced its corporate strategy – PIVOT – the Company's focus upon new, major and rapidly growing markets which amount to over US\$21bn annually.

Simavita has now consolidated its position and resources, the Company has materially and sustainably reduced recurring costs and is now purely focused upon its PIVOT toward rapidly building a highly valuable and profitable business.

Importantly, the Company announced today that it can now deliver a portfolio of sensors and systems that will meet a clear demand for cost effective, better and timely information to address all segments of the international adult incontinence and infant diaper industry. The opportunity represents a clear unmet market need to provide low cost product to a rapidly growing US\$9bn market for adult incontinence pads and a US\$12bn diaper market for infants.

With a combined market of US\$21bn, the industry can be broadly divided into 2 discrete segments:

- 1. Low Cost, Everyday Diapers and Pads**, generally purchased from high volume stores, for infants, aged, disabled and others who require extremely low cost and effective products, and;
- 2. Incontinence Products**, for those individuals suffering from manageable incontinence. These individuals require assistance in identifying the most appropriate incontinence products and in determining a proven change routine. The management of incontinence can reduce carer time and product costs by up to 25%, whilst ensuring the right incontinence products are used to provide peace of mind, prevent falls and improve skin integrity. Professionals and trained carers prescribe incontinence products following a proper assessment of needs using Simavita assessment sensors and tools.

Product Strategy

Central to the Company's strategy is the rapid delivery of a series of upgraded and new products to market. With the implementation of the PIVOT strategy, Simavita will provide sensors for all segments of the diaper market from the assessment of incontinence needs for the aged and disabled through to extremely low cost alert sensors for every day use, particularly focused upon the infant diaper market.

Our products include:



Extremely low cost sensor platform technology for every day use in all adult and infant diapers. ALERTPLUS™ connects to your smart device, phone or tablet via an APP. The platform is ready for partnering with major diaper manufacturers.



Low cost and easy to use assessment platform. A focus on ensuring that the aged and disabled, who live in the community, will be provided with the right diaper at the right time. A 48 to 72 hour assessment program will drive reduced costs by up to 25% as well as improved health outcomes, including reduced accidents associated with falls and improved skin integrity. Released November 2016 for sale and being implemented internationally.



SIM™ Clinical is Simavita's original assessment product for institutional users including hospitals, rehabilitation and aged care institutions who have demanding requirements for integration and reporting.

Partnering to Deliver Revenue

Our PIVOT toward larger markets will coincide with the implementation of an active long term sales program aimed at partnering organisations with successful businesses focused upon delivering product and services into our key target markets. Partners include large care organisations and suppliers to community users, as well as major international diaper manufacturers.

Simavita will continue to distribute product and to service our partner organisations in key markets of Europe, North America and Australasia.

Continued Focus on Cost Control

Simavita has worked hard to significantly reduce recurring costs. The Company's current cost structure will be maintained throughout the delivery of its key PIVOT strategy.

OUR COMMITMENT

Simavita is a global leader in smart, wearable and disposable sensors for the health care market. Our commitment is to rapidly build a profitable and valuable business.

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

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Chief Commercial Officer

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T: +61 421 466 653
W: Investor Centre: [Click here](#)

About Simavita

Simavita (ASX: SVA) develops and markets advanced systems associated with smart, wearable and disposable sensors for the health care industry. Our first products focus on major unmet needs for the assessment and management of incontinence. The annual global economic burden is billions of dollars for incontinence diapers alone and is increasing rapidly.

Simavita operates in Australia, Europe and North America where there is a significant and growing demand for products that deliver real clinical and cost benefits to the health care industry.

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

Forward-Looking Information

This document may contain “forward-looking information” within the meaning of Canadian securities laws (“forward-looking 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.



GLOBAL LEADERS IN SMART, WEARABLE AND DISPOSABLE SENSORS FOR HEALTH CARE

A PIVOT TO NEW AND MAJOR MARKETS

March 2017



FORWARD LOOKING STATEMENTS

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THE COMPANY

- SYDNEY HEAD OFFICE
 - ACTIVE PRESENCE IN
 - North America
 - Europe
 - Australia
- ASX LISTED TRADED CDIs
 - MARKET CAP CIRCA AUD\$20m
 - CASH AT DECEMBER 2016 AUD\$3.3m
 - TECHNOLOGY VALUE AUD\$16.5m
 - INVESTED SINCE INCORPORATION >AUD\$60m
 - MONTHLY CASH BURN ~AUD\$650k
 - SALES INCREASING AT 26% YEAR ON YEAR
 - FUNDING IN PLACE THROUGH APRIL 2017
 - TIGHTLY FOCUSED COMPANY

AN ABSOLUTELY CLEAR FOCUS

Our Product

Smart, wearable and disposable sensors

Our Market

Smart diapers and assessment products, a rapidly growing multi billion dollar market for infant markets, the aged and disabled

