HERA MED

Leading the Digital Transformation of Maternity Care

Investor Presentation | February 2025

ASX:HMD

Regulatory Approved By:

FDA 510K clearance

bsi ISO 13485 Quality Management for Medical Devices CERTIFIED

CE 2797

HIPAA SEAL OF COMPLIANCE HIPAA VERIFIED

Disclaimer

This presentation has been prepared by HeraMED Limited ('HMD').

All information contained in this presentation (including this notice) ('Information') is confidential. By receiving the forward-looking you are deemed to agree that you will hold the Information in strict confidence, and keep it secret, and not reproduce, disclose or distribute the Information to any third party or publish the Information for any purpose.

Except as required by law, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the Information, opinions and conclusions, or as to the reasonableness of any assumption contained in this presentation. By receiving this presentation and to the extent permitted by law, you release HMD and their respective officers, employees, shareholders, advisers, agents and associates from any liability (including, without limitation, in respect of direct, indirect or consequential loss or damage or loss or damage arising by negligence) arising forward-looking the reliance by you or any other person on anything contained in or omitted from this presentation.

Any forward looking statements included in the Information involve subjective judgment and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to, HMD and their respective officers, employees, shareholders, advisors, agents or associates. Actual future events may vary materially from any forward looking statements and the assumptions on which those statements are based. Given these uncertainties, you are cautioned to not place undue reliance on any such forward looking statements.

No responsibility is accepted by HMD or any of their respective officers, employees, shareholders, advisers, agents or associates, nor any other person, for any of the Information or for any action taken by you on the basis of the Information. As a condition of accepting and receiving the Information you agree to release each of HMD and their respective officers, employees, shareholders, advisers, agents or associates and all other persons from any claim which you may otherwise be entitled to make in relation to the Information.

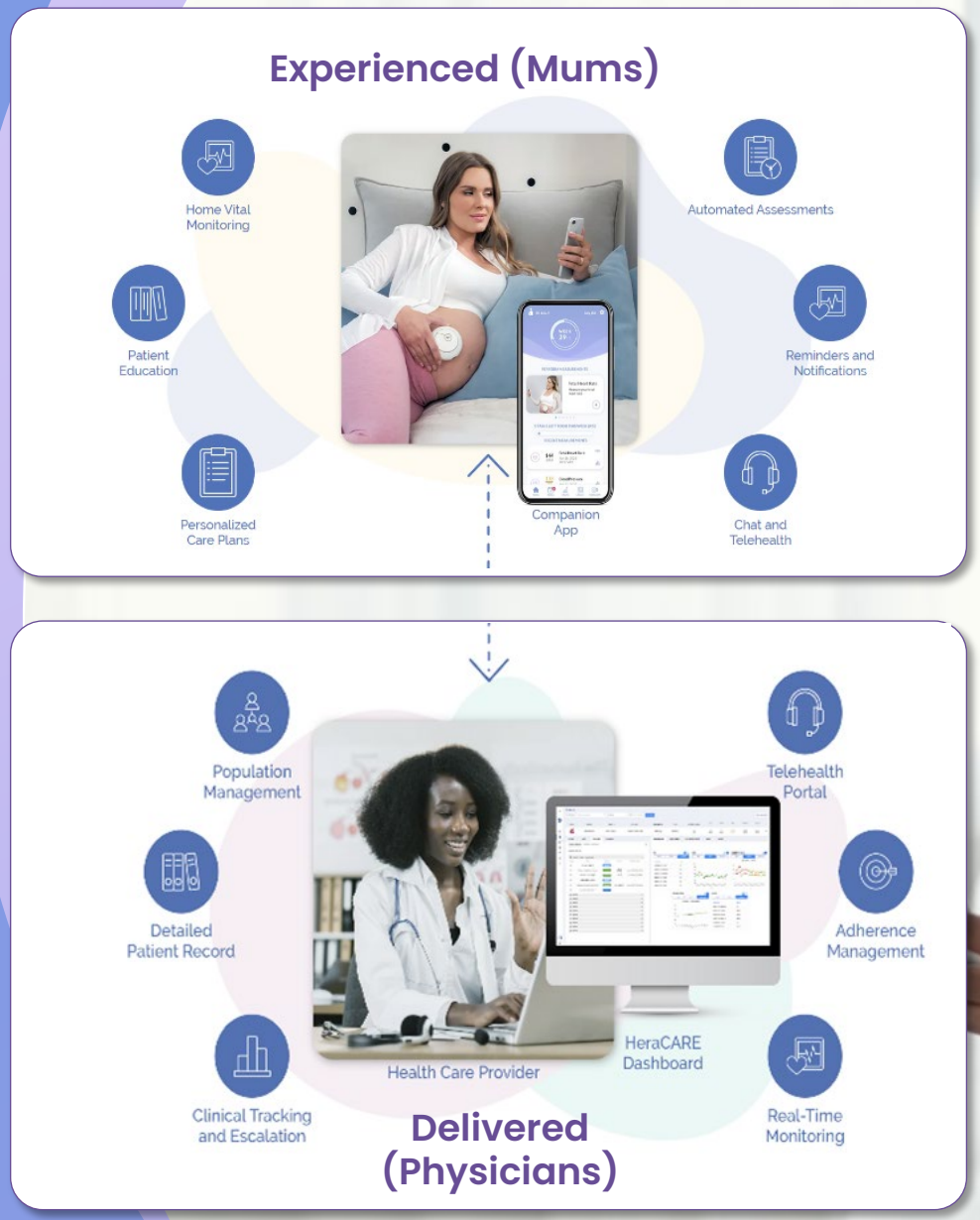
This presentation does not constitute investment, legal, taxation or other advice and the presentation does not take into account your investment objectives, financial situation nor particular needs. You are responsible for forming your own opinions and conclusions on such matters and should make your own independent assessment of the Information and any action taken on the basis of the Information.

