

STRATEGIC REVIEW, NEW LEADERSHIP AND SUCCESSFUL CAPITAL RAISING

- Strategic review resulting in a clearly defined Strategic Plan, streamlined operations, cost optimisation and successful capital raising;
- Anoushka Gungadin, recently appointed as CEO joins the Board as Managing Director and Tim Chapman appointed as Chair of the Board;
- Completion of successful capital raising totalling \$2.75m before costs;
- Rationalisation of operations and centralising of administrative and governance functions estimated to reduce the operating cost base, on an annualised basis, by approximately \$2.0 million; and
- Management focusing on pipeline opportunities in target markets with clarity on key commercialisation opportunities and strategic priorities.

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced the completion of a strategic review, new leadership, and receipt of capital raise commitments.

STRATEGIC REVIEW

On 11 March 2024, the Company announced that it was undergoing a restructure. A strategic review was undertaken which has culminated in a clearly defined four-point strategic plan ('The Four-Point Plan'), supported by a detailed budget and roadmap to enhance the Company's long-term sustainability.

The Four Point Plan is underpinned by a customer first approach to ensure that HeraCARE is fit for purpose in each of our customer verticals. The Four-Point Plan is as follows:

1. Commercialisation Focus – Customer First
2. Strategic Partnerships
3. Non-Dilutive Funding
4. Brand Visibility

About the Four-Point Plan

1. Commercialisation: Focusing on near term commercial contracts where the customer need is most urgent and continuing to grow the pipeline:
2. Strategic Partnerships: Continuing to work with industry and research institutions globally to research, evidence and advise new models of care, health economics, policy making, eg. rural verses city, economic benefits of remote patient monitoring, quality of data collection and future use in predictive care
3. Non-Dilutive Funding / Grants: Develop a strategy to explore non-dilutive funding opportunities
4. Brand Visibility: Set-up a women's health ecosystem to create, curate and provoke conversations and content with strategic partners and stakeholders to build visibility as a thought leader

Focused Board and streamlined Executive Management Team

The HeraMED team has been restructured and strengthened, placing a premium on productivity, efficiency, and leadership to underpin the successful execution of the Four-Point Plan. On 9 April 2024, HeraMED announced the appointment of Anoushka Gungadin as Chief Executive Officer and today announces Anoushka's appointment to the Board as Managing Director.

Since joining HeraMED in July 2022, Anoushka has been Vice President, Strategic Partnerships and Sales across ANZ, gaining substantial expertise across all aspects of the HeraCARE platform, HeraBEAT device, the global women's health and remote monitoring markets and the competitive landscape.

Anoushka has spent significant time with a broad range of stakeholders including existing and potential clients, healthcare providers, public hospitals and private clinics. As a result, she has gained valuable insights into the potential for the proprietary HeraCARE Platform. Her appointment strengthens our leadership and positions us well for growth.

Anoushka is an experienced CEO, Board Director, and cross-border executive, with a career spanning four continents. She is currently on the council of Deakin University, the Australian lead for TiE Women (a global mentoring and investment platform for female entrepreneurs) and global keynote speaker. With a diverse career across finance, legal, marketing and sales, Anoushka is a trained economist, MBA, and certified professional coach.

Tim Chapman has today been appointed as Chair replacing Dr Ron Weinberger who resigned from the Board on 1 May 2024.

It is the Board's intention to add additional Directors who provide skills, experience, networks, and market knowledge during the next phase of commercialisation. The medical advisory board will also be enhanced to provide another layer of support to Anoushka and the executive team as they execute the strategic plan.

HeraMED Managing Director and CEO, Anoushka Gungadin said: "I am humbled and excited to be appointed to the Board and as CEO of HeraMED to lead the organisation in the next phase of commercialisation.

"I have a clear vision for the technology, a focus on swift commercialisation and a commitment to efficient financial management, ensuring that every dollar is strategically allocated. This is made possible by my incredibly talented, capable, and committed team.

"I take this opportunity to thank both our existing shareholders and new investors who have shown their support for our Four-Point Plan by participating in the capital raise.

"There are important macro trends in healthcare that I believe will continue to underpin the commercialisation of HeraCARE; the future of hospital-at-home, patient empowerment, cost and affordability pressures and global workforce shortfalls requiring new models of care enabled by technology such as HeraCARE.

Importantly, women's health has for too long been under-served, under-researched and under invested, and this is more than ripe for change. The time is now. Alongside our partners, we can redefine how care is experienced and delivered, and in that process, change and save lives. What a privilege," she said.

HeraMED Chairman Tim Chapman said “This has been a challenging period for the Company, and I would like to thank the team for their continued focus and dedication, and the new and existing shareholders for their support.

