

ASX ANNOUNCEMENT

8 October 2024

HERACARE USER GROWTH CONTINUES TO RISE WITH SIGNIFICANT PLATFORM ENHANCEMENTS LAUNCHED

- HeraMED continues to build momentum on its innovative HeraCARE platform with a new record number of active and accumulated users ('mums');
- As at 30 September 2024, HeraMED had recorded in excess of 3,800 accumulated mothers onto the HeraCARE platform
- Current active users had also increased to in excess of 710 pregnant mothers currently having their pregnancy managed through HeraCARE;
- Recent growth can be primarily attributed to US based Broward Health which has now added 207 active users in the first 100 days of going live with HeraCARE;
- HeraCARE has led to time-critical interventions for prenatal and postpartum moms and has already impacted care and delivery protocols, leading to better outcomes;
- Enhancement of HeraCARE has continued with the establishment of 9 defined care plans, each with associated and clinically validated notifications. These care plans have been a critical component in how the delivery of care is being managed through HeraCARE; and
- With the establishment of these care plans now tested and live the intention is to begin scaling the number of mothers on HeraCARE
- Florida customer pipeline continues to expand on successful launch at Broward Health
- Grant strategy framework launched and execution has begun with strategic partners

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 an update on user growth for pregnant mothers currently using its innovative HeraCARE platform.

Record User Growth

In excess of 3,800 expectant mothers, as at 30 September 2024, have now been onboarded onto the HeraCARE platform and continues to demonstrate the growing adoption of our digital maternity care solution. Pleasingly the number of active users continues to reach new records also with in excess of 710 mothers currently having their pregnancies managed through the HeraCARE platform. This increase in user growth is continuing to build our evidence base and value proposition that HeraCARE is improving the existing standard of care in pregnancy.

Successful Hospital Implementation in Florida

The primary driver behind the current increase in user numbers has been the incredibly successful launch of HeraCARE at Broward Health in Florida. Since going live 207 pregnant mothers have been successfully onboarded in the first 100 days.

Over the first 100 days significant enhancements to HeraCARE have been undertaken in defining care plans to better support patients with specific conditions including chronic hypertension, gestational diabetes, mental health both for antenatal and postpartum, financial hardship as well as low risk pregnancies. 9 customised care plans now form the backbone of how customised care is being provided and managed through the use of HeraCARE. With care models and workflows now defined the intention is to begin to support a scaling of mothers on HeraCARE with Broward.

Pleasingly, HeraCARE continues to lead to a number of time-critical interventions for prenatal and postpartum mothers and has already impacted care and delivery protocols, leading to better outcomes across our various sites.

This rapid adoption in a clinical setting highlights the HeraCARE's ability to seamlessly integrate into existing healthcare systems and provide valuable support to both patients and healthcare providers.

Product Enhancements and Care Plan Expansion

HeraMED has continued innovate and enhance the capability of HeraCARE to ensure it has the ability to be absolutely fit for purpose for the evolving needs of users and healthcare providers. Recent enhancements include:

- **Extended Postpartum Care:** Multiple postpartum care plans have been expanded from 6 weeks to 12 months following birth, aligning with new reimbursement opportunities for mental health monitoring
- **Spanish Language Support:** We have successfully launched a Spanish language version of the HeraCARE platform, with infrastructure built for more language options in the near future.
- **Additional Features:**
 - Over 150 smart notifications across care plans for escalation and continuum of care
 - Enhanced group messaging capabilities
 - Integrated medication management reminder system
 - Social Determinants of Health assessment incorporated into the platform

Expanding Market Opportunities

The reimbursement landscape in Florida continues to evolve, with reimbursement for postpartum care for mental health monitoring now available for mothers for up to 12 months post-delivery. This development has the potential to dramatically extend the length of time mothers could be on the HeraCARE platform as well as the revenue opportunity potentially available to HeraMED.

Grant Strategy

We are pleased to announce the implementation of our comprehensive grant strategy framework and we are continuing to establish a robust approach to identifying and securing sustainable funding for our initiatives. Our newly implemented strategy emphasises collaborative partnerships, strategic alignment with funders' priorities, and systematic evaluation of opportunities.

We are actively engaging with partners to develop grant applications that reflect our shared commitment to improving maternity and pregnancy outcomes. We are currently working on 3 grant applications in Australia and Europe.

HeraMED Managing Director and CEO, Anoushka Gungadin, confirmed, *"It's incredibly exciting to collaborate with customers that share an aligned vision to change maternity and pregnancy care outcomes. A key pillar in our strategic plans was to be customer first and ensure HeraCARE is 'fit for purpose'. Our platform enhancements have focused on workflow refinement, smart notification configuration, chat and telehealth implementation, care plan design, and notifications for complex care populations, and to see our user growth be underpinned by this customer focus is very rewarding.*

We have further interest from other Florida based health systems based on our success at Broward who we are engaging with. We are at the start of our commercialisation journey and our pipelines continue to expand and our evidence base continues to grow. I look forward to updating shareholders on further customer success in the coming weeks."

ENDS

This announcement has been authorised by the Chair 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.