

ASX ANNOUNCEMENT

17 May 2021

Updated Investor Presentation and Webinar

HeraMED Limited (ASX:HMD) (“HeraMED” or the “Company”), is pleased to provide an updated investor presentation (attached).

On Wednesday 19 May, at 2:00 PM (Canberra, Melbourne, Sydney), HeraMED CEO and Co-founder, Mr. David Groberman will host a webinar to discuss the Company’s progress in executing its commercialisation strategy.

HeraMED Investor Update – Wednesday 19 May, at 2.00 PM

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_Lnb9QB9iRdyKdWdxAM_JMQ

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.

HeraMED Limited

CEO and Co-Founder

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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, big data and a digital social networking dashboard.

About HeraCARE

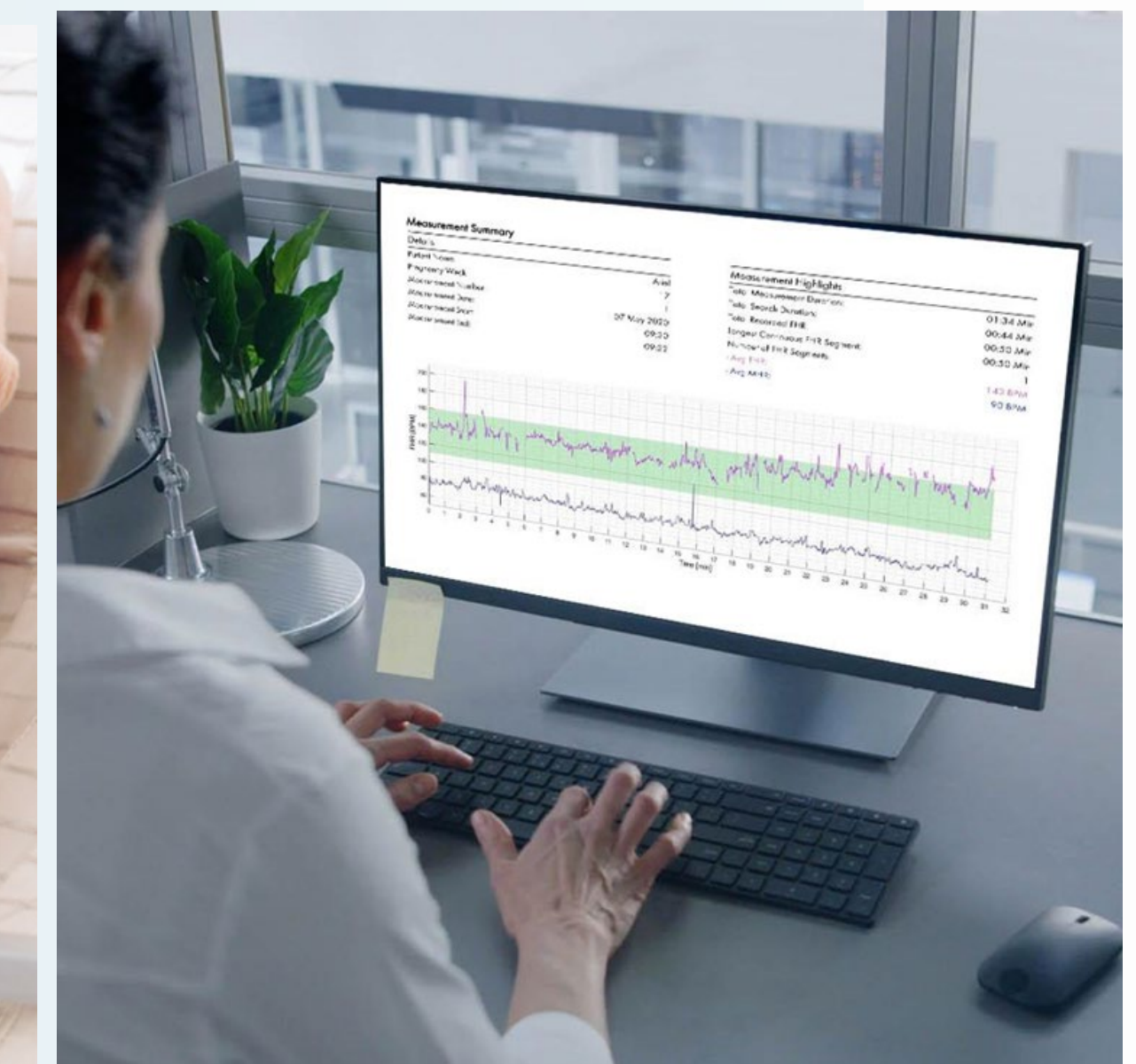
The Company’s proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.

