

New Appointments to Strengthen USA Commercialisation

- Ron Bacskai, formerly President and CEO Nanosonics Inc; a strategy and marketing expert; has been appointed as an Executive Consultant to strengthen the 'Go to Market' strategies;
- Tiffany McKeever; a leader in digital healthcare strategy and innovation; has been appointed as a consultant to support sales; with an initial focus of targeting Integrated Delivery Networks (IDNs); and
- Discussions are underway with other femtech, sales, marketing, and clinical experts to further strengthen the commercialisation team to maximise the impact in the key target market of USA.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce that it has appointed several key industry experts to support sales and marketing in the key market of USA.

HeraMED President North America Keith Koby said: "During my first six months with the Company, my focus has been on progressing several sales opportunities and building a strong sales and strategic partnership pipeline. I am now commencing developing a team to ensure we capitalise on the significant opportunity that exists to lead the digital transformation of maternity care. Ron and Tiffany are very well connected in their respective fields, and I am confident that their expertise and focus will be very beneficial as we execute our commercialisation strategy," he said.

HeraMED Executive Chairman Dr Ron Weinberger said: "We are delighted to have attracted the calibre of consultants of Ron and Tiffany and it reflects the potential of our technology. Ron, Keith, and I worked closely together for over eight years, and I am delighted that Ron has agreed to join the HeraMED team.

"Both Ron and Tiffany have a diverse range of connections formed through long term and successful careers in healthcare, combined with deep experience in launching new technologies. I'm looking forward to working with them both as we step up our focus on sales and marketing in USA," he said.

About Ron Bacskai

Ron was President and CEO of Nanosonics Inc for eight years from 2010. During that time Ron worked with HeraMED Executive Chairman Dr Ron Weinberger who was Group CEO at Nanosonics, and Keith Koby who was Senior Vice President, North America. Ron has broad experience in launching medical technologies and will be hugely valuable to HeraMED in particular in designing 'Go to Market' strategies across various channels. Ron has top management executive experience spanning multiple companies, both private and public, and has participated as Board Advisor for three companies.

About Tiffany McKeever

Tiffany is the Founder and CEO of Consensus Healthcare Consultants Inc. Her experience over 25 years has spanned the entire healthcare life cycle from manufacturing, clinical, and commercial operations to healthcare service delivery management. This experience has leveraged business development activities with program management, compliance, and tech development at its core. With a goal to positively impact healthcare in

the United States, Tiffany's end to end global experience from compound to patient outcomes mixed with strategic business development, negotiations, and financial acumen supports service partners and vendors from vision to execution. Tiffany's focus on population health and equity in women's health, led to an industry appointment as Top 500 Global Femtech Personality in 2021-22 and a HIMSS Future 50 Top Innovators Class of 2021. She is also a Founding Member of the MedFemTech Congress held in Paris in partnership with IVF Worldwide, Forbes France and Israel's Clalit Health Services and holds a Masters in Healthcare Service Delivery Management-Healthcare Analytics from Rutgers Business School and a Global Masters in Business Administration from Fairleigh Dickinson University.

-ENDS-

This announcement has been authorised by the Board of HeraMED Limited.

HeraMED Limited

Executive Chairman

Dr Ron Weinberger

M: +61 406 384 189

E: ron@hera-med.com**Company Secretary**

Jonathan Hart

E: Jonathan@hera-med.com**Investor Relations**

Tim Chapman

T: +61 419 897 062

E: tchapman@claritycap.com.au**About HeraMED Limited (ASX:HMD):**

HeraMED is an innovative medical data and technology company leading the digital transformation of maternity care by revolutionising the prenatal and postpartum experience with its hybrid maternity care platform. HeraMED offers a proprietary platform that utilises hardware and software to reshape the Doctor/Patient relationship using its clinically validated in-home foetal and maternal heart rate monitor, HeraBEAT, cloud computing, artificial intelligence, and big data.

The Company's proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.