

02 AUGUST 2021

The Sheba Women's Health Innovation Center Cutting-Edge FemTech Digital Revolution:

Sheba Medical Center Expands HeraBEAT/HeraCARE In-Home Pilot Tele-Health Study to Include High-Risk Pregnancies

- Sheba Medical Centre 'Sheba', Israel's largest and most advanced hospital, has expanded the operational pilot of the HeraBEAT device and HeraCARE platform.
- The pilot of both HeraBEAT and HeraCARE to enable real-time Foetal and Maternal Heart rate monitoring via the dashboard in real-time has been expanded beyond the initial COVID ward to include high-risk pregnancies, both in hospital and at home
- The Sheba Women's Health Innovation Centre (A collaborative effort of ARC and the Sheba OBGYN Department) led by Dr. Avi Tsur, M.D., is dedicated to providing Sheba's patients with innovative state-of-the-art solutions. The centre's remote care clinical activity is part of Sheba BEYOND, the first Virtual hospital, led by Prof. Galia Barkai, M.D., MBA.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care with its proprietary in-home maternity care platform, announced that Sheba Medical Centre ('Sheba'), the largest hospital in Israel and the Middle East is expanding its cutting-edge FemTech pilot program to test both the HeraBEAT device and HeraCARE platform amongst women carrying postdate pregnancies, and high risk pregnancies, both in the hospital and at home.

The pilot is being undertaken at the Sheba Medical Centre at Tel-Hashomer, via the Sheba Women's Health Innovation Centre (A collaborative effort of ARC and the Sheba OBGYN Department) which is led by Dr. Avi Tsur, M.D.; The Women's Health Innovation Centre is dedicated to providing Sheba's patients with innovative state-of-the-art solutions. The centre's remote care clinical activity is part of SHEBA BEYOND, Israel's first virtual hospital, led by Prof. Galia Barkai. Sheba is also renowned for its compassionate care and leading-edge medicine and has been ranked amongst the World's Top 10 Hospitals in the World by Newsweek.

The pilot involves several defined stages. During the first stage, which began in February 2021, Sheba was using the HeraBEAT smart pregnancy monitors to enable telehealth-based services in their dedicated pregnancy Covid-19 unit. The HeraBEAT monitors enabled real-time foetal and maternal heart rate monitoring and analysis by Sheba's midwives and obstetricians, limiting the amount of physical interaction to potentially reduce the risk of COVID-19 exposure and spread.

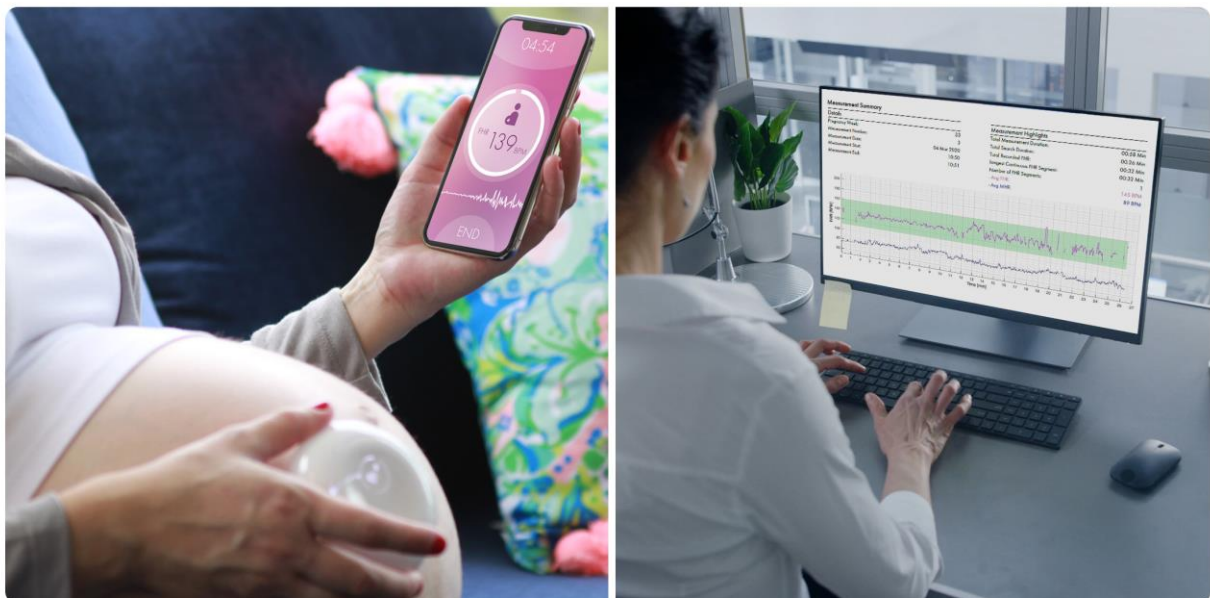
This second stage of the pilot, which commenced recently, involves a wider study providing additional use cases beyond COVID-19 such as postdate and high-risk pregnancies in which constant and real-time remote monitoring is necessary. This stage holds significant potential to include a wide audience of pregnant women. This pilot includes both in-hospital as well as in-home used cases, and it is a part of SHEBA BEYOND's vision to become a leader in virtual care and home admission services.

During the pilot, each party will cover its own costs; HeraMED will work closely with the professional team at Sheba to ensure the technology is successfully integrated into their workflows and IT infrastructure. This work is expected to underpin an efficient adoption for the anticipated full-scale, commercial deployment.

HeraMED CEO and Cofounder, Mr. David Groberman said: “As leaders in medical innovation in Israel, Sheba represents a highly relevant partner for HeraMED, and we look forward to seeing the results of this expanded pilot stage and then in relation to a potential commercial partnership. Sheba BEYOND, Israel’s very first virtual hospital, provides the best, most advanced medical services by Sheba’s leading experts and with the help of the most advanced, innovative technologies — for **anyone, any place, any time**. Thus we believe the perfect alignment and mutual synergetic growth objectives, the potential and opportunities to open new channels and new market vertical is substantial and extends well beyond Israel.”



Dr. Avi Tsur, M.D., Director of the Sheba Women’s Health Innovation Centre said: “Our initial interest in remote care services for pregnant women began in the antepartum COVID-19 unit. At that time, we leveraged these cutting-edge technologies to provide highest standard of maternal care and foetal monitoring while reducing the risk of COVID-19 exposure and spread. As we move forward with HeraBEAT to the expanded pilot, our mission is to leverage technology to provide women with premium Maternal-Foetal remote care wherever they are, in the hospital, at home or at work.”



About Sheba Medical Centre



Based outside Tel Aviv, the Sheba Medical Centre is Israel's national medical centre in many fields, housing over a quarter of Israel’s medical research including a focus on women’s health. It is also a major medical-

scientific research centre that collaborates internationally with bio-tech and pharmaceutical industries to develop new drugs, treatments and technologies, and a foremost global centre for medical education.

Six major facilities:

- a vast medical research complex
- medical education academic campus
- acute care hospital
- children's hospital
- women's hospital
- the country's main rehabilitation hospital

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 7251 1888

E: Jonathan@hera-med.com

IR & Media Enquiries

PAC Partners

Tim Chapman

T: 61 419 897 062

E: tchapman@pacpartners.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.