

ASX ANNOUNCEMENT

Wednesday 31 January 2024

Quarterly Activities & Cashflow Report**Commercialisation strategy progressing well under new leadership****Q4 FY23 and Subsequent Events Highlights**

- Several new initiatives announced during the period including a partner agreement with Australia's largest e-health provider, Telstra Health;
- Clinical trial launched at Gold Coast Hospital for up to 90 pregnancies for six to nine months;
- MOU signed with US-based FemBridge, to develop a scalable, comprehensive maternity care solution;
- MOU signed with US-based Wingwomen, a tech-enabled FemHealth company that champions virtual and in-person care for Gynaecology, to undertake a 90-day evaluation;
- Strategic collaboration and commercial agreement signed with SA-based GPEx; to undertake a pilot to understand how HeraCARE can benefit pregnant mothers and the health industry;
- Accumulated total users on the platform was 3,051 and there were 72,604 accumulated total measurements as at 31 December 2023; and
- Successfully raised \$1.25 million in December, via a placement to professional and sophisticated investors with a rights issue to be undertaken at the same price.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to provide its Appendix 4C cash flow statement for the December 2023 quarter (Q4 FY23) along with the following financial and operational update.

During the quarter and to date in January 2024, HeraMED has made pleasing progress on executing its commercialisation strategy in its target markets of USA and Australia.

Leadership change

In November 2023, Mr David Groberman resigned as Chief Executive Officer and Managing Director in November 2023. Dr Ron Weinberger will continue as Executive Chairman, leading the commercialisation of HeraCARE.

HeraMED Executive Chairman Ron Weinberger said: "During the quarter, we were delighted to sign several new agreements in our target markets of USA and Australia, including a new partner agreement with Australia's largest e-health provider, Telstra Health.

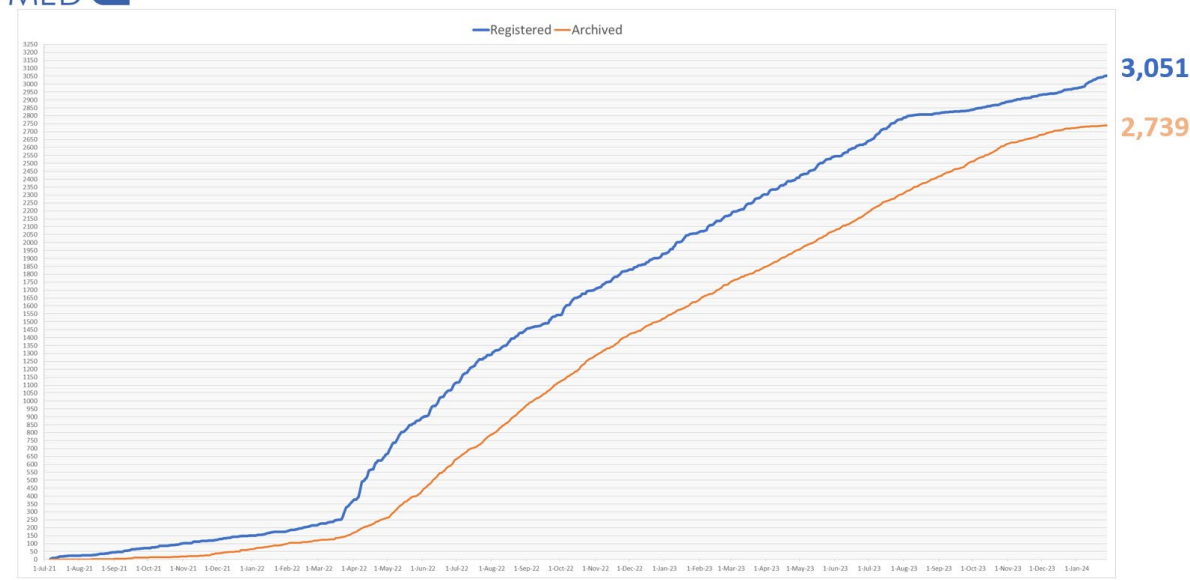
The focus continues to be on executing the near-term pipeline opportunities, progressing partnerships to ensure HeraCARE becomes the new standard of care in pregnancy and focusing on shortening the sales cycle to ensure faster deployment of HeraCARE,” he said.

