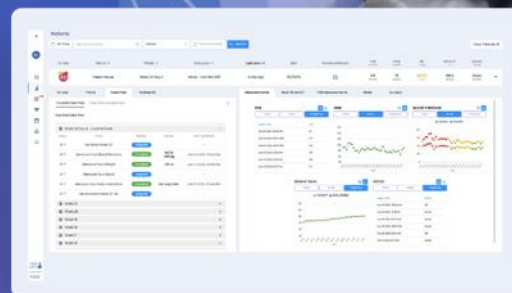




Leading the Digital Transformation of Maternity Care

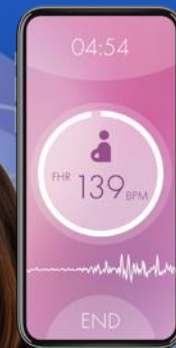
Investor Presentation | December 2024



Hi Nicole, I can see your foetal heart rate and blood pressure reading for today and all looks exactly as expected at this stage - how are your feeling?

I'm good! Thanks for asking!

Great! Please let me know if you need anything.



Regulatory
Approved By:

FDA 510k
clearance



CE
2797



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Problem



Century-old Model of care



Maternal mortality



Access/inequity of care



Affordability of care



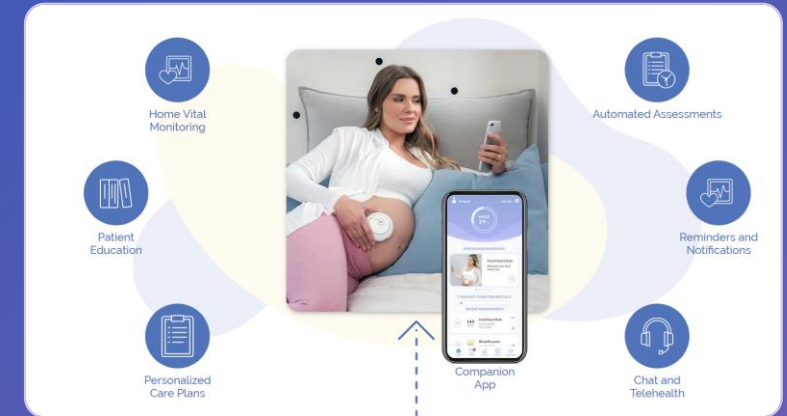
Workforce shortage & burnout



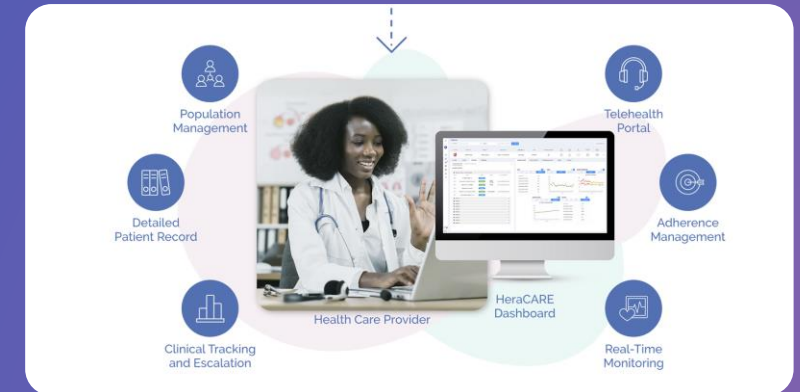
Our Mission



*Redefining How
Maternity Care
Is Delivered and
Experienced*



Experienced
(Mums)



Delivered
(Physicians)

Investment Highlights

Maternity care in Crisis Globally



Significant global market opportunities ahead through maternity related challenges

Market Leading Platform



Medical grade, clinically validated, end-to-end digital remote monitoring and maternity care platform

Strong Evidence Base



HeraCARE has demonstrated;

- ✓ Improved Care Outcomes
- ✓ Increased Productivity
- ✓ Increased RPU per pregnancy

Defined Business Models



Commercial models and care models defined for hospitals, clinics, and digital health platforms

Structural Tailwinds



Leveraged to participate in long-term structural maternity care, digital healthcare and ESG trends

Strong Team



Highly experience commercialisation team with senior executives in Australia, US and Israel

Overview

HeraMED Limited is an ASX listed (ASX:HMD) global medical data and technology company leading the digital transformation of maternity care.

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.

*Nurturing two lives,
one heartbeat at a time*

\$18.1m

Market capitalisation¹

0.903m

Average daily volume

\$0.021

Share price¹

815.6m

Shares on issue

\$0.012/\$0.04

52-week trading range¹

¹ Current as of 2 December 2024

Key Leadership Team



Anoushka Gungadin
Managing Director & CEO

A career spans more than 20 years and four continents, an experienced CEO, Finance Executive, Non-Executive Director, founder, advisor and speaker, working across industries and with global brands, NFPs and start-ups.



Nicole Zappala
Head of Customer Success & Head Mom

Over 15 years of experience in startups, including a decade in health tech. Passionate about reimagining the way people experience and engage with care with the use of technology with a background in creative configuration, implementation, and operations.



Cameron Jones
CFO & Company Secretary

Over 15 years of experience in accounting, tax and company secretarial services. Cameron is a Chartered Accountant (CA) and Managing Director at Bio101, Director and Cystic Fibrosis Community Care.



Ariel Laden
VP Product

An experienced product director with a multidisciplinary design background specialising in user experience for physical and digital products. Spent 15 Years leading the development of award-winning games before transitioning to the medical world on a mission to do good.



Dr Arturo Weschler MD
CMO

Over 25 years of healthcare sector experience, including 11 years as CIO at Tel Aviv Sourasky Medical Centre and Chief Medical Officer at Medial Research. He has also held operational and practical positions with digital health startups.



