



PRESS RELEASE

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Tellumat-developed SIMpill medical tech goes global with UK partner

Astute partnering vision credited with giving breakthrough innovation wings

The recent global successes of the SIMpill medication adherence system are not just due to spectacular trial results; they tell a story of a visionary outsource partnership between SA electronic development and manufacturing group Tellumat, and the globally-connected SIMpill brand.

Rasheed Hargey, CEO of the Tellumat Group, says the companies acted with vision early on in the partnership, exporting the highly successful TB-combating SIMpill to the US, UK, Canada and The Netherlands, where it consistently returned 90% drug adherence in trials.

Continuing in this decisive vein, SIMpill then challenged Tellumat's globally-recognised technological expertise to develop the SIMpill SMART, a version 2.0 that could be used to boost drug adherence in other chronic diseases. The marketing opportunities of broader application took the system to yet more countries, where it is winning awards and wowing stakeholders across the healthcare value chain in more trials and pilots.

SIMpill's business partner in The Netherlands, Evalan, has received the 2008 KPN Innovation Award for various SIMpill projects in the country since 2006. In cooperation with Dutch health insurers the product has seen successful trials in improving medication adherence among patients diagnosed with diverse diseases requiring chronic medication. The award citation acknowledged the societal importance of innovations like SIMpill and Evalan's success in getting all healthcare players involved in making projects succeed.

Sticking with the best

Brendan Rens, MD of SIMpill, recounts that SIMpill UK was originally the UK and European distributor of what started out as a South African brand and product. "But we saw the global potential early on and took a 75% stake in order to give the product global backing and impetus."

The company retained Tellumat for the continued development and manufacturing of the SIMpill range. "Tellumat was involved in the early development of the SIMpill Medication Adherence Solution, and we felt it was natural to continue the partnership with them," says Rens. "For further development we needed someone of their standing in the global manufacturing space, their expertise and obviously their knowledge of the SIMpill system and business, having driven its past successes."

Product development and manufacturing

Tellumat boasts a strong engineering skills base and experience in full-service electronic manufacturing. Hargey notes that Tellumat's 6000m² factory in Cape Town builds more than 40 000 circuit boards per month for its largest customer. The company recently won a deal to provide outsourced manufacturing services to a UK-based manufacturing firm.

Over 10 years since inception, Tellumat has finished development of nine key product families, including:



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- A software-definable microwave radio;
- The country's first all-in-one GSM payphone, installed widely on the continent;
- The SIMpill system; and
- Tellumat Defence's Identification – Friend or Foe product and system portfolio.

The company invests up to 10% of its revenue in research and development of manufacturing and design techniques. With extensive engineering, project and technology skills in manufacturing, defence and communications, it has signed skills- and technology-sharing arrangements with leading firms in other emerging economies, including India and Saudi Arabia.

"Tellumat is an exciting company to work with," says Rens. "They are committed to their partners, are very professional, and most importantly: they strongly believed in us and in the product. We believe that Tellumat's Level 4 Black Empowerment status is an important indication of its commitment to South Africa, and hence its long-term sustainability."

Ends.

About Tellumat

Tellumat is an innovative, black empowered, South African technology company that has achieved a BBBEE Status Level 4 rating, defined as "Superior Contributor to BEE" in terms of the DTI's Codes of Good Practice. It consists of three major trading divisions; Communications, Defence and Contract Manufacturing, and three partly owned companies; Sia Solutions (Pty) Ltd, Eence Engineering (Pty) Ltd and SIMpill (Pty) Ltd. Tellumat services three primary market areas, namely wireless voice and data communications, defence communication systems and high precision electronic and mechanical manufacturing. Tellumat is a world-class business focused on innovation, offering our customers dynamic and competitive technology products and services. We focus on understanding our customers' needs and forming long-term strategic alliances with likeminded enterprises worldwide.

www.tellumat.com

About SIMpill

SIMpill is a medical technology company focusing on real time medication adherence solutions. The head office is in London, UK, and development and production is based in Cape Town. The SIMpill Medication Adherence Solution is distributed via selected partners in USA and Europe. The SIMpill® system is a potentially life-saving medication adherence solution that assists patients and/or carers in making sure that medication is taken as prescribed.

www.simpill.com