Combined Accumulated Total Users and Measurement Accumulation

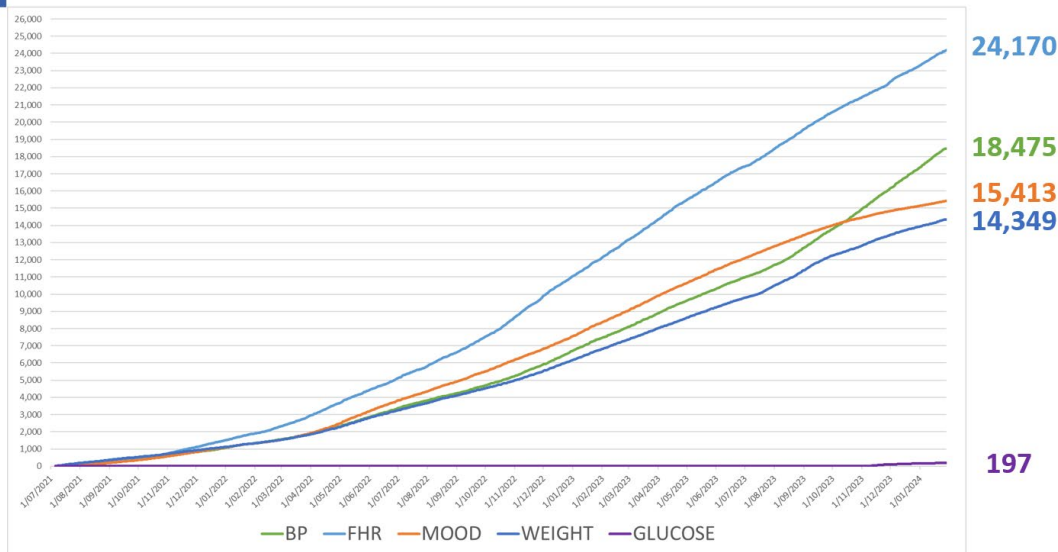
The number of accumulated users on the platform continues to grow and reached 3,051 as at 31 December 2023. Furthermore, HeraMED continues to accumulate a significant repository of data which is proving to be increasingly valuable to a range of health providers. In turn this data will lead to accelerated patient data and the identification of early clinical intervention opportunities and reduction of mortality and morbidity. It will also accelerate our “data as an asset” approach and the use of our proprietary AI to assist in analysis and in the future, become integrated into our product.



Total Users Accumulation



Measurements Accumulation



Target Markets Update

Australia

Telstra Health

In November 2023, HeraMED signed a partner agreement with Australia's largest e-health provider, Telstra Health allowing HeraCARE to join Telstra Health's Smart Marketplace of approved partners. Telstra Health is Australia's largest provider of digital solutions and services to healthcare providers and governments across the care continuum and has over a decade of experience implementing and scaling virtual care solutions. HeraCARE represents the first maternity solution to join Telstra Health's Smart Marketplace.

This agreement represents an exciting milestone for HeraMED to be partnering with such a prestigious global digital health provider.

The intention is to initially offer HeraCARE to their GP customer base through an integration with MedicalDirector Clinical by Telstra Health, which is a leading clinical and practice management software used by Australian GPs. Under this agreement, Telstra Health and HeraMED will jointly be educating and marketing HeraCARE to its vast network of GPs who manage clinics through MedicalDirector Clinical by Telstra Health.

The two organisations are currently in the first phase of integration which involves testing as well as ethics and governance processes. On completion of internal testing and the 'go live', HeraCARE will be offered to a selection of GP practices for implementation testing and feedback. This stage of testing and feedback will cover for example the technical assessment as well as workflows, integration, packaging, pricing and the most appropriate business model for GPs. This stage will be followed by a soft launch before full rollout when the platform will be made available to GPs in the entire Telstra Health network. Current expectations are for HeraCARE to be launched to the Telstra Health network in Q1 CY2024.

Gold Coast University Hospital (GCUH)

One of the most exciting partnerships for HeraMED is at the GCUH, where during the period, a Clinical trial was launched for up to 90 pregnancies for six to nine months; with an objective to evaluate clinical usability, patient satisfaction, value for money and economic analysis.

The Gold Coast hospital prides itself on its leadership in digital transformation under their 'Digital 2024 (D24) strategic plan' and we continue to work together on the development of innovative products and IP for use in a hospital and health service setting.

The pilot is progressing well with approximately 50% of pregnant mothers now successfully onboarded on the platform. Initial feedback is that HeraCARE is working well with the care plans in remote patient monitoring.