HeraMED

ASX:HMD

May 2021

Leading the
digital transformation of
maternity care



HeraMED snapshot

HeraMED offers a subscription-based, at-home hardware & software pregnancy care solution for clinics, hospitals, insurers and digital platforms

Key IP:
HeraBEAT



An FDA¹, TGA and CE approved, foetal heart rate monitor that can be used at home, shown to be as accurate as hospital machines

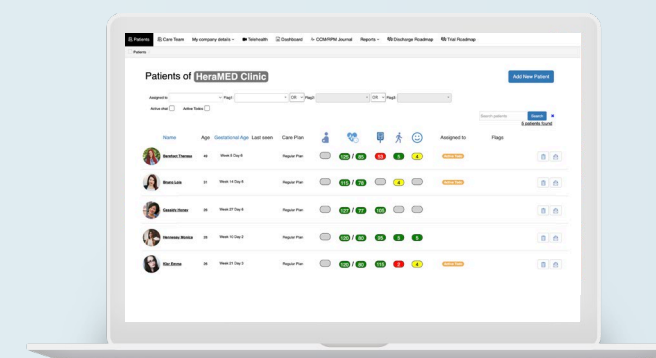
One-off hardware and license fee of ~US\$200 plus recurring software fee of ~US\$50 per user per month for the full product suite

Clinical
studies



HeraBEAT demonstrated 100% detection of foetal heart rate at Joondalup Health Clinic (JHC) clinical trial. Results published in global industry journal

Commercial
tipping point



Results have led to paid pilots in Australia, US, and Israel with near term pathway to tens of thousands of births per annum



¹ Prescription device under Doctor's orders for home use is under FDA COVID-19 updated guidance

COVID-19 has fast-tracked telehealth globally



Adoption of telehealth globally has accelerated due to COVID-19



Basic standard of care rarely met for pregnant mothers in rural and remote locations or in developing countries

However, basic standard of care for low-risk requires ~14 in-clinic visits, and much more in high-risk pregnancies