“I am delighted that Anoushka has taken up the role of MD and CEO. With our restructure and capital raising complete, the whole team are resolutely focused on executing the Four-Point Plan, meeting near term deliverables and scaling the adoption of HeraCARE.

“There is no doubt that the market is evolving as healthcare providers are looking to digital solutions to improve the delivery and access to health services. Unprecedented demand for healthcare, shortages of labour and funding combine to make a compelling need for change to existing care models.

“Digitisation of healthcare is an increasing focus with virtual care, hospital in the home, telehealth and other technological alternatives all being trialled and adopted and with this increasing focus on digitising healthcare; HeraCARE is at the forefront,” he said.

Streamlined operations & Customer success

Our strategic review entailed a thorough assessment of all roles and costs across the business. As a result, the decision was made to restructure, right-size and scale the company as a connected maternity care platform software business. This considered restructure optimises our resources and structures our business for scalability and is estimated to reduce the operating cost base of the Company on an annualised basis by approximately \$2 million. The benefits of the reduction in the operating cost base are expected to be realised from the second half of 2024.

Our focus on operational efficiency is evident in our decision to centralise the finance and company secretary functions in Australia. In this regard Mr Cameron Jones of Bio101 Financial Advisory Pty Ltd, was appointed CFO and Company Secretary on 9 April 2024. Mr Jones is overseeing the transition of the financial and administrative functions from Israel to Australia.

Throughout this period of restructuring, our commitment to our customers has remained unwavering. We continue to support our existing global customer base, including Broward, e-Lövu, Fembridge and Wingwomen in the US and Telstra Health, PHI and the Gold Coast Hospital in Australia.

We have been working closely with our new client, Broward Health in Florida, to prepare for the imminent launch and onboarding of mums on to the HeraCARE platform. We also continue to develop strategic partnering opportunities in the Netherlands and will update shareholders in due course.

We continue to innovate and respond to customer needs. There has been product improvement and enhancement on the HeraCARE platform to extend care plans beyond pregnancy and maternity, into post-partum care as well as working on the addition of new features such as a glucometer.

Strengthened Balance Sheet

To support the next phase of HeraMED’s commercialisation, the Company has received \$2.75 million in firm commitments via a capital raising which is comprised of the following:

- an issue of 2.35 million convertible notes each with the issue price of \$1 to raise \$2.35 million without interest (“Convertible Notes”);
- an issue of 35 million Ordinary shares with an issue price of \$0.01 to raise \$350,000 (“Shares”); and

- an unsecured loan without interest of \$50,000 from Tim Chapman, Chair of the Company which will, subject to shareholder approval, convert to Ordinary Shares at an issue price of \$0.01 (same as Convertible Notes).

The capital raising received strong support from both new and existing institutional and sophisticated investors within section 708(8) or section 708 (1 1) of the Corporations Act (Cth).

Each Convertible Note (issue price of \$1 per note) will convert into 100 Ordinary shares (issue price of 1 cent per share). The conversion of the convertible notes will be subject to a shareholder resolution at the next planned General Meeting of the Company in June 2024. If shareholder approval is not provided at the general meeting the Convertible Notes will become redeemable without interest within 1 month.

The 35 million Shares will be issued without shareholder approval under the Company's existing placement capacity under ASX Listing Rule 7.1. The Shares will be subject to a period of voluntary escrow ending on the date on which the Convertible Notes are converted to shares or 15 July 2024, whichever occurs earlier. The Company will issue a cleansing prospectus to qualify the Shares (and the shares issued on conversion of the Convertible Notes for secondary trading) at the time of conversion of the Convertible Notes and, in any case, prior to the end of the escrow period.

Westar Capital Limited was engaged as Lead Manager to the issue and received a 6% capital raising fee and will also receive 67.5 million options with an exercise price of 1 cent with an expiry date three years from issue subject to shareholder approval.

	Funds raised before costs	Number of shares
Capital structure		
Ordinary Shares on issue as at 10 May 2024		353,249,818
Ordinary Share issue	\$350,000	35,000,000
Conversion of Convertible Notes (subject to Shareholder approval)	\$2,350,000	235,000,000
Conversion of Tim Chapman Loan (subject to Shareholder approval)	\$50,000	5,000,000
Total shares on issue after issue of shares, conversion of convertible notes and loan	\$2,750,000	628,249,818

Investor Webinar

On Monday 13 May 2024, at 11 am (Melbourne, Sydney), HeraMED Managing Director and CEO, Anoushka Gungadin and HeraMED Chairman, Tim Chapman, will host an Investor Webinar to provide investors with an opportunity to hear more about the Strategic Review, New Leadership and the Four-Point Plan and to ask questions.

Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_p2cjrhrqxTGOkINp1pbMEIQ

After registering, you will receive a confirmation email containing information about joining the webinar.

-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.