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



Investment Highlights

In more than 4,000 pregnancies to date, HeraCARE has delivered improved care outcomes, increased productivity & higher revenue per user

Maternity care in crisis globally

Decreasing access to care and the rising cost of care are driving a deterioration in maternity related care outcomes globally

Defined Business Models

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

Market Leading Platform

Hera MED has commercialised a medical grade, clinically validated, digital remote monitoring and maternity care platform

Structural Tailwinds

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

Leading Databank

As Hera MED manages an increasing number of pregnancies, it Is accumulating a highly significant dataset & AI capability

Overview

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

$16m
Market capitalisation[1]

1.286m
Average daily volume

$0.019
Share price[1]

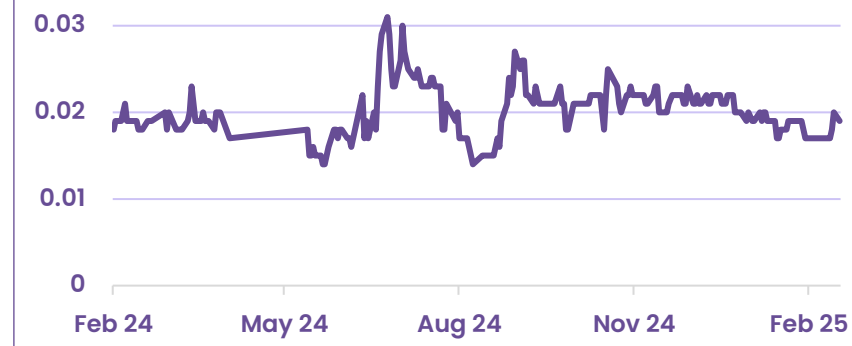
875.6m
Shares on issue

$0.012/$0.031
52-week trading range[1]

Top 5 Shareholders

Foreshore Capital	5.4%
Kyriaco Barber Pty Ltd	2.8%
JP Morgan Noms	2.7%
Ratdog Pty Ltd	2.6%
ML Carr Pty Ltd	2.6%

Graph



[1] Current as of 18 February 2025

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.

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 at Cystic Fibrosis Community Care.

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.

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.

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.