Our Goal

A highly profitable and commercially successful corporation

THE TEAM

SUCCESSFUL BUSINESS LEADERS



MICHAEL SPOONER
NON-EXECUTIVE CHAIRMAN



DR GARY W PACE
NON-EXECUTIVE DIRECTOR



WARREN R. BINGHAM
NON-EXECUTIVE DIRECTOR



PETA JURD
CHIEF COMMERCIAL OFFICER/
COMPANY SECRETARY



PETER J. CURRAN
CHIEF TECHNOLOGY OFFICER



CHRISTOPHER R. SOUTHERLAND
VICE PRESIDENT,
US SALES & MARKETING



WESSEL VAN DIJK
VICE PRESIDENT,
EU SALES & MARKETING

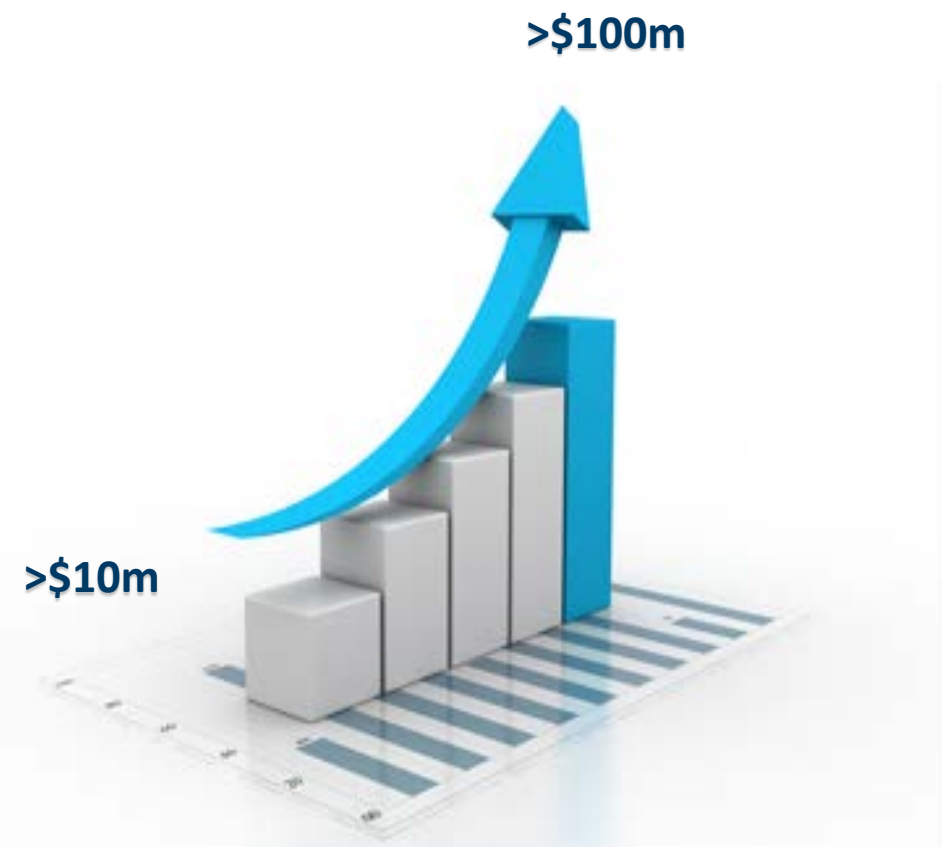


BRETT MAYBERY,
ANZ SALES DIRECTOR

ESTABLISHED TRACK RECORD IN MEETING GOALS

- 2016/17 achievements
 - 40% reduction in monthly cash burn
 - 26% YOY sales improvement
- Product offerings to meet market demand:
 - On Market SIM™ Institutional offering for Aged Care Operators, Hospitals & Rehab Centres
 - Q4 2016 ASSESSPLUS™ Cheaper, Simpler, Incontinence Assessment
 - 2017 ASSESS™ Just simple Incontinence Assessment
 - Q1 2017 Peel & Apply Diaper agnostic, cheaper with better margins
 - 2017 ALERTPLUS™ A hyper low cost everyday alert sensor, built into every pad
- Substantial and sustained sales growth calendar 2017:
 - Partners, Partners, Partners, Partners, Partners
 - New geographies

OUR STRAIGHT LINE TO PROFITABILITY





TARGET MARKETS

THE INFANT DIAPER MARKET IS A MAJOR NEW OPPORTUINITY FOR SIMAVITA

- Global sales of adult incontinence product 2017 estimate US\$12bn and >30bn diapers
- By 2020 demand for infant diapers is predicted to grow in line with population growth and elevated standards of living
- Importantly, an electronic diaper is predicted to deliver speedy information, a traffic light style indicator to parents who demand accurate data over their smart devices

INCONTINENCE IS A GROWING AND SUBSTANTIAL MARKET

- Global sales of adult incontinence product 2017 estimate US\$9bn and 21bn diapers
- By 2020 adult diapers are predicted to surpass the sale of baby diapers in key markets
- Global market for incontinence forecast to grow at >7% CAGR to 25.8bn units in 2020 representing approximately USD 14bn in sales*
- Incontinence is a major cost to aged and disabled care – after dementia, incontinence is the largest cost and contributor to institutionalisation

*Source: Euromonitor International - Adult incontinence market research March 2016

MARKET SEGMENTATION



MARKET SEGMENTATION





OUR PRODUCTS



THE SIMAVITA SOLUTION

SMART,
WEARABLE
AND
DISPOSABLE
SENSORS

Step 4:

SIM™ AND ASSESSPLUS™

1. Patient wears the right pad and changed at the right time
2. 10% - 25% cost savings
3. Reduced carer time
4. Reduced risk of falling
5. Eliminates dehydration
6. Improved wellbeing
7. Return to continence??