Moran Shochat
CTO & VP R&D

Over 25 years of SW and multidisciplinary systems development, mainly in the medical device industry.

Moran brings vast experience in developing technology roadmaps and leading multidisciplinary R&D groups throughout the entire product development lifecycle.

Maternity Care Model Challenges

An unchanged care model since 1950's

Challenges for Doctors and Providers

- Dramatic shortage of staff and fundamental services
- Lack of time and attention
- Episodic, reactive, not connected patient engagement
- Pregnancy complications and deteriorating delivery outcomes
- Maternity is a rising cost



Challenges for Expectant Mothers

- Lack of proximity access to maternity care
- Loss of time away from work and home
- Lack of continuous support
- Personal stress and anxiety
- Mother and infant mortality rates are rising

Worsening Access to Care in US

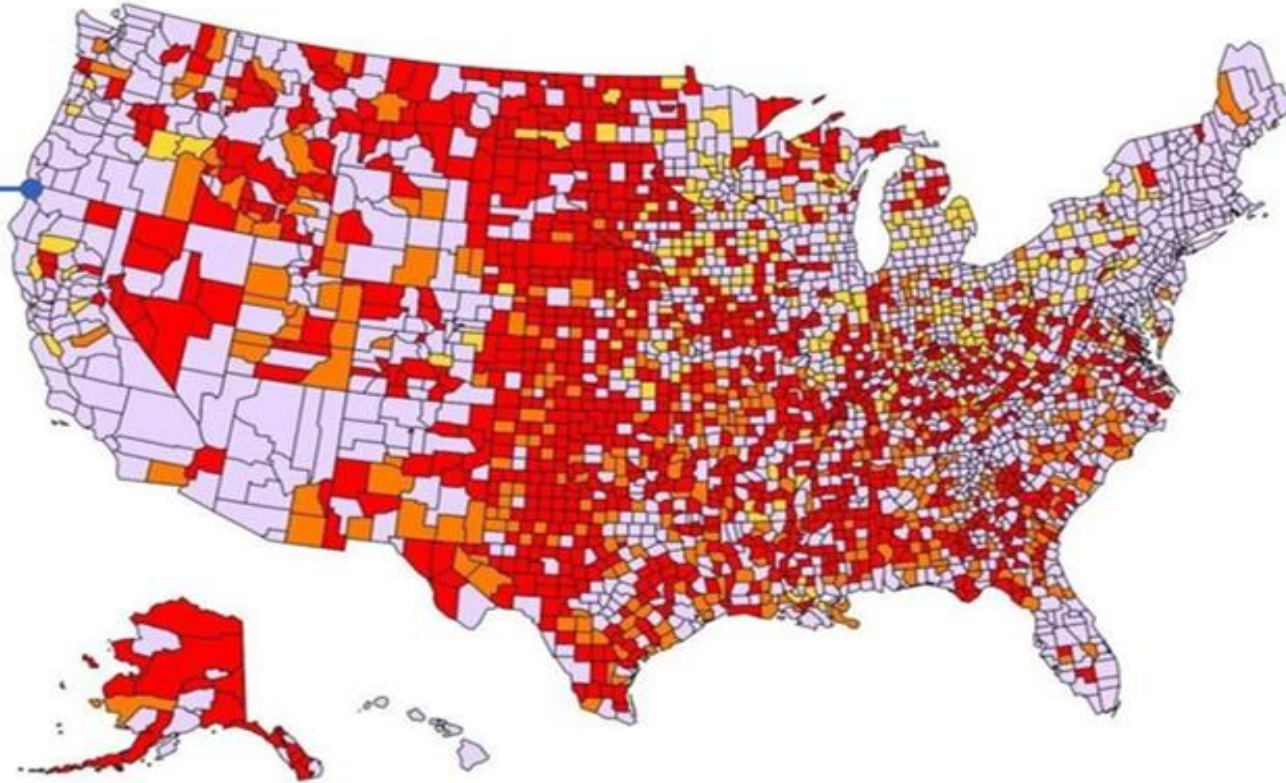
Maternity deserts in the US are defined by counties with NO maternity clinic within the Country

36%

Of the US is a
'maternity desert'.

Maternity Care Access

- Maternity Care Deserts (1119)
- Low Access to Care (373)
- Moderate Access to Care (223)
- Access to Maternity Care (1427)



By the Numbers.....

- **\$111bn spent** on maternity care annually
- Mortality rates are 2x that of other OECD countries
- More than **400 hospitals closed their maternity units** between 2016-2020
- Current **estimated shortage of OBGYN's** by ACOG is **6,000** nationally

Cost of maternity complications*

Opportunity to reduce costs & improve maternity care and outcomes



Hypertension

US\$7.5B annual cost
related to hypertensive
disorders in mothers



Maternal Mental Health

US\$18.1b annual cost
related to mental health
conditions (suicide,
overdose/substance use)