New solutions are needed to unlock the opportunity



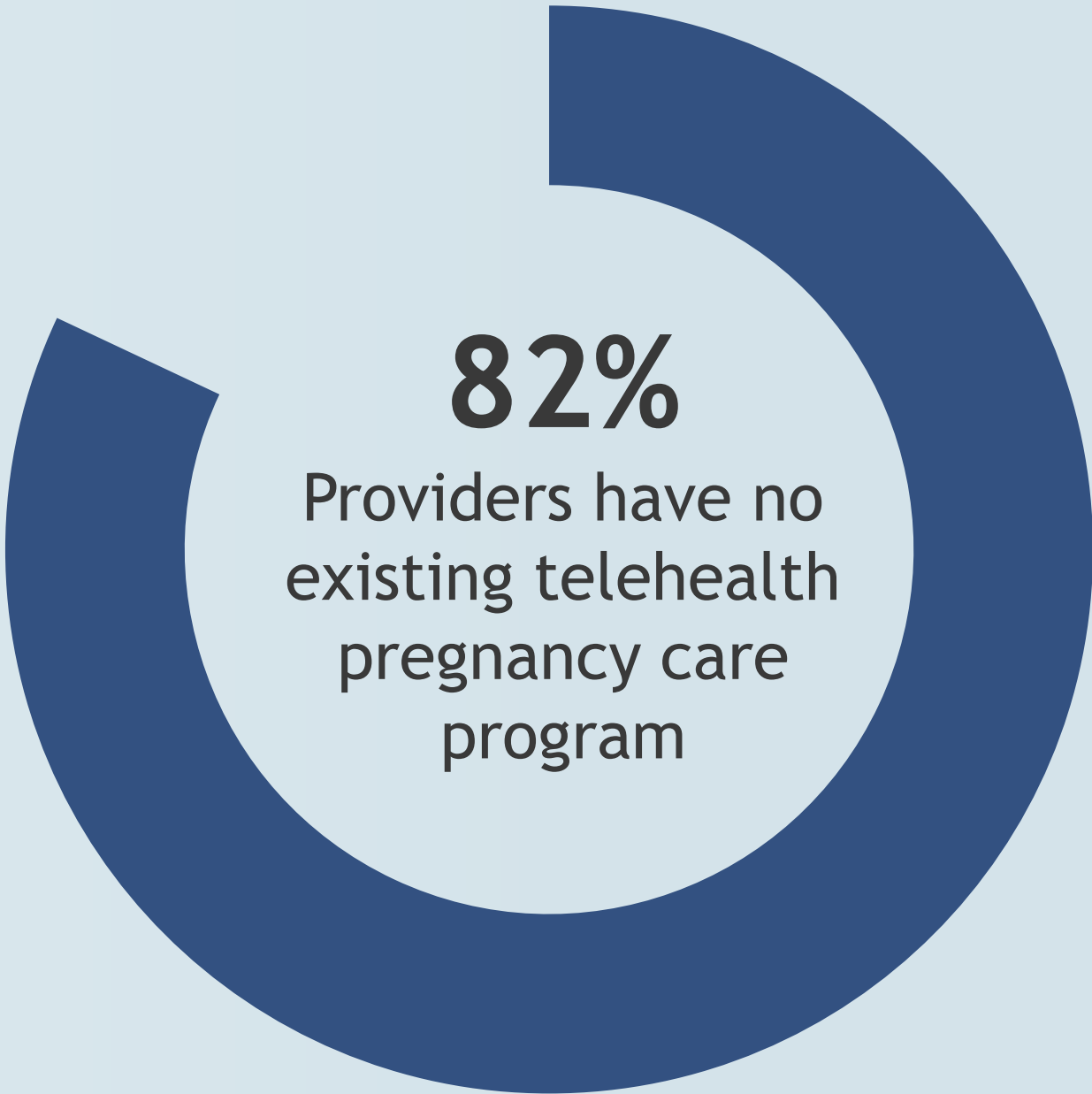
Pregnant mothers want to minimise hospital visits to lower risk of catching COVID-19



Doctors currently don't have the tools to deliver adequate telehealth care



Consensus view that home monitoring and telehealth will remain and grow significantly post Covid



Solution overview

At-home pregnancy care solution in B2B2C model, enabling clinics, hospitals, insurers and digital platforms to offer a unique telehealth solution

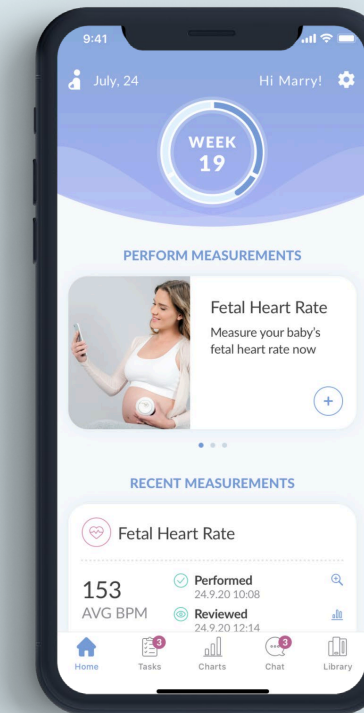


HeraBEAT



- Foetal & maternal heart rate monitoring device, one-time hardware fee ~US\$200 per license (same accuracy as hospital CTG machines ~\$10k+)
- Mothers able to operate the device by herself at home
- FDA, TGA and CE cleared
- Superior accuracy and clinical validation compared to incumbent doppler devices