Step 3:

Proprietary algorithms learn event behaviour and build efficient patient plan

Step1:

Patient wears pad with embedded smart sensor

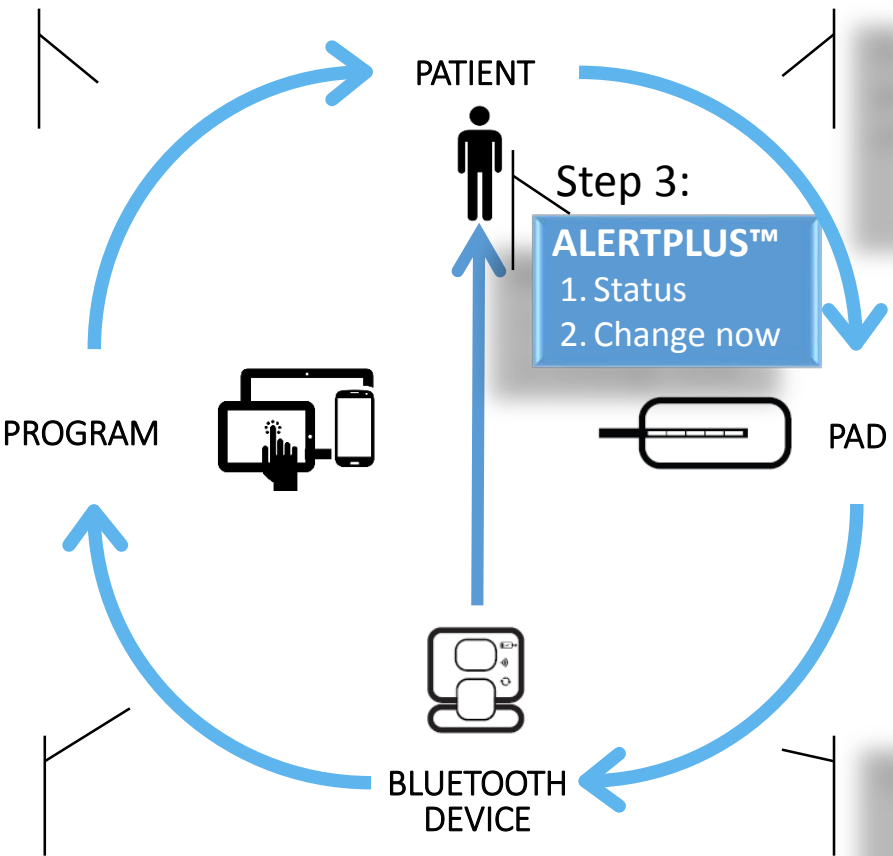
Step 3:

ALERTPLUS™

1. Status
2. Change now

Step 2:

Smart sensor logs 'events'



SIMAVITA PRODUCT CATEGORIESS

SMART, WEARABLE and DISPOSBLE SENSORS



UNIVERSAL.
ALERTPLUS™



ASSESSPLUS™
COMMUNITY.



SIM™
CLINICAL.



What would you like to do?