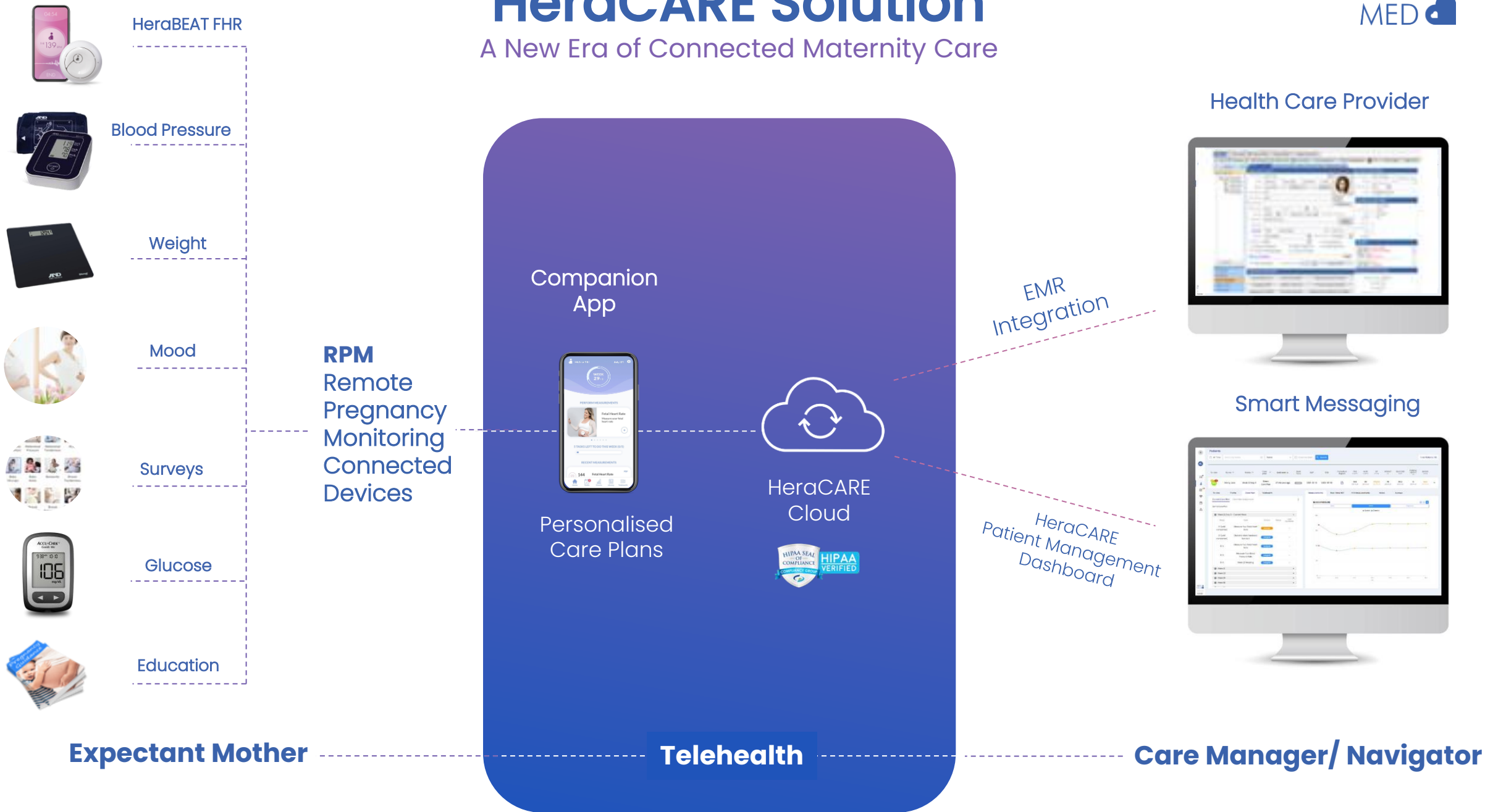


Gestational Diabetes

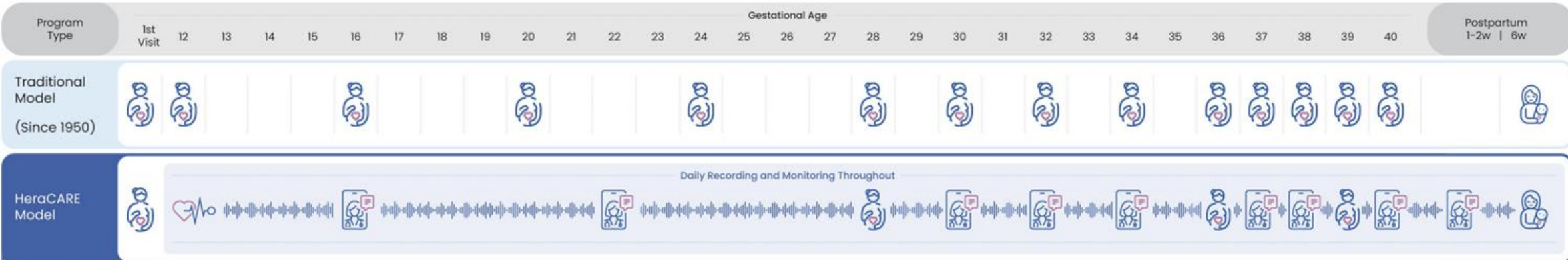
US\$4.8b annual cost
for mothers and
newborns with
gestational diabetes
in US

HeraCARE Solution

A New Era of Connected Maternity Care



HeraCARE: New Era of Connected Maternity Care



Task based care plans following clinical pathways

	Low Risk	High Risk	HDP	GDM
Prenatal ~20 Wks	<p>Weekly Measurements 1X FHR BP WGT Mood Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Fetal Surveillance Twice Daily Measurements 2X a day FHR BP Temp Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Hypertensive disorders of pregnancy Twice Daily Measurements 2X a day FHR BP Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Gestational Diabetes Daily Measurement Tasks 1X a day FHR 4X a day Glucose Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>
Postpartum ~6 Wks to ~52 Wks	<p>Weekly Measurement Tasks BP Mood EPDS Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Twice Daily Measurements 2X a day BP Mood EPDS Temp Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Twice Daily Measurements 2X a day BP Mood EPDS Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>	<p>Twice Daily Measurements 2X a day BP Mood EPDS Relevant Patient Education Check ups reminders Telehealth Smart Messages/alerts</p>