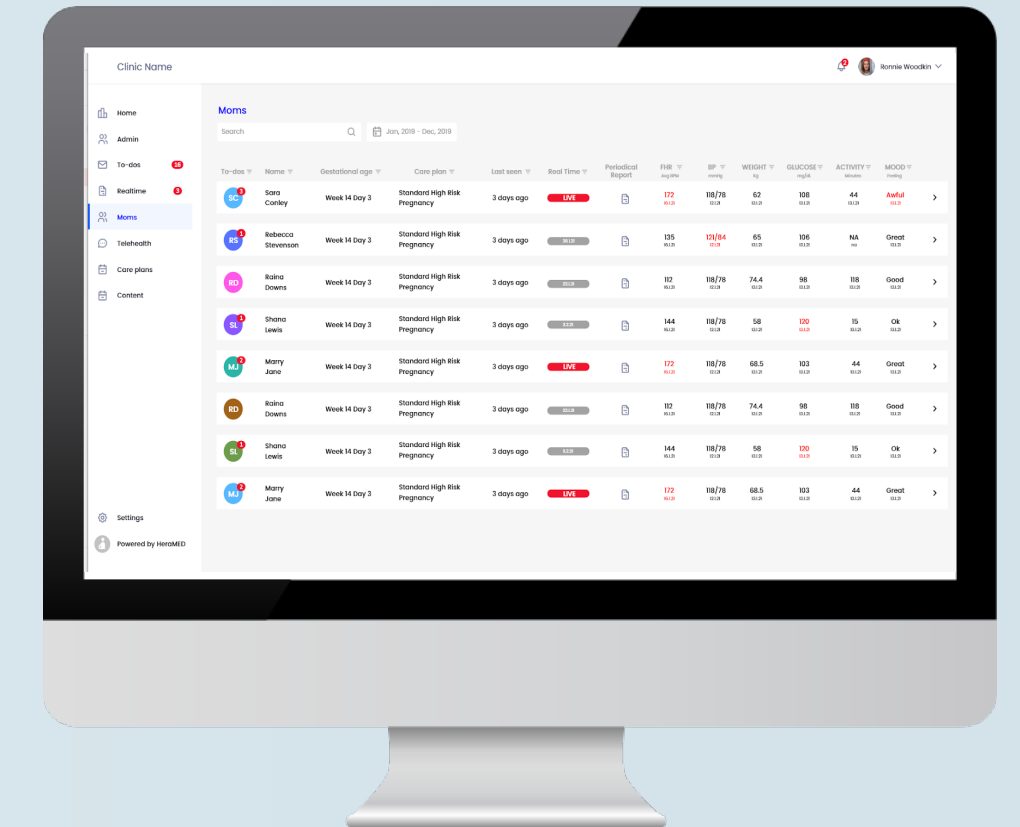
Maternity Care App



Complete pregnancy care app tracking:

- Foetal heart rate
- Blood pressure
- Weight
- Mood tracking
- Activity tracking

HeraCARE Platform



- Enables personalised, remote consultation and support by health professionals
- Digital transformation of a previously analogue process
- Optimised clinical workflow for more efficient and effective care
- Real-time Maternity Care App patient data access

~US\$50 SaaS per user per month for the full package

HeraCARE - Becoming the digital hub for maternity care

Aggregates, analyses and highlights medical data from the HeraBEAT and other smart devices allowing healthcare providers to be better informed, optimize their workflow, and become much more effective patient advocates

HeraCARE Platform

HeraCARE Maternity Care App



Corporate strategy



Clinical studies with leading healthcare providers & key global opinion leaders to gain medical validation



Pilots underway in US, Australia, EU and Israel to demonstrate positive clinical outcomes



In progress

Successful pilots provide pathway to tens of thousands of births per annum
Currently, paid pilots at JHC, Mednax



Near future

Growing pipeline of potential partners that can deliver hundreds of thousands of births per annum

Clinical
credibility

JHC Clinical Trial, Australia
October 2020



Joondalup Health Campus
Part of Ramsay Health Care



81
pregnant women



100%
Detection of foetal heart rate
without assistance



96-100%
Satisfaction of reliability,
usability and user



Excellent accuracy compared
to industry gold standard CTG
(Phillips Avalon) machine

Results featured in globally
recognised scientific journal
'Obstetrics & Gynecology'

Original Research

Accuracy, Clinical Utility, and Usability of a
Wireless Self-Guided Fetal Heart
Rate Monitor