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

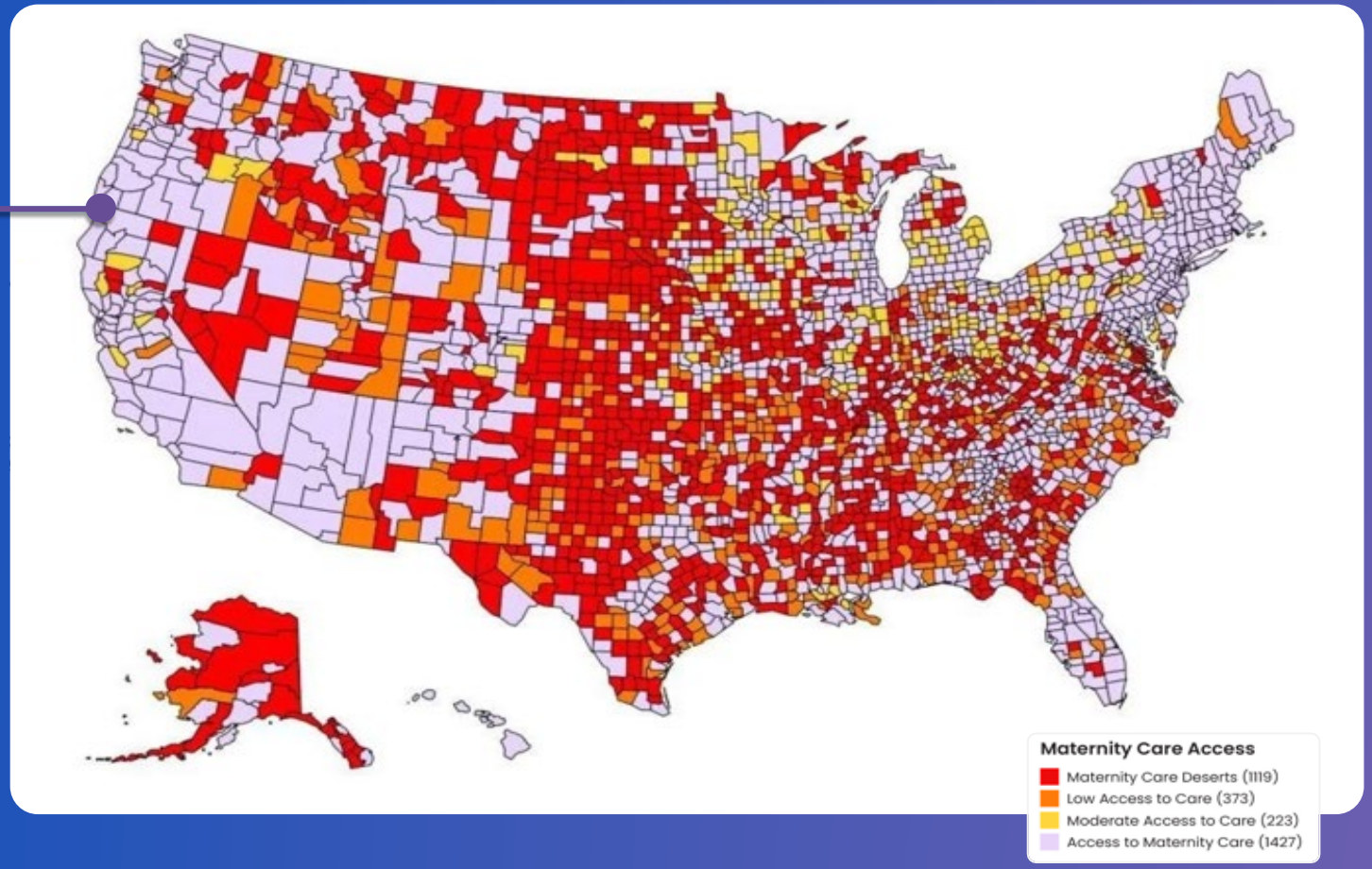
Mother and infant mortality rates are rising

Maternity Care Model Challenges

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

36%

Of the US is a 'maternity desert'.



USA 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

*Numbers represent US healthcare cost only, global cost are much higher
https://www.marchofdimes.org/mission/the-economic-and-societal-costs.aspx