HeraCARE Stakeholder Benefits

Enhanced Access To
Care, Quality of Care
and Maternity Outcomes



BETTER HEALTH OUTCOMES

- Patient-centric care
- Continuous support from care team
- Empowerment
- Stress & anxiety reduction
- Education
- Early detection of complications eg preeclampsia

INCREASED PRODUCTIVITY GAINS

- Productivity gains of 33%-46% for healthcare providers
- Less in-person visits – up to 50% less in person visit in comparison to current standard of care
- Shorter in person visits due continual realtime monitoring

INCREASE REVENUE PER PREGNANCY

- Reimbursement landscape structurally changing
- Use of HeraCARE allowing for an additional \$800 per pregnancy to be reimbursed
- Potential for reimbursement to increase further through accessing mental health codes for postpartum

A Wealth of Maternity Care Data Points

Key Strategic Partners in place



10 customers across US, Aust & EU including hospitals, clinics, digital healthcare platforms and research institutions

Pregnancies managed by HeraCARE



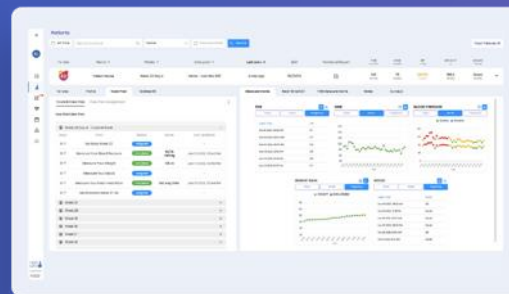
3,950+ accumulated pregnancies

570+ active pregnancies currently being managed by HeraCARE.

DataBank continues to Grow



440,000+ Data Points
2,250+ Health alerts



Customised Care plans



9 care plans now established with customers including;
Low risk, high risk, GDM, mental health & postpartum

Hybrid model of care



30- 70% of visits done remotely
Productivity gains of 33-46% established within health care providers