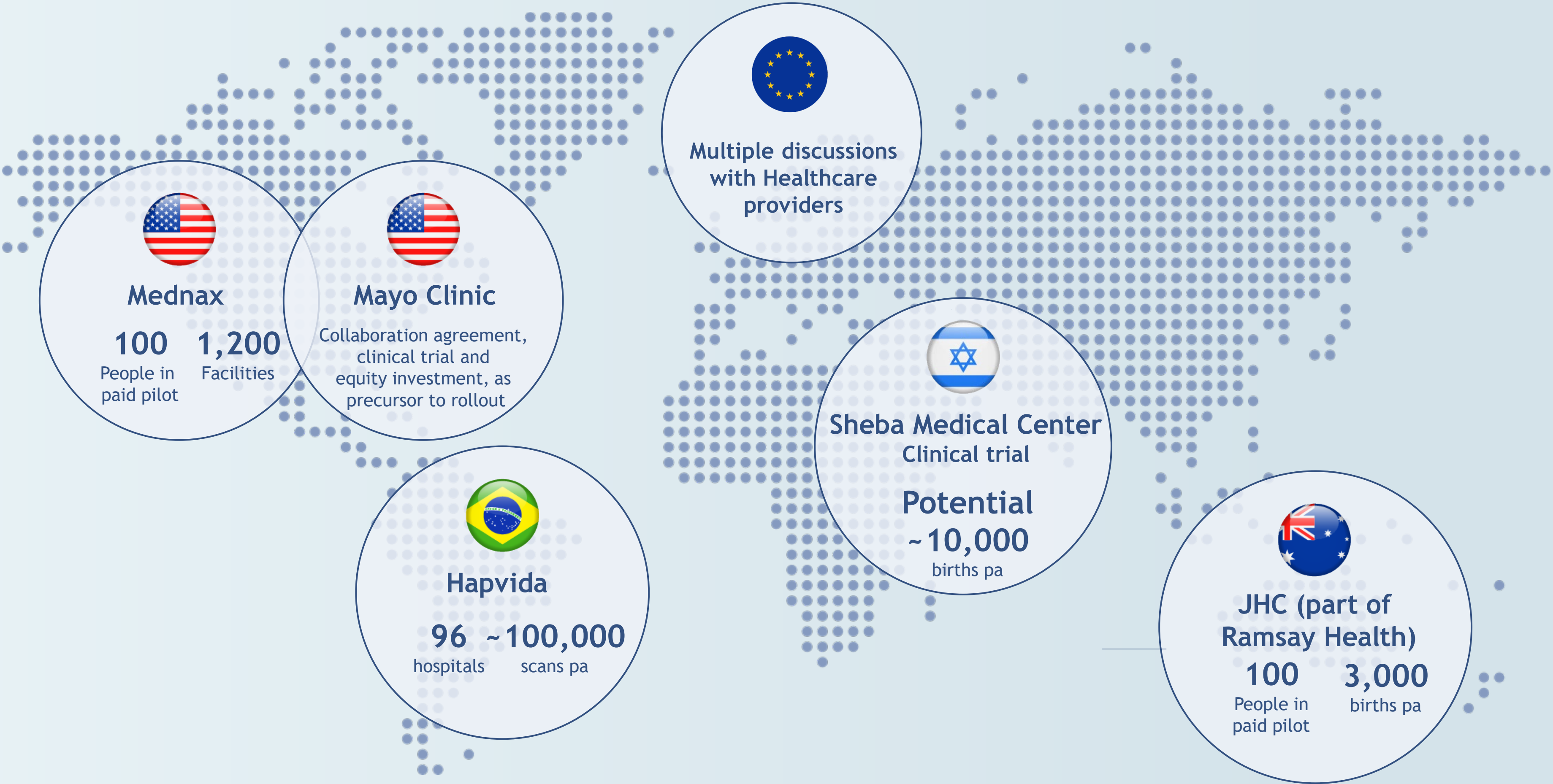


Increases awareness of the HeraCARE
platform and HeraBEAT device amongst
key opinion leaders globally







Paid pilots with health care providers leading to adoption

Paid pilots with major, recognised health care providers creates ‘on-ramp’ to user access and first revenues