GPEX

In January 2024, a strategic collaboration and commercial agreement was signed with GPEX. GPEX is a national organisation headquartered in South Australia that aims to shape the future of health in Australia by delivering programs and services that promote excellence and equity, meeting the health and medical workforce needs of the communities which they serve.

GPEX has been delivering innovative solutions for primary care since 2002, including high-quality education

and training, and workforce planning and capacity-building. They also run South Australia's state-wide GP Obstetric Shared Care Program, which contributes to 17% of births in the state.

GPEX and HeraMED are undertaking a pilot to better understand how the HeraCARE platform can benefit pregnant mothers and the health industry, in regional and remote South Australia, with the overarching goal to deliver a mother-centred experience in a continuous model of care. The pilot will involve up to 100 pregnant mothers, based in regional, or remote South Australia, to be monitored as part of a six to nine-month commercial pilot. Several partners including SA Local Hospital Networks are expected to be involved in the pilot in various capacities.

The collaboration seeks to evaluate and deliver several key outcomes including to demonstrate the platform's clinical usability, patient satisfaction, value for money, and economic benefit, and to enhance accessibility, consistency, and quality of maternal care; increase productivity of the health system by accommodating a higher volume of expectant mothers; demonstrate safe and effective use of the remote monitoring platform that could be adopted by SA Health as a shared care model for patients with high-risk pregnancies.

PHI Research

In January 2024, a binding two-year agreement was signed with PHI Research, led by Associate Professor Paul Porter, joined by Dr Kym Jones; the leading clinical team and private obstetrician that led each of HeraCARE's clinical trials as well as the rollout of HeraCARE within the public hospital at JHC. Paul and Kym will make up a newly formed medical advisory team, supporting HeraMED as HeraCARE experts and Key Opinion Leaders.

Importantly, the agreement allows for the two most experienced HeraCARE administrators responsible for supporting HeraCARE at JHC since 2020; Brooke Schneider and Emma Chambers, who will take on the roles of 'HeraMED Navigators'. This is an important step, in the Australian commercialisation strategy of HeraCARE to provide local training and capability support to enhance the implementation process as HeraCARE is rolled out across new sites.

Through this relationship, HeraMED will be able to collaborate with PHI Research to explore and identify medical and research grants and other non-dilutive funding sources in Australia; and in addition to the medical and clinical collaboration, education, and training for HeraMED, Paul and Kym will subscribe for up to 500 HeraCARE SaaS licenses for use in their private practices.

Pleasingly, there has been in excess of 40 pregnant mothers onboarded onto the platform by Dr Kym Jones' clinic.

Joondalup Health Campus (JHC)

Whilst private obstetric practices which undertake births for their pregnant mothers at JHC are beginning to seek direct engagement with HeraMED to offer HeraCARE to their pregnant mothers, the public hospital at JHC has continued to wind down its use of HeraCARE.

At the middle of last year significant changes were made to the Joondalup Health Campus Executive including a new CEO and Deputy CEO and an Interim Contracts manager. These changes contributed to the decision by the public hospital to put the HeraCARE project on indefinite hold. However, many of the specialists have seen considerable clinical value such as Drs Kym Jones and Mike Kamara and have adopted HeraCARE in their

private clinical practices. At present it is HeraMED's expectation the offer of HeraCARE will continue to be provided through private practices but not the public hospital.

Melbourne Mothers

It is anticipated that mothers will be onboarded in the coming weeks and Melbourne Mothers are actively communicating the benefits of remote pregnancy monitoring, for example on their Instagram: <https://www.instagram.com/melbournemothers/>.

USA

MOU signed with US-based FemBridge

FemBridge, a leading innovator in maternal healthcare solutions, based in Winfield (West Virginia) has signed a Memorandum of Understanding with HeraMED to collaborate on the development of a scalable, seamless, and comprehensive maternity care solution.

To date FemBridge has been engaged by HeraMED as an out-sourced business development function. The binding agreement; anticipated to be completed by early February 2024; will expand the partnership with FemBridge, to provide health professionals, sales executives, and other services. The FemBridge team will continue to work closely with HeraMED management and allow increased sales reach and expertise for HeraMED.