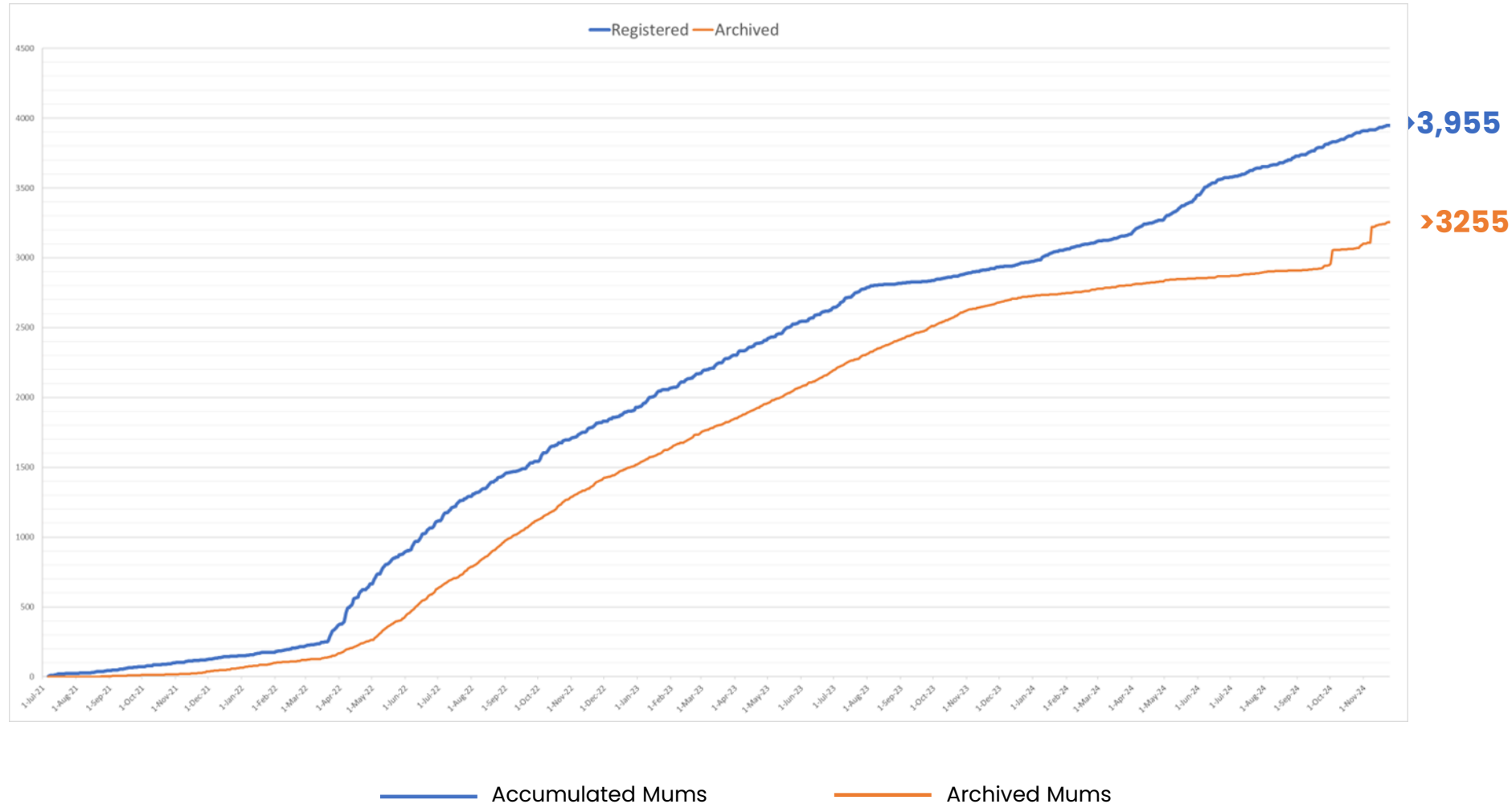
Mother User Satisfaction



600 Mothers surveyed
4.5/5 rating
90+% Satisfaction rate

HeraCARE Platform Momentum

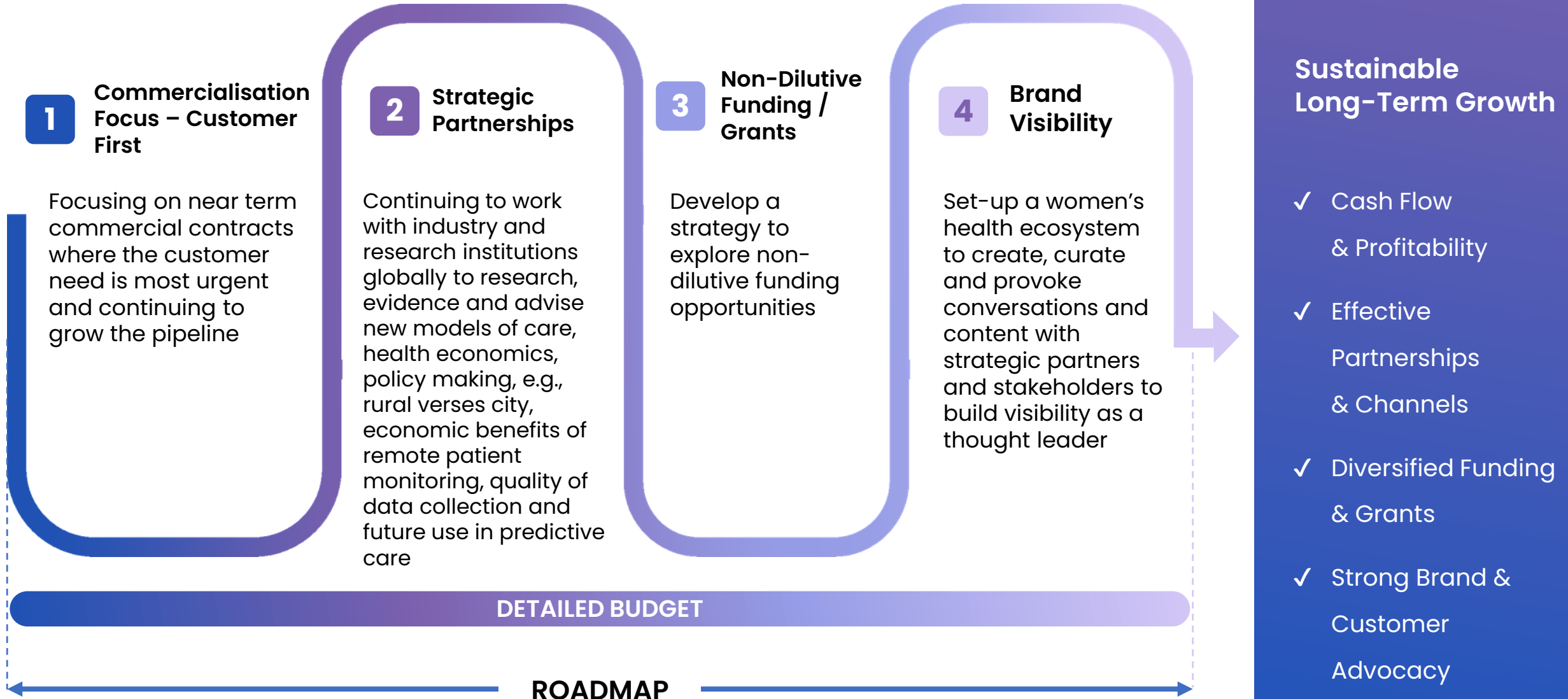
Accumulated Mums on HeraMED Platform



Further Opportunities

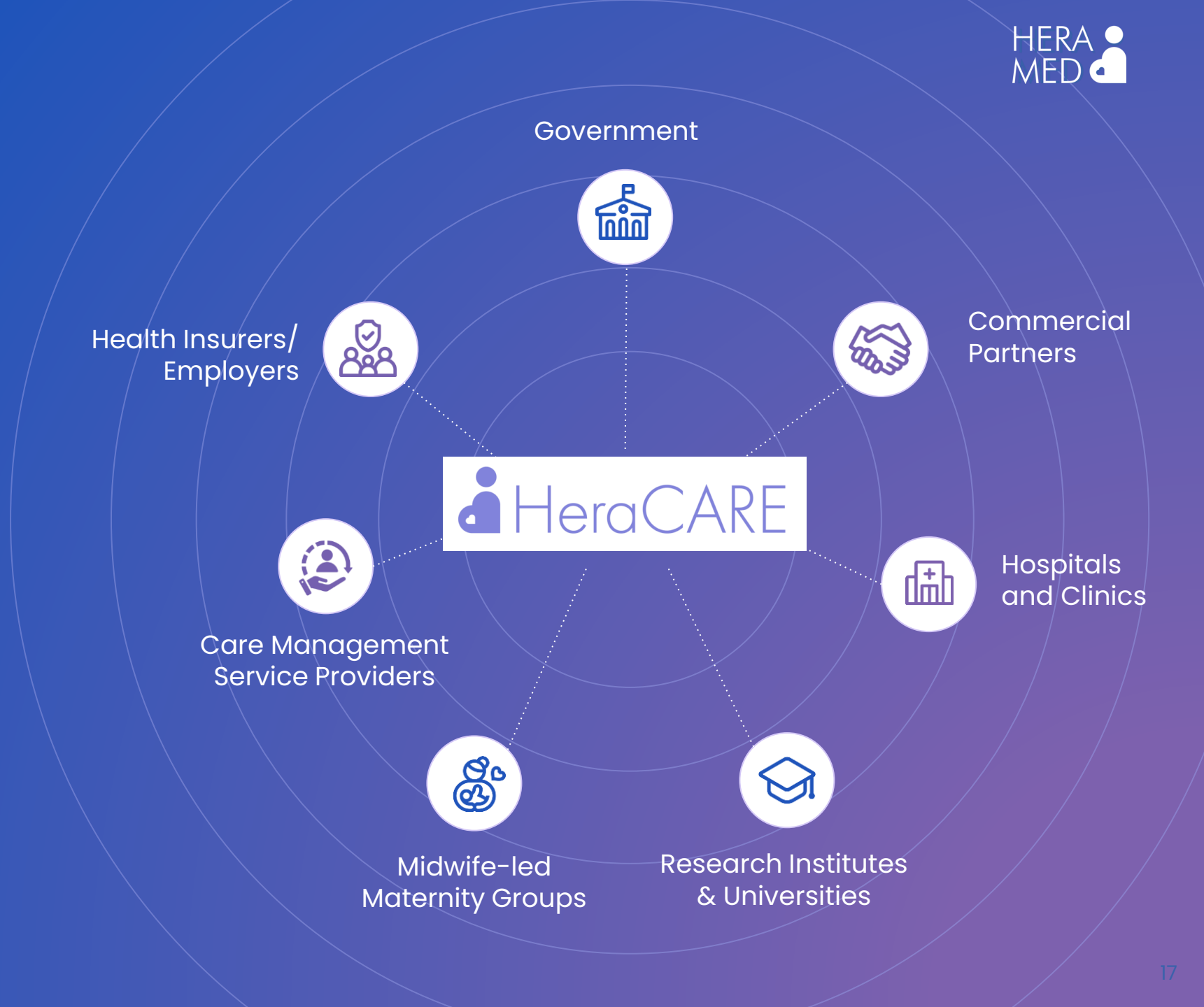
- ✓ Early Clinical Intervention
- ✓ Accelerate 'Data As An Asset' Approach
- ✓ Use and Integration of Proprietary AI Tools and Analysis

Four-Point Strategic Plan



Our stakeholders

Key verticals, markets & strategic partnerships



Pregnant mothers endorsing HeraCARE

4.5



Overall
Satisfaction
Rate

86%

Preferred the RPM
Experience

87%

Enjoyed
Educational
Content

82%

Contributed to
Peace of Mind

Key Customer – Broward Health



Rose McKelvie

AVP Women's & Children's Service Line at Broward Health:

"Through the innovative technology brought to us via the innovative HeraCARE platform and its impressive configurability, we are delighted to be driving and leading the positive change in improving the health of expecting mothers as well as access to care during and after pregnancies at Broward Health."

Broward – a top-10 USA Public Health Provider

- 5 Hospitals, 50 health centres, 11,000+ staff
- 5,800 annual pregnancies

Commercial Agreement Terms

- 2-year agreement for HeraCARE platform and HeraBEAT devices in Broward health service
- 700 HeraCARE licences & 200 hardware bundles
- US\$200k upfront, with US\$400k over 2-year term

Current Progress

- 9 separate care models now established
- 300+ mums are now on the platform across all 9 care plans
- Planning now underway to begin scaling gestational diabetic and low risk mums onto HeraCARE
- Discussions underway to upsize HeraCARE licences in agreement

Key Channel Partner – Lovu



Noel Pugh, PhD,
CEO

*"e-Lōvu Health is beyond thrilled to partner with HeraMED. The HeraCARE platform coupled with the simplicity of the HeraBEAT smart Fetal HR monitor will serve as the cornerstone of our digital healthcare ecosphere. We believe that together we can **transform the American delivery system** and change the way expectant moms, their families, and care teams experience prenatal care."*