Established partnerships with leading health care providers globally

Joondalup Health Campus (JHC) 	Mednax 	The Mayo Clinic 	Sheba Hospital 
One of Western Australia's largest hospitals and a leading medical institution	The largest clinical services provider in the US specialising in women's and children's care	Ranked #1 in the World's Best Hospitals in 2020 by Newsweek	Ranked #9 in the World's Best Hospitals in 2020 by Newsweek
Part of ASX-listed Ramsay Health Care	Listed on NYSE, with a US\$2.2 billion market cap	One of the largest not-for-profit, academic health systems in the U.S., with \$14 billion in annual revenues	Israel's largest, most advanced hospital and most comprehensive medical centre in the Middle East
Treats more than 73,000 inpatients annually including maternity, neonatal and paediatric services	Serves 24 specialities and is the nation's leading provider of prenatal, neonatal, and paediatric services	Operates in five states and cares for more than 1 million people pa, from all 50 states and nearly 140 countries	Renowned for its leading-edge medicine and its medical-scientific research centre caring for ~1.6 million people
>3,000 pregnancies per year	Provides care for 1-in-4 infants in US	>2,500 pregnancies per year	>10,000 pregnancies per year

Land and Expand in key territories

HeraMED solution



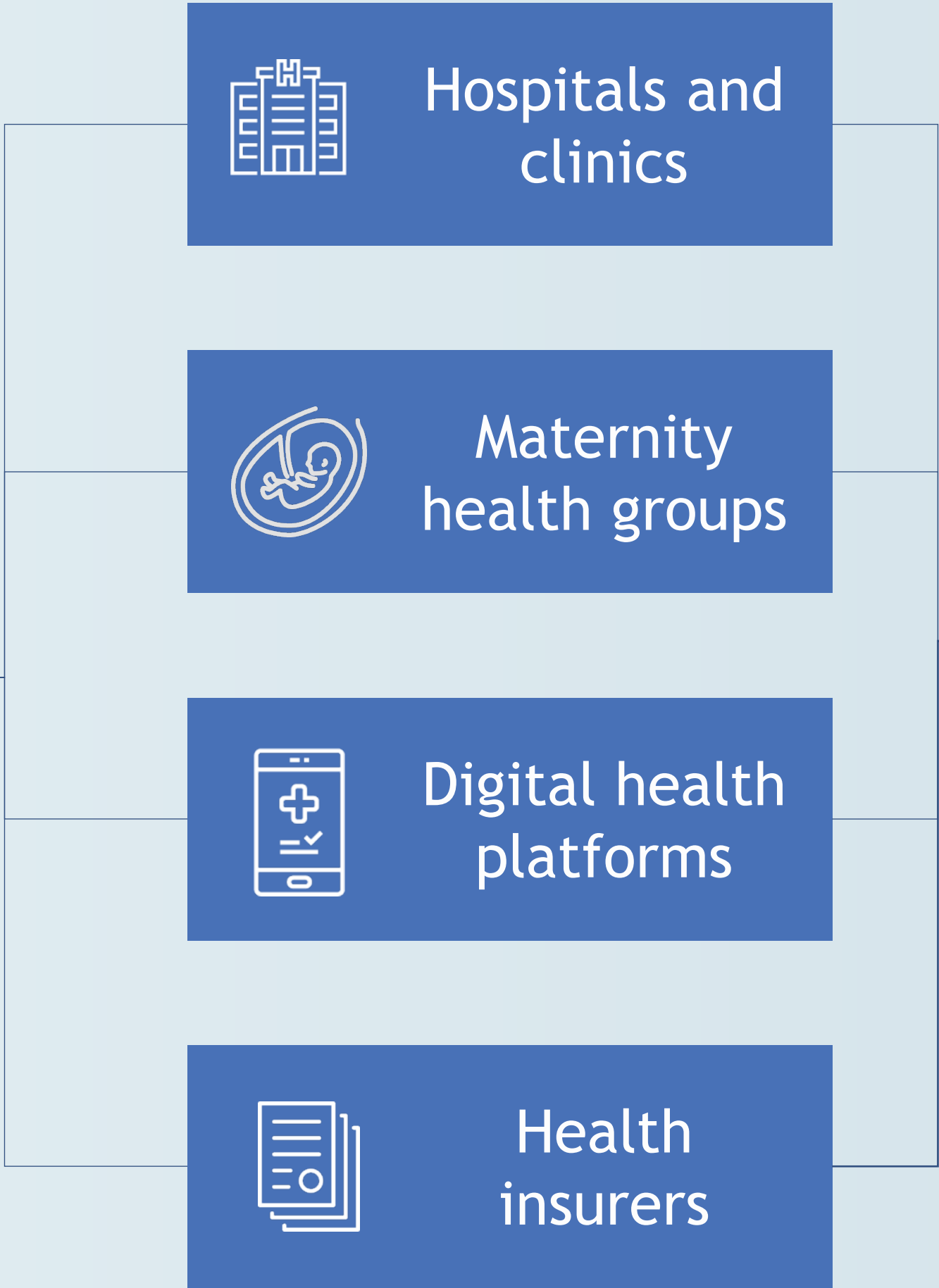
One-off hardware device sale ~US\$200

Monthly SaaS fee ~US\$50 per pregnant woman per month

B2B2C offering to groups with patient access



Channel partner / customer categories



Multiple partnerships in pipeline with access to hundreds of thousands of births / year

Desire greater patient satisfaction, better clinical outcomes and financial improvements

Key growth drivers