HeraCARE Solution

A New Era of Connected Maternity Care

HeraBEAT FHR

Blood Pressure

Weight

Mood

Surveys

Glucose

Education

RPM
Remote
Pregnancy
Monitoring
Connected
Devices

Companion App

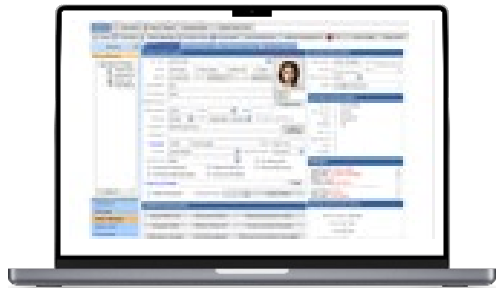
Personalised Care Plans

Hera CARE Cloud

HIPAA VERIFIED

EMR Integration

Health Care Provider



HeraCARE Patient Management Dashboard

Smart Messaging

Expectant Mother — **Telehealth** — **Care Manager/ Navigator**

HeraCARE: New Era of Connected Maternity Care

Task based care plans following clinical pathways

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

HeraCARE Stakeholder Benefits

Better Health Outcomes

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

Increased Productivity Gains

- **Productivity gains of 33%-46%**
- Up to **50% less in person visits**
- **Shorter in person visits**
- Continuity of care
- Real-time monitoring

Increase Revenue Per Pregnancy

- Reimbursement landscape structurally changing
- Additional $800 per pregnancy to be reimbursed
- Potential for reimbursement to increase (mental health codes for postpartum)

Commercial traction meets untapped data frontiers

Key Strategic Partners

10 customers across US, Aust & EU – 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

Hybrid model of care

30- 70% of visits done remotely

Productivity gains of 33-46% established within health care providers

Customised Care plans

9 care plans established with customers including;

Low risk, high risk, GDM, mental health & postpartum

Pregnant mothers endorsing HeraCARE

Four-Point Strategic Plan

1 Commercialisation Focus – Customer First

Focus on near term contracts where customer need is urgent – continuing to grow the pipeline

2 Strategic Partnerships

Partner with industry and research institutions globally to research, evidence and advise new models of care, health economics, policy making e.g. rural vs city, economic benefits of remote patient monitoring, quality of data collection

3 Non-Dilutive Funding / Grants

Pursue non-dilutive funding opportunities

4 Brand Visibility

Create a women's health ecosystem to establish and provoke conversations and content with strategic partners and stakeholders to build visibility as a thought leader

Our stakeholders

Key verticals, markets & strategic partnerships

Broward Health

Founda Health

Health

Gold Coast Health
Queensland Government

JGG

UTS

Simply Women

Lovu

Key Customer – Broward Health

Broward Health

Broward – a top-10 USA Public Health Provider

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

"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."

Rose McKelvie
Formerly AVP Women's & Children's Service Line at Broward Health

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

- 400+ Mums on HeraCARE platform across all 9 care plans
- Spanish version of HeraCARE launched
- Numerous critical interventions made
- Planning to begin scaling low risk Mums onto HeraCARE
- EPIC phase 1 integration underway
- Data, analytics and reporting

HeraCARE value proposition being built at Broward

HERA MED

Mother User Satisfaction

Mothers surveyed

4.6 /5

rating

90+%

Satisfaction rate

MUMS using HeraCARE

~400

accumulated pregnancies

(as of 22/1/25)

Data As An Asset

31,000+

Data Points

(22/1/25)

Customised Care plans

9 care plans

now established with customers including;

Low risk, high risk, GDM, mental health & postpartum

Next Steps

1. Hybrid care model : **30-50%** of visits done remotely
2. EPIC integration

Review of key performance metrics now underway with Broward

- Critical interventions
- Impact on pre-term birth rate from care plans
- Productivity & efficiency of care

Early channel partners – US & EU

Metronomics Inc

Building a post partum care solution for the US market

- Significant reimbursement programs now available for expanded postpartum care programs (specifically mental health monitoring)
- HMD and Metronomic intend to integrate HeraCARE postpartum care plans with Metronomic's financial reimbursement and billing capability, to offer a complete postpartum care solution for healthcare providers

Lovu

Channel partner focusing on private OBGYN clinics in California, Texas, Ohio

- Lovu has built services solution for private OBGYN clinics
- HeraCARE forms backbone of Lovu solution
- 15 clinics onboard to date
- ~210 mums currently on the HeraCARE platform

Founda

Leading Data Platform in the EU market

- market leading platform allowing legacy data platforms within healthcare providers to exchange data through healthcare standards
- Through Founda's platform HeraCARE will be able to integrate with EHR (Electronic Health Records) in over 70% of the EU market
- Founda and HeraMED are working to identify a hospital in Europe / US for an initial deployment of the joint Founda - HeraCARE solution

On the path to adoption in Australia

University Technology Sydney

5 year Strategic Partnership[1]