FemBridge and HeraMED will collaborate to integrate HeraCARE into a comprehensive service offering and source grants and payment options best suited to the offer. FemBridge has already reached a commercial agreement with the North Carolina Hospital Association to provide a maternity solution which will be powered by HeraCARE and represents a significant opportunity for HeraMED. This partnership will provide HeraMED with increased access to C-suite decision makers and government health experts, an improved understanding of the complex healthcare environment, provider and insurer needs and reimbursement.

To date, the collaborative nature of this agreement has been particularly pleasing with Fembridge working collaboratively on a joint marketing plan to target hospitals.

MoU signed with USA-based Wingwomen

Wingwomen Inc is a tech-enabled FemHealth company that champions virtual and in-person care for Gynaecology, family planning, health coaching, and doula support. The multidisciplinary team comprises Gynaecologists, Nurse Practitioners, Midwives, Doulas, Health Coaches, and Peer Group Facilitators across locations in Massachusetts, and a presence in California, Florida, Georgia, and Louisiana.

Through an evaluation period of 90 days, Wingwomen will oversee up to 12 pregnant women of colour who are at risk for, or diagnosed with, Gestational Diabetes, Preeclampsia, and Gestational Hypertension, and provide them with HeraCARE and technology to monitor their blood pressure, fetal heart rate (FHR), weight and mood within the 3rd and 4th trimesters.

As part of the Cardio Care initiative, Wingwomen will pair the patients with a postpartum doula, health coach, cardiovascular health educator and a mental health professional for the duration of the initiative to

support and educate the patient. The purpose of this evaluation is to assess HeraCARE as part of an improved care model to manage hypertensive conditions in pregnancy. Success will be achieved through the early identification of pregnancy complications ('saves') as well as providing the world's best in class maternal care technology to those who most need it and can benefit from it. Wingwomen sets a new care standard that leverages HeraMED's technology to support the expecting mother.

Both parties anticipate signing a commercial agreement on successful completion of the Evaluation of this Cardio initiative; the HeraCARE bundle to include a HeraBEAT device, HeraCARE software license, BT Blood Pressure cuff, BT Scale, and designer diaper backpack.

e-Lövu

During 2023, e-Lövu reached commercial agreements with a total of six clinics who in turn onboarded 221 pregnant mothers to the HeraCARE platform. There has been an acceleration in sign-ups during the year reflecting the pleasing traction they are observing, with 197 pregnant mothers added to the platform in the second half of the year.

Discussions continue in relation to the finalisation of a formal commercial agreement.

Europe

In line with the strategy to develop strategic partners and alliances, discussions have been held with several global institutions including a large global manufacturer, a women's maternal health specialist organisation, as well as leading universities and research institutions.

The Netherlands is an example of a country that has made public policy decisions to assess digital remote medical pregnancy care becoming the national standard. It has already proven the value as evidenced in this Lancet article:

[https://www.thelancet.com/journals/landig/article/PIIS2589-7500\(22\)00231-X/fulltext](https://www.thelancet.com/journals/landig/article/PIIS2589-7500(22)00231-X/fulltext)

Although still confidential in its nature HeraCARE has been assessed in a clinical trial as part of this strategic initiative with leading universities and research institutions in the Netherlands, assessing both low and high-risk pregnancies, using HeraCARE. This trial has concluded, and we look forward to sharing the results in due course.

Pregnadigit of which HeraMED is a partner, has built a consortium of technology and service providers in the Netherlands and aims to have at least 50% of current physical outpatient and clinical pregnancy care replaced by digital remote care by 2030. It is awaiting the formal go ahead for funding from the Netherlands Health Ministry in December 2023.

Financial overview

Placement completed, successfully raising \$1.25 million

In December 2023, the Company announced that it had received \$1.25 million in firm commitments at 2 cents per share which will be undertaken as a 2-Tranche placement with strong support from existing institutional and sophisticated investors. Tranche 1, was completed in December 2023, raising \$835,000

under the Company's Placement Capacity and Tranche 2, totalling approximately \$415,000 will be completed at 2 cents per share, subject to shareholder approval at an EGM scheduled on 23 February 2024.

Non-Renounceable Rights Issue

The Company is undertaking a non-renounceable pro-rata entitlement issue of 1 new Share for every 5 existing Shares held by Eligible Shareholders on the Record Date, at an issue price of \$0.02 per New Share to raise up to approximately \$1.28 million (before costs).