Strategic Partnership Update:

Lovu Health

- US-based digital ecosphere & marketplace for technology and services companies

HeraMED & Lovu

- Channel partner into private clinic markets in California, Texas, Ohio
- HeraCARE forms backbone of Lovu Health's care ecosystem

Commercial Successes

- 15 clinics already using HeraCARE platform
- ~210 mums currently on the HeraCARE platform



A TV Interview of Lovu and Dr. Susanne Ramos
HeraCARE implementation

On the Path to Adoption in Australia

GC University Hospital, Telstra Health and UTS – Direct, Channel Partner, Research

Gold Coast University Hospital

Clinical Trial Launched
at GC Hospital²

- Signed an Innovative Collaboration and Project agreement in November 2023 to enable clinical trial
- Clinical trial began for up to 90 pregnancies for period of 6-9 months
- GC Hospital and Health Service (GCHHS) manages >5,000 pregnancies each year
- GCHHS undertaking an ambitious digital transformation program for the health service

Telstra Health

Telstra Health Soft
Launch of HeraCARE³

- HeraCARE available soon to medical practices using Telstra Health's (TH) MedicalDirector platform
- Initially announced TH partnership in November 2023
- First step of commercial rollout focused on recruiting 5-10 GP clinics ('early adopters')
- Targeting onboarding of mums through TH's extensive GP customer base by end CY2024

University Technology Sydney

5 year Strategic Partnership¹

- Combining HMD's expertise in connected digital care with UTS INSIGHT's research capabilities, the strategic partnership aims to change the models of care and wellbeing for women and babies, including through knowledge generation, exchange, translation, and impact
- INSIGHT is UTS's Research Institute for Innovative Solutions for Well-being and Health, to deliver sustainable, scalable solutions to entrenched health problems