- This 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

Gold Coast University Hospital

Clinical Trial Launched at GC Hospital[2]

- Signed an Innovative Collaboration and Project agreement in November 2023 to enable clinical trial
- Clinical trial completed for 90 high risk pregnancies – Report pending
- GC Hospital and Health Service manages >5,000 pregnancies each year
- GCUH undertaking an ambitious digital transformation program for the health service

Telstra Health

Telstra Health Soft Launch of HeraCARE[3]

- 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

[1] ASX release 15 July 2024
[2] ASX release 8 November 2023
[3] ASX release 24 June 2024

Planned 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

Individual Pregnancy Data Collected

- Admin, Demographics
- Vital Signs (Weight, MHR, BP)
- FHR
- Psychosocial data
- Patient education
- Symptoms
- Lifestyle

AI / LLM Data analysis

Descriptive Analytics

Predictive Analytics

Improved care through predictive models

- Predictive Risk mapping
- Identification of high risk complications
- Advanced personalised care plans
- Improved pregnancy monitoring
- Better pregnancy outcomes
- More efficient provision of care

HeraMed's growing library of data makes it attractive to healthcare providers, patients, global health tech partners & potential acquirers

ESG Leadership

Leveraged To Participate In
Long-Term Structural ESG Trends

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 & Upcoming Milestones

- ✓ Change of Leadership & Strategic Review
- ✓ Launch of Strategic four-point plan
- ✓ Over $7m in new capital raised with over 12 months runway
- ✓ HeraCARE launched in top 10 US health system, Broward Health
- ✓ Over 4,000 mothers have now been onboarded to HeraCARE
- ✓ 9 care plans now live
- ✓ Numerous critical inventions made by HeraCARE
- ✓ Over 400,000 data measurements now recorded on HeraCARE
- ✓ HeraMED enters first EU channel partner agreement with Founda
- ✓ HeraMED enters new US channel partner agreement with Metronomic
- ✓ Grant Strategy launched - 2 submissions in Australia, 1 submission in Europe

US:

- Broward health;
  - Scale up mothers on HeraCARE
  - Complete EPIC integration
  - Finalise reimbursement supported commercial model
  - Undertake review of key performance metrics
- Commercial deployment with another large hospital system
- Strategic partnership with a global healthcare company

EUROPE:

- first commercial agreement,
- first grant received
- clinical trial results received

AUSTRALIA:

- Receive final report from Gold Coast and next steps
- First grant received, 2 further submissions made
- Establish next steps with Telstra Health

CORPORATE:

Brand campaign launched
Advisory Board appointments: Cheryle Royle & Sharon Howell
Further Board and Advisory appointments

2024

Recent Achievements

Jan-June 2025

HeraMED Limited (ASX:HMD)

Anoushka Gungadin
Managing Director & CEO

E: anoushka@hera-med.com
M:+61 431 131 649

Tim Chapman
Chairman

E: tchapman@claritycap.com.au
M: +61 419 897 062

Matthew Wright
Investor/Media Relations

E: matt@nwrcommunications.com.au
M: +61 451 896 420

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

Cheryle Royle
Experienced Hospital CEO

Vivek Krishnan
Technology expert-
ex CTO Alcidion

Sharon Howell
US health
technology
executive

HeraCARE Competitive Advantage

FEATURES	HeraMED	NUVO	Babyscripts
FDA-cleared Fetal HR	✓	✓	-
Fetal HR as early as 16 weeks gestation	✓	Starting 32 weeks	-
Fetal monitor technology	Ultrasound Doppler	Fetal ECG	-
Continuous FHR capability	✓	✓	-
Outpatient & Inpatient Use	✓	✓	Outpatient only
Connected mobile devices (BP, Scale)	✓	✓	✓ (No FHR)
Mobile patient-facing platform/app	✓	✓	✓
Clinician-facing population management dashboard	✓		Rudimentary
Clinical Alerts Engine	✓	-	✓
Capability to do real time telehealth with video chat	✓	-	-
Capability to do real time messaging	✓	-	-
EHR Integration Capability	✓	✓	✓
Built-in Patient Education Modules	✓ (Mayo clinic)	In development	✓
Patient Mental Health Assessment	✓	-	✓
ACOG compliant patient care protocols, w/ability to add and configure per client	✓	-	-
Ease of use/portability	✓	FHR monitor - Bulky	✓