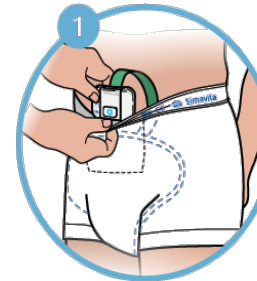
Getting Started



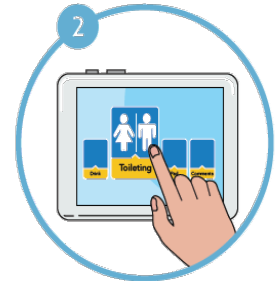
Start
Assessment



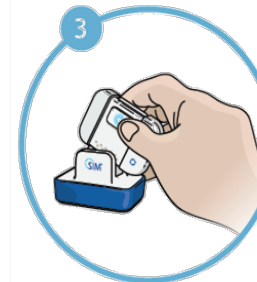
View Reports



Pod and sensor captures
wetness events



Observations recorded
on Tablet



Data collected
and analysed



Schedule provides
automated recommendations

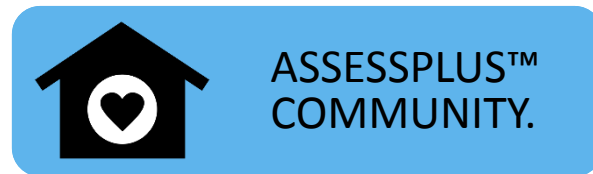
WE HAVE THE MARKET COVERED

Sensors for
all market
requirements

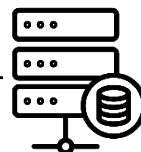
50bn Diapers
US\$21bn Market



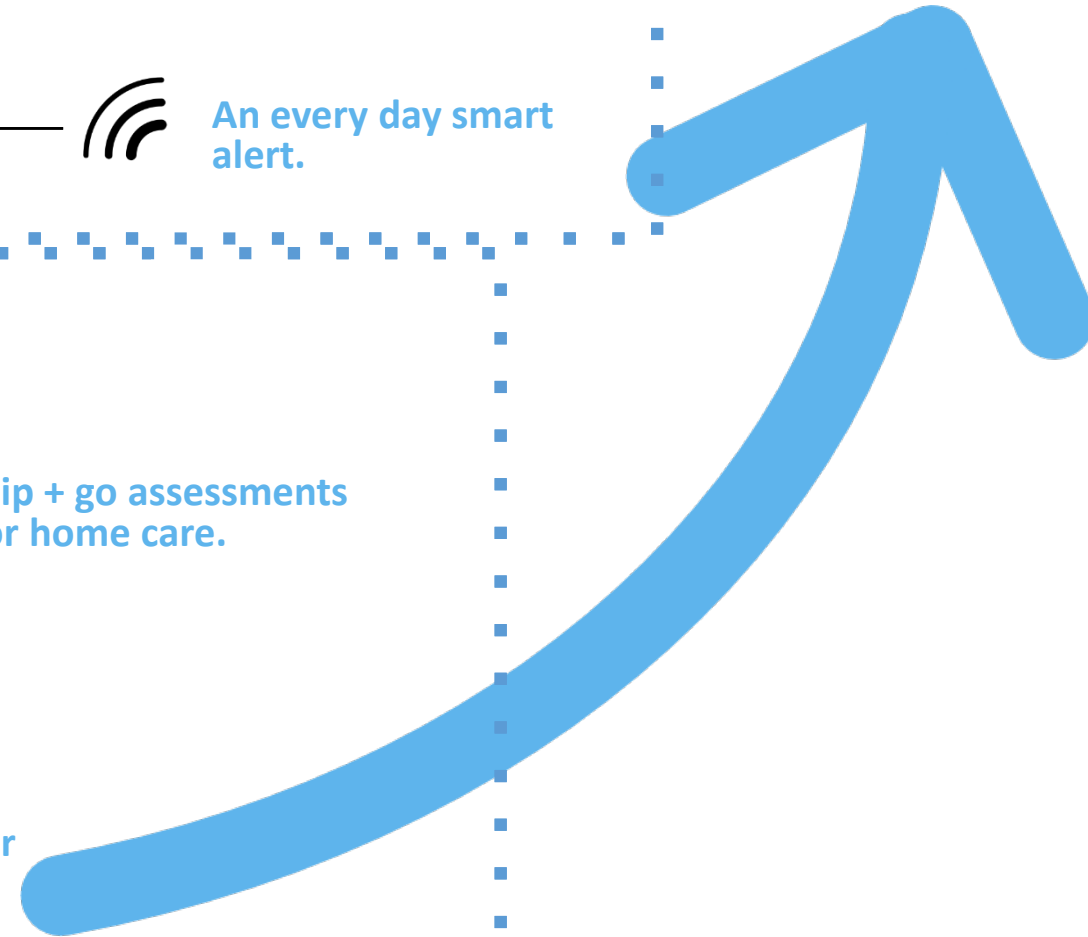
An every day smart
alert.



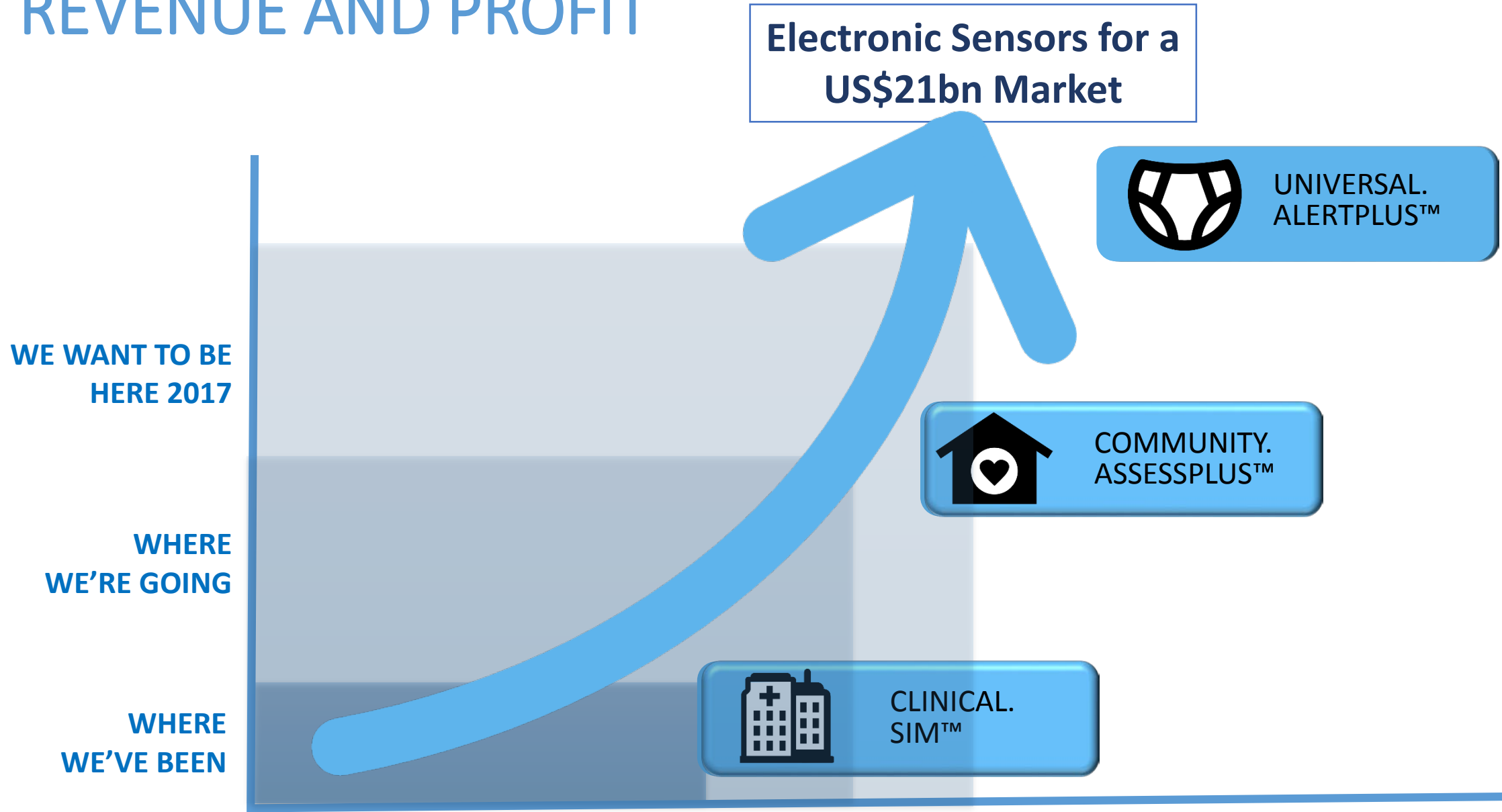
Clip + go assessments
for home care.



