

HeraCARE commercial agreement signed with Joondalup Health Campus

- Agreement represents a significant step in HeraMED's well-defined commercialisation strategy and is based on a Technology as a Service (TaaS) recurring revenue model
- Agreement with Joondalup Health Campus (JHC) follows the very successful clinical study at JHC which delivered excellent clinical and functional validation of the HeraBEAT device
- JHC (part of Ramsay Health Care) is one of Western Australia's largest hospitals, a leading medical institution and a maternity care service provider to an average of 3,000 expectant mothers annually
- The initial part of the agreement includes a paid pilot involving 100 expectant mothers, with JHC paying \$A50 per user per month
- On completion of the pilot, both parties intend to enter into a comprehensive collaboration agreement for the full deployment of the HeraCARE platform as a standard JHC service

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce it has signed an agreement with Joondalup Health Campus (JHC), which incorporates a paid pilot of its HeraCARE solution involving 100 expectant mothers as the initial phase of an anticipated commercial roll-out for the use of HeraMED's technology as a standard service, to be offered to all pregnant mothers under JHC's care.

On 8 October 2020, HeraMED announced outstanding results from a clinical study undertaken by JHC that delivered clinical and functional validation of the HeraBEAT device. The accuracy of the HeraBEAT device was found to be excellent when compared to the industry gold standard CTG (Phillips Avalon) machine. The Foetal Heart Rate (FHR) was detected on 100% of occasions by clinicians and importantly, the FHR was detected on 100% of occasions by the expectant mothers when using the device without assistance.

Today's agreement represents an important next stage of the collaboration in which JHC is undertaking to incorporate the HeraCARE platform to introduce an innovative model for remote monitoring and care management for pregnant women, allowing for the HeraBEAT device and foetal heart rate data to be used in telehealth consultations.

HeraMED CEO and Co-founder Mr David Groberman, said: "We are delighted to have reached this agreement with JHC as it represents a significant achievement in our commercialisation strategy. Representing the first agreement for the full blown HeraCARE platform, on a Technology as a Service basis, it is in line with our commercialisation strategy and is expected to underpin further awareness of our technology amongst global healthcare providers.

"JHC is part of Australia's largest private hospital operator; Ramsay Health Care Group and is well regarded as an early adopter of new technologies in obstetrics. It is particularly pleasing that JHC have adopted HeraMED's innovative technology as it forms part of their strategic plan to become market leaders in adopting innovative care models based on digital health, home-based remote monitoring. We are confident that this partnership will underpin further opportunities with health providers in Australia and globally," he said.

JHC CEO Dr Amanda Ling, said: "We are delighted to have reached this agreement with HeraMED and we look forward to being able to incorporate the HeraCARE platform into our remote monitoring and care management programs for pregnant women. At JHC, we are continually evaluating and adopting new technology that will improve the patient care and this agreement is a demonstration of that strategy at work," she said.

About the Agreement with JHC

The key terms of this commercial agreement which has an initial term of six months are as follows:

- The paid pilot will include 100 pregnant mothers
- The price of a single licence (HeraBEAT device and software) will be A\$50 per month + GST
- On completion of the pilot or anytime earlier upon achieving KPI's, both parties intend to enter into a comprehensive collaboration agreement allowing a full roll-out of HMD's Technology as a Service for a wider audience offered to all JHC's Pregnant Mothers
- HeraMED plans to hire a local project manager to assist JHC ensuring smooth and successful launch and adoption

About HeraMED's commercialisation strategy

The HeraBEAT device forms the backbone of HeraMED's comprehensive HeraCARE SaaS and IoT platform, a digital hybrid maternity care solution. HeraMED's proprietary technology has already obtained TGA (Australia) and CE (Europe) approvals for OTC (over the counter) home use as well as FDA 510K clearance for home use under prescription in the US.

The JHC agreement represents a milestone step in HeraMED's execution of its well-defined commercialisation strategy. HeraMED's strategy is focused on providing access to healthcare providers across Australia and USA that have experience using remote monitoring services. The strategy focuses on obtaining clinical validation and endorsement by key opinion leaders, to support adoption of the HeraCARE platform by globally recognised healthcare providers.

The onset of COVID-19 has presented a unique opportunity globally to fast-track adoption of digital health in maternity care. HeraMED is well-placed to deliver high-quality, prenatal, and postpartum care to improve the safety, efficiency, and cost of maternal healthcare. HeraMED continues to receive significant interest from prospects from around the world and is focused on progressing the growing pipeline of potential partnerships.

About Joondalup Health Campus (JHC)



The JHC campus is in Western Australia and provides specialist services for the entire family from birth through to old age. The campus is comprised of a standalone 146-bed Joondalup Private Hospital and a co-located hospital that provides public patient services. JHC is managed by Australia's largest private hospital operator, Ramsay Health Care.

Caring for both public and private patients and with a total of 722 licensed beds and bays, JHC is one of the largest hospitals in Western Australia, treating more than 73,000 inpatients annually. JHC offers a range of medical and surgical services, including maternity, neonatal and paediatric services and aged care and rehabilitation.

Investor Update

HeraMED CEO and Co-founder Mr David Groberman will host a Zoom meeting today to discuss the JHC agreement.

Thursday 22 April 2021 at 11am AEST (11am Sydney/Melbourne and 9am Perth)

Zoom Link: <https://us02web.zoom.us/j/81698258649?pwd=VTRJNkpJdIN6cnZFNEhOb3BINm1MZz09>

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

-ENDS-

HeraMED Limited
CEO and Co-Founder
David Groberman
M: +972 52 6991188
E: David@hera-med.com

Company Secretary
Jonathan Hart
T: +61 2 8379 2961
E: Jonathan@hera-med.com

Media Enquiries
Melissa Hamilton
Media & Capital Partners
M: +61 4 1775 0274
E: Melissa.hamilton@mcpartners.com.au

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, big data and a digital social networking dashboard.

About HeraCARE

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.