Only clinically validated, maternity care platform



100% accuracy of HeraBEAT device creates at-home maternity care market



CE, TGA and FDA¹ clearance for HeraBEAT in clinical or at-home settings



COVID-19 presents opportunity to fast-track adoption of telehealth



Pilot programs with global maternity care providers driving first revenues



B2B2C model reduces friction points for adoption with multiple partnerships in pipeline

Board & Management

➤ HeraMED is in the process of establishing an additional Scientific Advisory Board throughout CY'21



Dr. Ron Weinberger
Non-Executive Chairman

- Highly-experienced international business executive with strong scientific background
- Former Director, President and CEO of Nanosonics Ltd. (ASX: NAN), Mkt cap ~\$2 billion
- CEO and MD of EMVision Ltd. ASX:EMV, Non-Exec Chairman of CleanSpace Technology Pty. Ltd



David Groberman
CEO, Co-Founder and Executive Director

- 15 years' experience developing medical devices including implants, and monitoring, diagnosis and scanning equipment
- Previously spent over 10 years as Co-Founder and CTO at Meytar R&D
- Holds a B.Sc. cum laude in bio-mechanical engineering from TAU



Sivan Sadan
CFO

- 20 years of financial experience as Founder & CEO of Or Capital, a financial advisory firm
- Ex-MD at Tamir Fishman and Partner at TF Ventures, and ex-Board member at Poalim IBI underwriting
- Holds a BA in economics and management and an MBA in finance from TAU



Tal Slonim
COO, Co-Founder and Executive Director

- 16 years' experience managing medical device development, manufacturing and deployment
- CEO of Meytar R&D - one of Israel's top R&D engineering services consultancy.
- Holds a B.Sc. cum laude in mechanical engineering from BGU and MBA from BIU