Advanced systems for
clinical + commercial
operators.



REVENUE AND PROFIT



SIMAVITA THE GLOBAL LEADER IN SMART INCONTINENCE TECHNOLOGY

A Rapidly Maturing Market



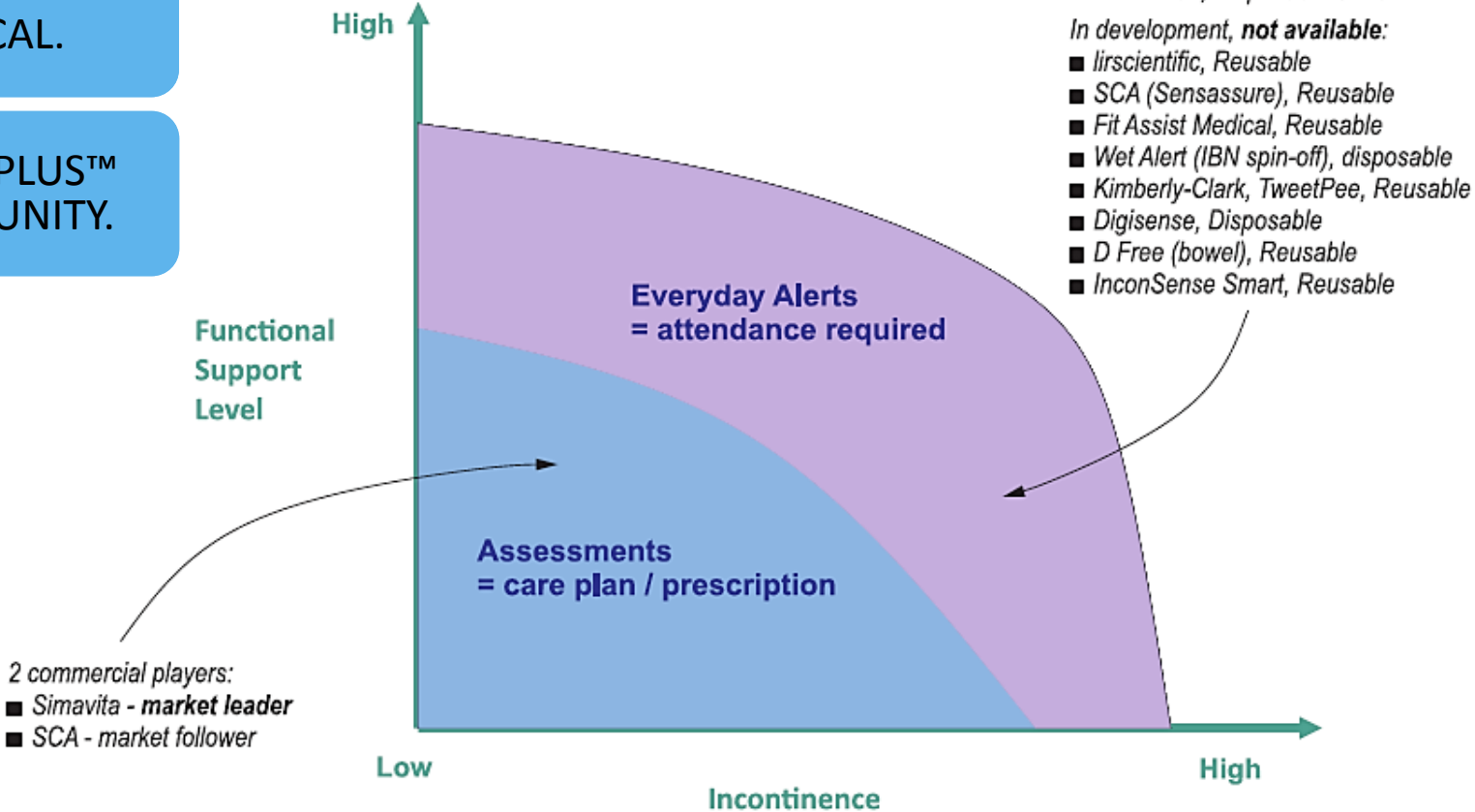
The Incontinence Sensing Landscape



SIM™
CLINICAL.



ASSESSPLUS™
COMMUNITY.