¹ ASX release 15 July 2024

² ASX release 8 November 2023

³ ASX release 24 June 2024

HeraCARE Commercial Model



Pricing Model Example

Per Pregnancy

~US\$600

OR

One-off HeraBEAT device

US\$350

+

Monthly SaaS fee

~US\$39–59

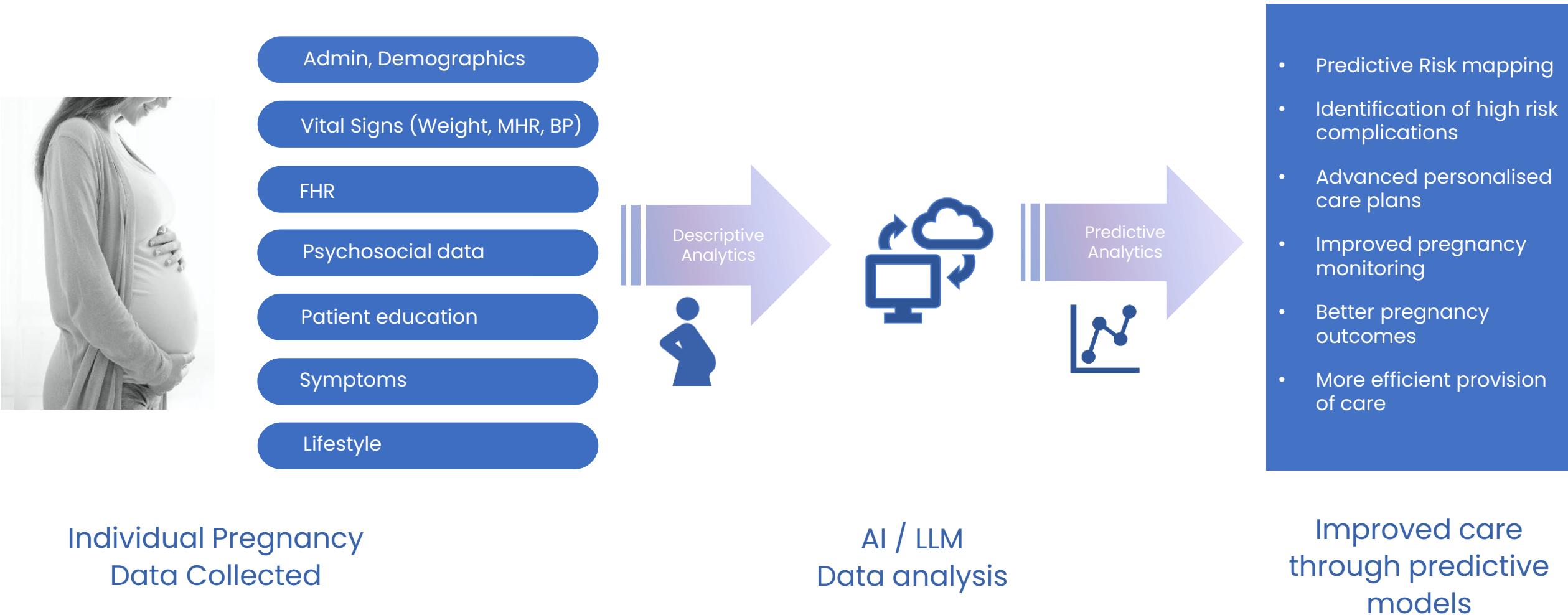
per User, per Month

Additional connected devices are optional
per customer request at extra cost

Reimbursement In The US Allows Healthcare Providers To Receive Additional Revenue Per Pregnancy

	Reimbursement	Per Pregnancy	Private clinic
99453	~\$19	One Time	\$19
99454	~\$62	Avg. 5-month usage	\$310
99457	~\$52	Avg. 5-month usage	\$260
99458	~\$42	Avg. 5-month usage	\$210
Additional reimbursement revenue available per pregnancy for Healthcare provider			\$ 799
One-time HeraBEAT	\$350	Annual cost/2 cycles	-\$150
HeraCARE SaaS	\$50	Avg. 5-month usage	-\$250
Additional cost (Shipment, disinfection etc.)			-\$75
Total Cost (Revenue to HeraMED)			\$475
Net revenue to the healthcare provider			\$324

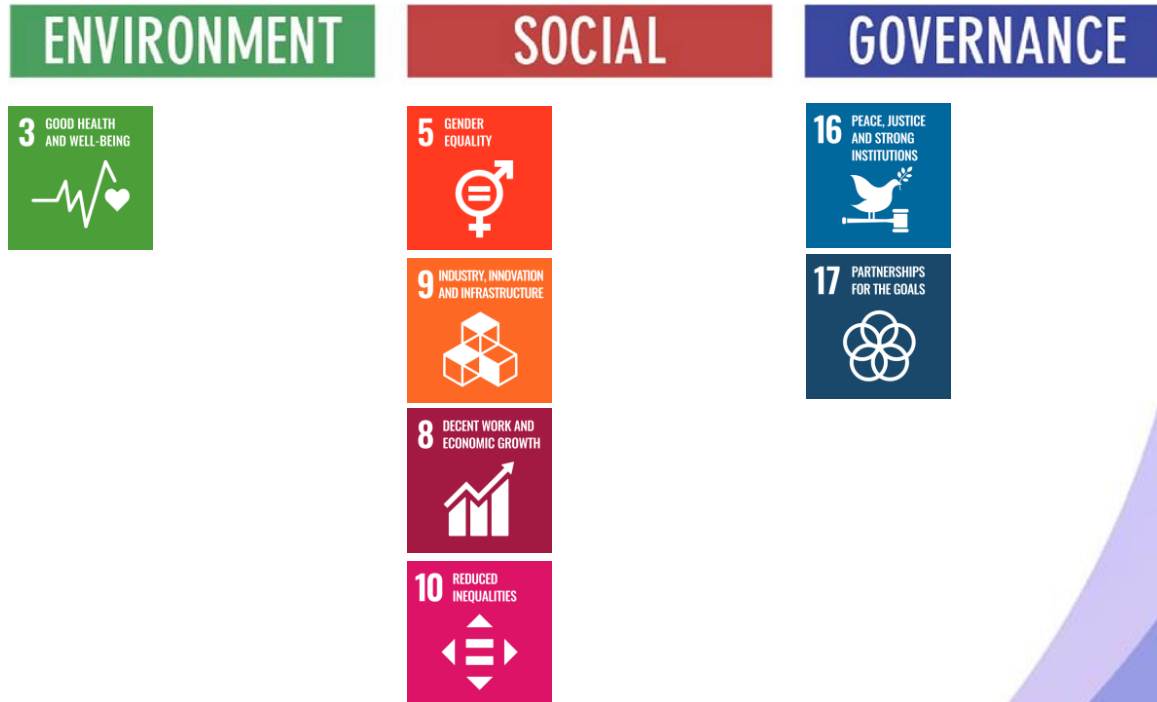
Future of Maternity Care – Pregnancy + AI