Key Dates

Tuesday 23 January 2024: Record Date

Wednesday 7 February 2024: Closing Date

Thursday 8 February 2024: New Shares quoted on a deferred settlement basis from market open

Participation of Dr Ron Weinberger in Rights Issue

As part of the General Meeting scheduled for 23 February 2024, a resolution will be put to shareholders to approve the issue of 25,000,000 Shortfall Shares to Executive Chairman, Dr Ron Weinberger. Dr Ron Weinberger has requested to participate in the shortfall on the same terms as unrelated participants in the Offer and Shortfall.

Financial Overview

The cash balance as at 31 December 2023, was US\$723k. During the quarter, receipts from customers totalled \$80k, all of which were from e-Lövu. This represented the accumulated payment for 500 licenses and was the second instalment from the last 300 licenses. The total agreement is up to 1000 licenses.

December 2023 quarter totals for key expense components were staff costs of US\$375k compared to US\$367k in the previous quarter, research & development costs of US\$284k compared to US\$137k in the previous quarter, reflecting regulation expenses related to the FDA. Administration and corporate costs of US\$367k compared to US\$350k in the previous quarter, and product manufacturing and operating costs of US\$38k compared to US\$44k in the previous quarter.

-ENDS-

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

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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.

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

HERAMED LIMITED

ABN

65 626 295 314

Quarter ended ("current quarter")

31 December 2023

Consolidated statement of cash flows	Current quarter \$USD'000	Year to date (12 months) \$USD'000
1. Cash flows from operating activities		
1.1 Receipts from customers	80	519
1.2 Payments for		
(a) research and development	(284)	(777)
(b) product manufacturing and operating costs	(38)	(212)
(c) advertising and marketing	(186)	(545)
(d) leased assets	(24)	(102)
(e) staff costs	(375)	(1,644)
(f) administration and corporate costs	(367)	(1,291)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	2	14
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	(8)
1.7 Government grants and tax incentives	-	-
1.8 Other – GST/VAT refunds	26	156
1.9 Net cash from / (used in) operating activities	(1,166)	(3,890)
2. Cash flows from investing activities		
2.1 Payments to acquire:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	(1)
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-

Quarterly cash flow report for entities subject to Listing Rule 4.7B

2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	(8)
2.6	Net cash from / (used in) investing activities	-	(9)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	567	2,314
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(37)	(193)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	530	2,121

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	1,352	2,617
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,166)	(3,890)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	(9)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	530	2,121

Quarterly cash flow report for entities subject to Listing Rule 4.7B

4.5	Effect of movement in exchange rates on cash held	7	(116)
4.6	Cash and cash equivalents at end of period	723	723

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$USD'000	Previous quarter \$USD'000
5.1	Bank balances	723	1,352
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	723	1,352

6.	Payments to related parties of the entity and their associates	Current quarter \$USD'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	159
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

7.	Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$USD'000	Amount drawn at quarter end \$USD'000
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	Total financing facilities	-	-

7.5	Unused financing facilities available at quarter end	-
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7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

8. Estimated cash available for future operating activities	\$USD'000
8.1 Net cash from / (used in) operating activities (Item 1.9)	(1,166)
8.2 Cash and cash equivalents at quarter end (Item 4.6)	723
8.3 Unused finance facilities available at quarter end (Item 7.5)	-
8.4 Total available funding (Item 8.2 + Item 8.3)	723
8.5 Estimated quarters of funding available (Item 8.4 divided by Item 8.1)	0.62

8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

No. The Group has taken steps to adjust the level of net operating cash flows. Further details are included in our response to question 3 below.

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

During the quarter ended 31 December 2023, the Group announced that it had received \$1.25 million in firm commitments which will be undertaken as a 2-Tranche placement (\$835,000 received under Tranche 1 in December 2023 and the remaining \$415,000 under Tranche 2 to be received in February 2024). The Group is currently undertaking a rights issue which is being offered to all existing shareholders to raise a further ~\$1.28 million. The Group remains confident on raising further funds as and when the need arises.

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Whilst the Group is expected to be cash-flow negative in the foreseeable future as a result of continued expenditures on research and development, the ability of the Group to continue as a going concern is dependent on securing additional funding to continue to fund its operational and technology development activities. The Group is managing its level of expenditure and believes it can raise further financial resources as and when required to continue its operations and meet its business objectives.

Compliance statement

- This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- This statement gives a true and fair view of the matters disclosed.

Date: 31 January 2024

Authorised by: The Board of Directors
(Name of body or officer authorising release – see note 4)

Notes

- This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
- If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been

prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.

3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.