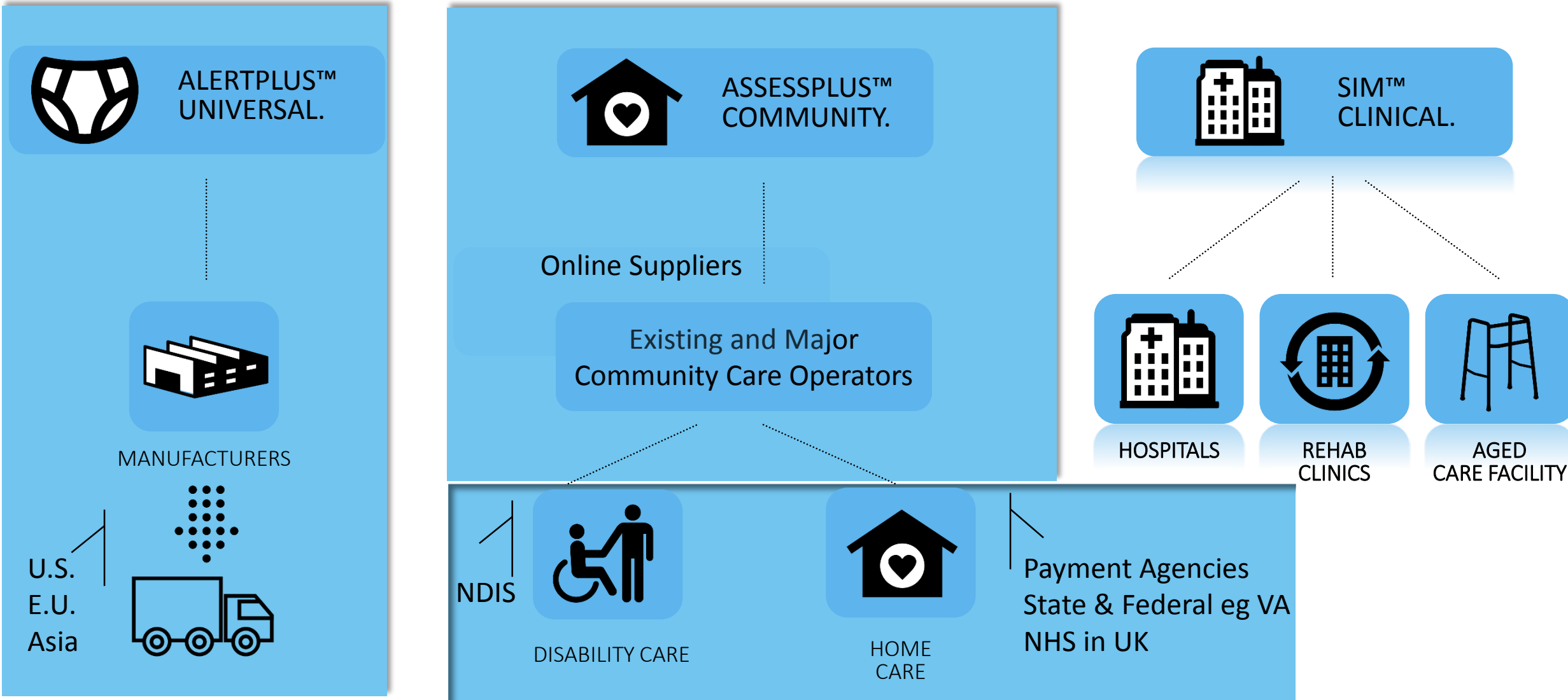




SIMAVITA'S APPROACH TO MARKET



PARTNERING, PARTNERING, PARTNERING, PARTNERING



TARGETED SALES PLAN - AUSTRALASIA

Focus on major markets of Community and Disability Care and hospitals

- **Non Exclusive Distributors** : NZ appointed
 - : Australia – discussions underway with National and State based distributors
- **Community Care** – Top 20 target list of major care providers
 - Trials underway with 4 providers
 - Financial incentive for operators to sell assessments
- **Disability Care** – Top 20 target list
 - Facilitated introductions to key providers
 - 2 trials completed with very good clinical outcomes. Further 3 in planning phase
 - Assessments delivering pad cost savings that can be reallocated in NDIS packages
- **Institutional markets** including hospital and rehabilitation
 - Qld Health 2 year contract and Sir Charles Gairdner Hospital WA

IMPROVED COMMUNITY CARE

BENEFIT:

COST REDUCTIONS
BETTER PATIENT SERVICE

GOVERNMENT SERVICE
MORE CONTRACTS

FEE FOR SERVICE
BETTER PATIENT
OUTCOMES

10-25% REDUCTION IN
COST
HYDRATED
REDUCE FALLS

SUPPLY
CONTRACT

PATIENT
DIAPER DATA

INCONTINENCE
ASSESSMENT

GOVERNMENT AGENCY

NOT FOR PROFIT
LOGISTICS ORG's

CARE ORGANISATION
NURSE/CARER

PATIENT

SAVINGS YEAR ON YEAR

DIAPERS

COMMUNITY CARE

A number of Market Leaders

Company	Revenue	Staff	No of occasions of service p.a.	Clients
Silverchain	\$266m	4000	2.7m	94,399
RDNS	\$455m RDNS + RSL Care	6200 incl aged care and retirement villages	4.0m	23,000 Clients per day
Blue Care	\$624m	8058 incl aged care and retirement villages	2.8m	54,348

- Reforms are driving consolidation in the market place
- The significant change of business model required by CDC is too difficult for small players to adapt

TARGETED SALES PLAN - EUROPE

Focus on major markets of Home care (Community Care), specialist hospital units and long term care facilities :

- **Distributors:**
 - Single major distributor for Nordic countries and the Netherlands
 - France major non-exclusive distributor
 - Spanish distributor trained, commence assessments late Q3 FY17
 - UK appoint major distributor to community care. Focus on NHS
- Commenced discussions with European manufacturers for **ALERTPLUS™**

TARGETED SALES PLAN – NORTH AMERICA

- Focus on key distribution partnerships
 - Medline agreement now non-exclusive
- **ALERTPLUS™** Commenced detailed discussions with major pad manufacturers
- **ASSESSPLUS™** Commenced detailed discussions with major distributor
- Pilot with largest long term care group in the US beginning late February