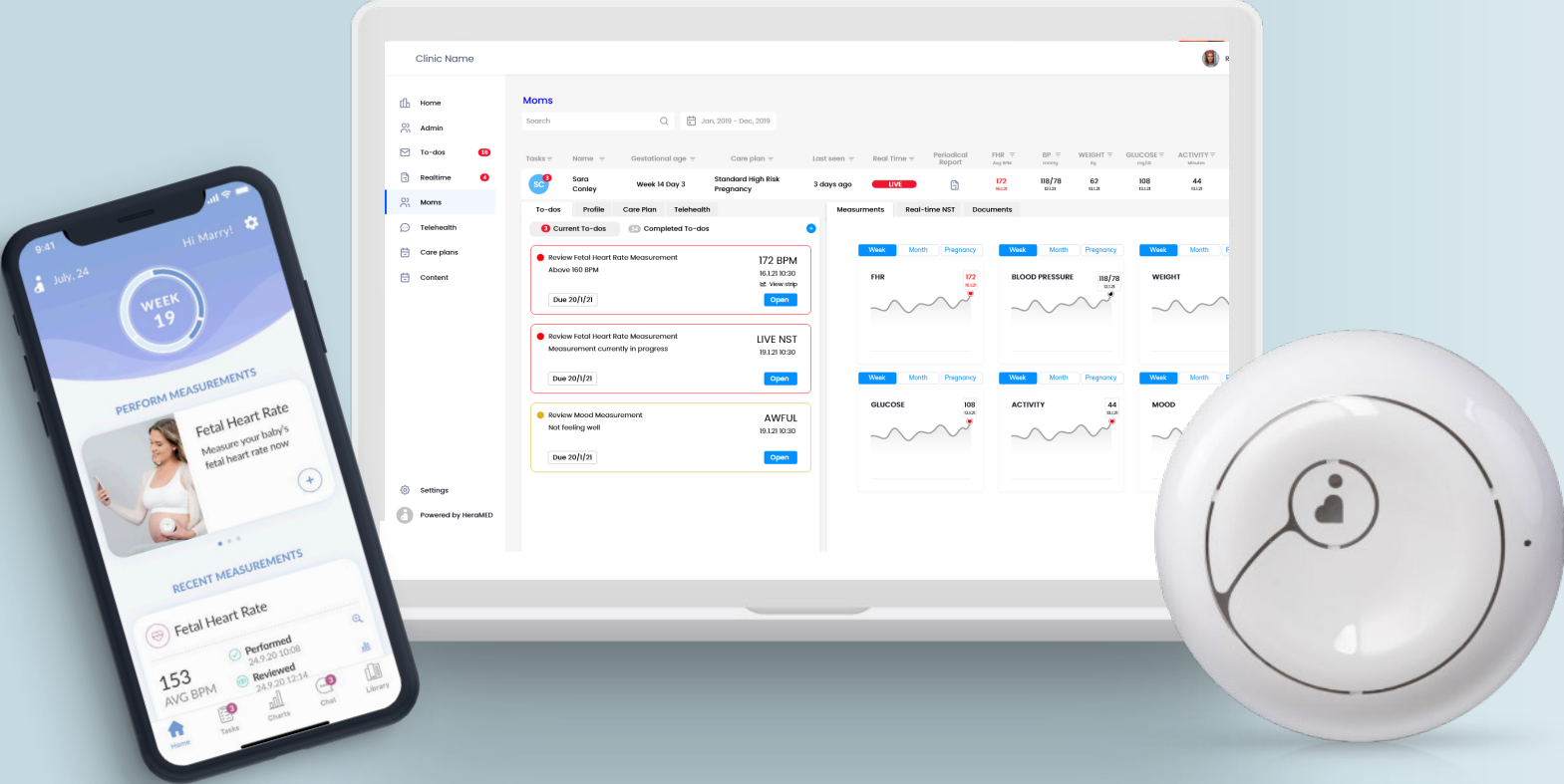
David Hinton
Non-Executive Director

- Senior company executive, with vast experience in the communication and IT sector
- CFO of Empired Limited (ASX:EPD), ex-CFO of Amcom involved in a \$1.6 Billion merger with Vocus
- Holds a Bachelor of Business and is a qualified Accountant



Doron Birger
Non-Executive Director

- Distinguished leader in Israeli MedTech as ex-chairman of Given Imaging (Nasdaq/TASE: GIVN) (acquired by Medtronic for ~\$US1 Billion) and ex-president & CEO of Elron (Nasdaq/TASE: ELRNF)
- BA and an MA in economics from the Hebrew University



Leading the digital transformation of maternity care



A\$0.155
Share Price

A\$27.4m
Market Cap

US\$2.7m
Cash (as at 30 March 2021)



Shareholder		Shares (m)	(%)
1	Altor Capital Management Pty Ltd <Altor Alpha Fund A/C>	11.3m	6.4%
2	Altshuler Shaham Trusts Ltd <Holley Pharma Co Ltd A/C>	10.9m	6.2%
3	Altshuler Shaham Trusts Ltd <Tal Slonim A/C>	9.2m	5.2%
4	Altshuler Shaham Trusts Ltd <David Groberman A/C>	9.2m	5.2%
5	Freeman Road Pty Ltd <The Avenue A/C>	6.9M	3.9%
Top 10		69.8m	39.5%
Top 20		87.0m	49.25%
Total Shares on Issue		176.6m	100%
Options on Issue		46.2m	

Disclaimer

Important notice regarding forward looking statements

This document contains a general summary of the company and is provided for information purposes only. For full details please review HeraMED Limited ACN 626 295 314 (**HeraMED**) ASX page - <https://www.asx.com.au/asx/share-price-research/company/HMD>

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This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

Certain statements made in this communication, may contain or comprise certain forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, and business and operational risk management. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events

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