ESG Leadership

Leveraged To Participate In
Long-Term Structural ESG Trends

SUSTAINABLE DEVELOPMENT GOALS



HeraMED – Key ESG Initiatives and Achievements

#1 Ukraine

Supporting mothers at war using remote patient monitoring

#2 Rozana

Building bridges between Israeli & Palestinian through health

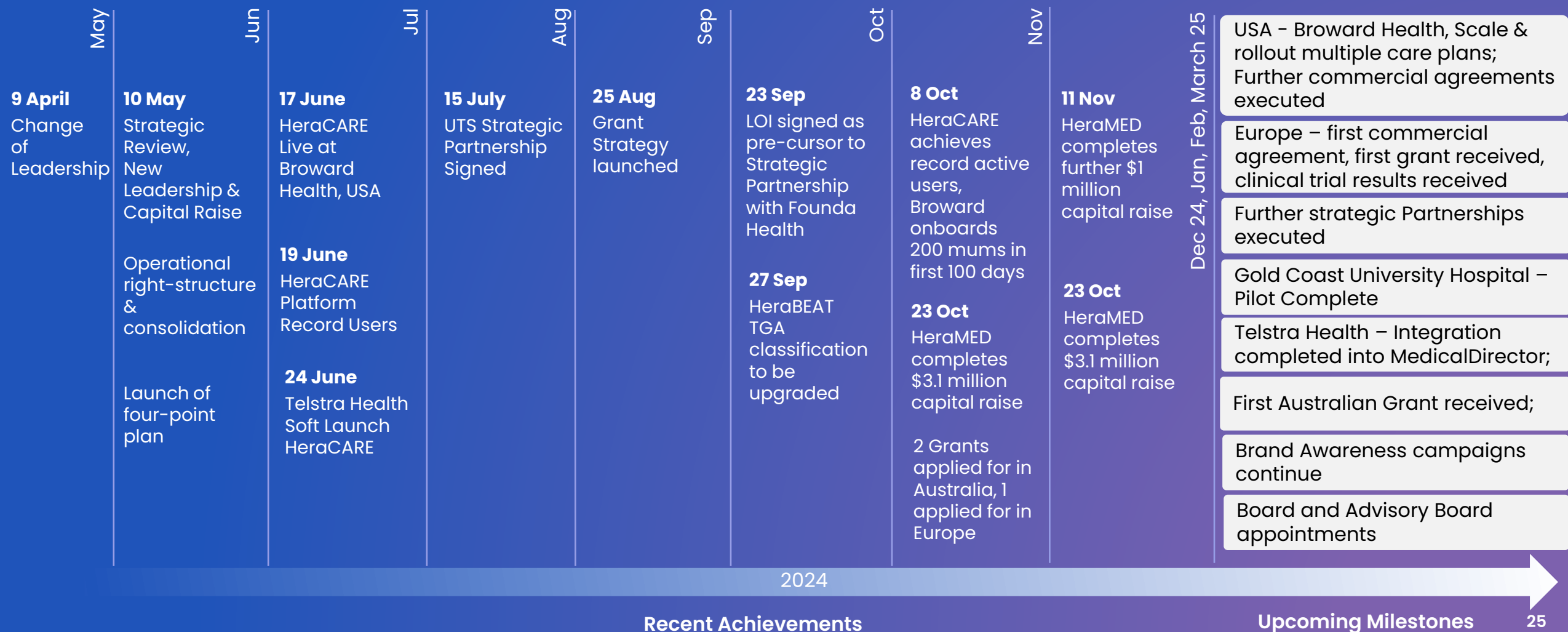
#3 Ethiopia & Nepal

Reducing maternal and fetal mortality rates through technology for local staff

#4 USA

Broward Health – social determinants of health, access and equity

Recent Achievements and Upcoming Milestones





HeraMED Limited (ASX:HMD)

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Tim Chapman
Chairman

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Board of Directors



Tim Chapman

Chairman



Anoushka Gungadin

Managing Director



David Hinton

Non-Executive Director

Leadership team



Anoushka Gungadin

Chief Executive Officer



Cameron Jones

Chief Financial Officer



Nicole Zappala

Head Mom /Customer Success



Dr. Arturo Weschler

Chief Medical Officer



Moran Shochat

CTO/VP R&D



Ariel Laden

VP Product

Advisory Board



Dr. Paul Porter

Assoc Professor



Dr Kym Jones

Specialist Ob/Gynaecologist



Tiffany Starr McKeever

US Strategic Advisor