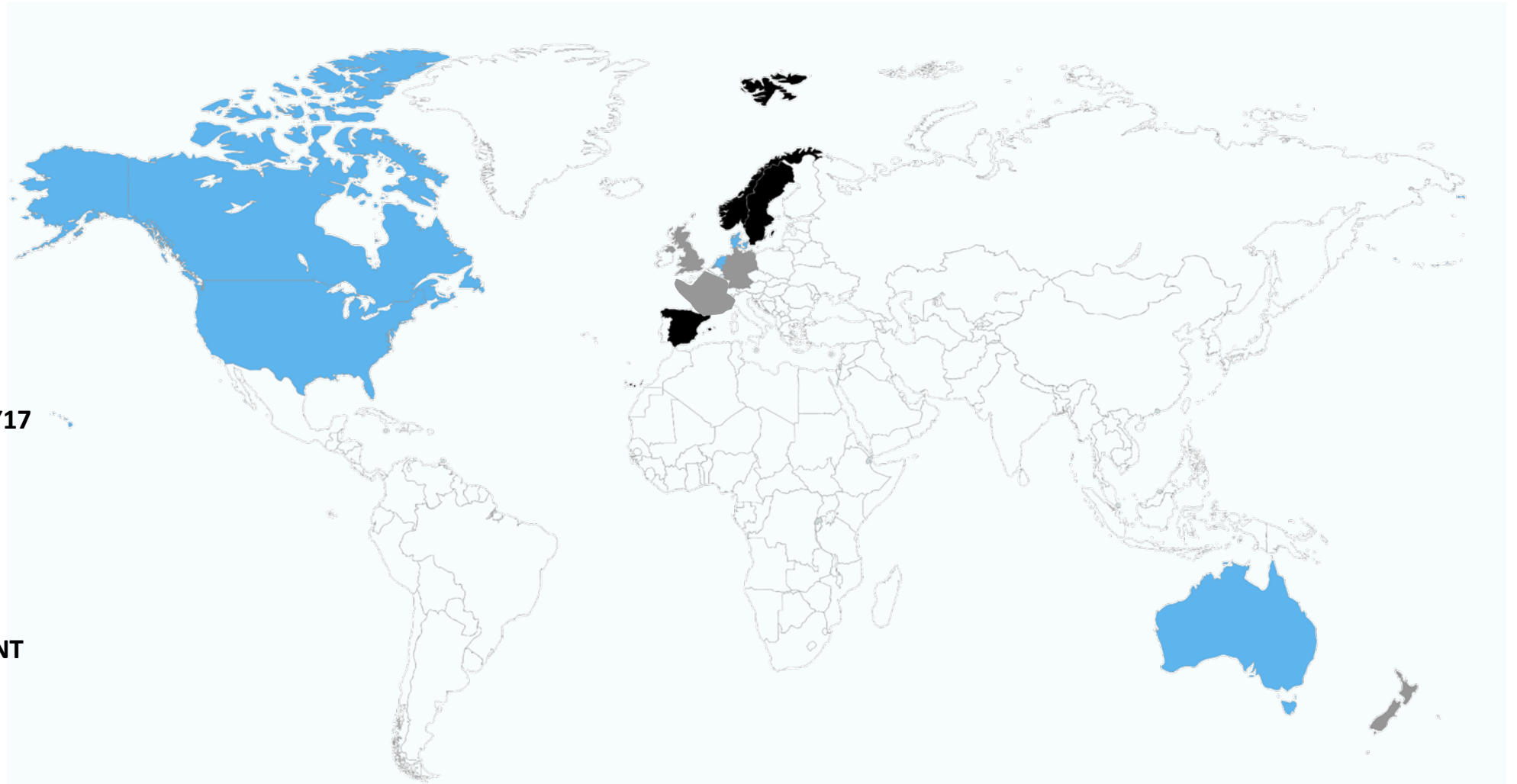
TARGET GEOGRAPHIES

OUR FOOTPRINT

IN MARKET
Australia
United States
Canada
Denmark
The Netherlands

COMMENCING Q3 FY17
France
Sweden
Spain
Norway

UNDER DEVELOPMENT
France
Germany
England
New Zealand



NEW PARTNERSHIPS WILL DRIVE SALES

Europe

- One Med – The Netherlands & Sweden – the balance of Nordic countries
- Spain & France in discussion with partner
- In discussion with community care providers in the UK
- European manufacturer for **ALERTPLUS™**

North America

- Medline agreement is now non-exclusive
- Discussions underway with major manufacturers for **ASSESSPLUS™** products and licensing arrangement for **ALERTPLUS™**

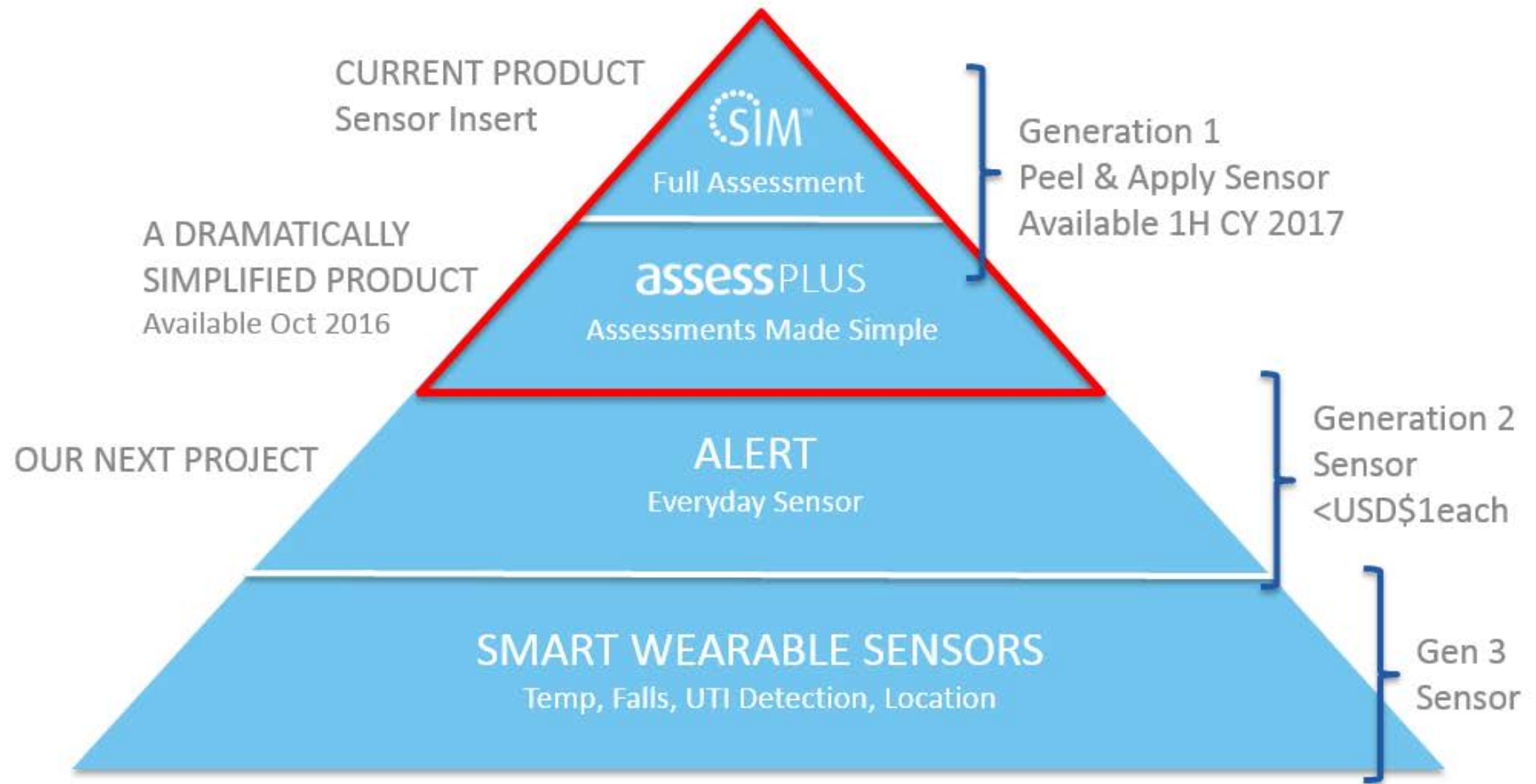
Australasia

- USL appointed distributor in New Zealand
- Discussions underway with community care distributors

OUR TECHNOLOGY VISION



TECHNOLOGY, INNOVATION, SENSORS



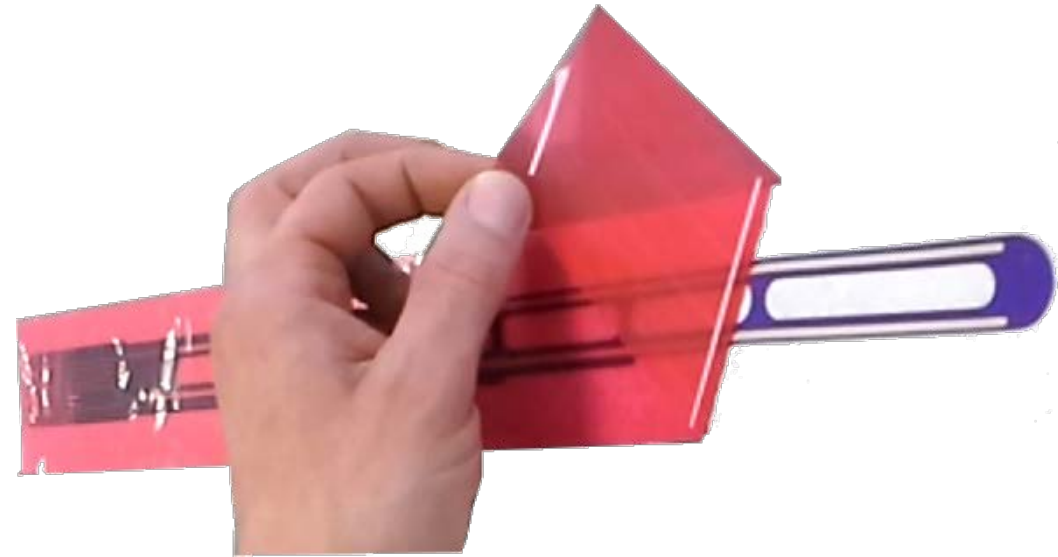
ALERTPLUS™ low cost everyday

- <10cent smart diaper sensor
- No change to manufacturing
- Bluetooth/WIFI enabled
- Continuous monitoring & updates via smart phone
- Conditional “traffic light” alert
- IP granted in all major jurisdictions!!!



NEW SENSOR TECH: peel & apply™

- Diaper agnostic -> any diaper can be smart
- Low cost
- No permanent substrate
- Includes non-woven cover
- Biocompatible (tested and passed)
- Wider sensor -> better wetness catchment area
- Roll to roll compatible solution for in-line automation
- Platform technology -> additional printed sensors



STRONG IP POSITION

- 12 patent families with significant independent claims
- 46 international granted patents
- A further 35 filed & in progress
- Landscape monitoring

IP fields include:

- Wearable Sensors
- Algorithms
- Incontinence management software + methods
- Manufacturing methods



- ✓ Freedom to Operate in our target markets
- ✓ Strong defensive and offensive position
- ✓ IP coverage for future commercialization
- ✓ Ability to leverage existing IP into the everyday alert space

CONCLUSION

Simavita will rapidly become a highly profitable and commercially successful business.

