

LEADING THE DIGITAL TRANSFORMATION OF MATERNITY CARE



Investor Presentation
HeraMED Limited (ASX:HMD)

April 2022

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 ASX page - <https://www.asx.com.au/asx/share-price-research/company/HMD>

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Ongoing Pregnancy Challenges



Doctors/ Providers

Shortage of fundamental services

Lack of time and attention

Low reliability of analysis

Episodic, Reactive, not connected

Pregnancy complications and bad outcomes



Expectant Mothers

14+ clinical sessions per pregnancy (Low-risk)

Loss of time away from work / home

Personal anxiety and stress

Lack of continuous support

Mother and infant mortality rates are rising

Cost of maternity complications*

Opportunity to reduce costs and improve maternity care and outcomes

US\$111bn US Maternal Healthcare Market



PP Depression
US\$14bn



Preeclampsia
US\$2.2bn



C-section
US\$9bn

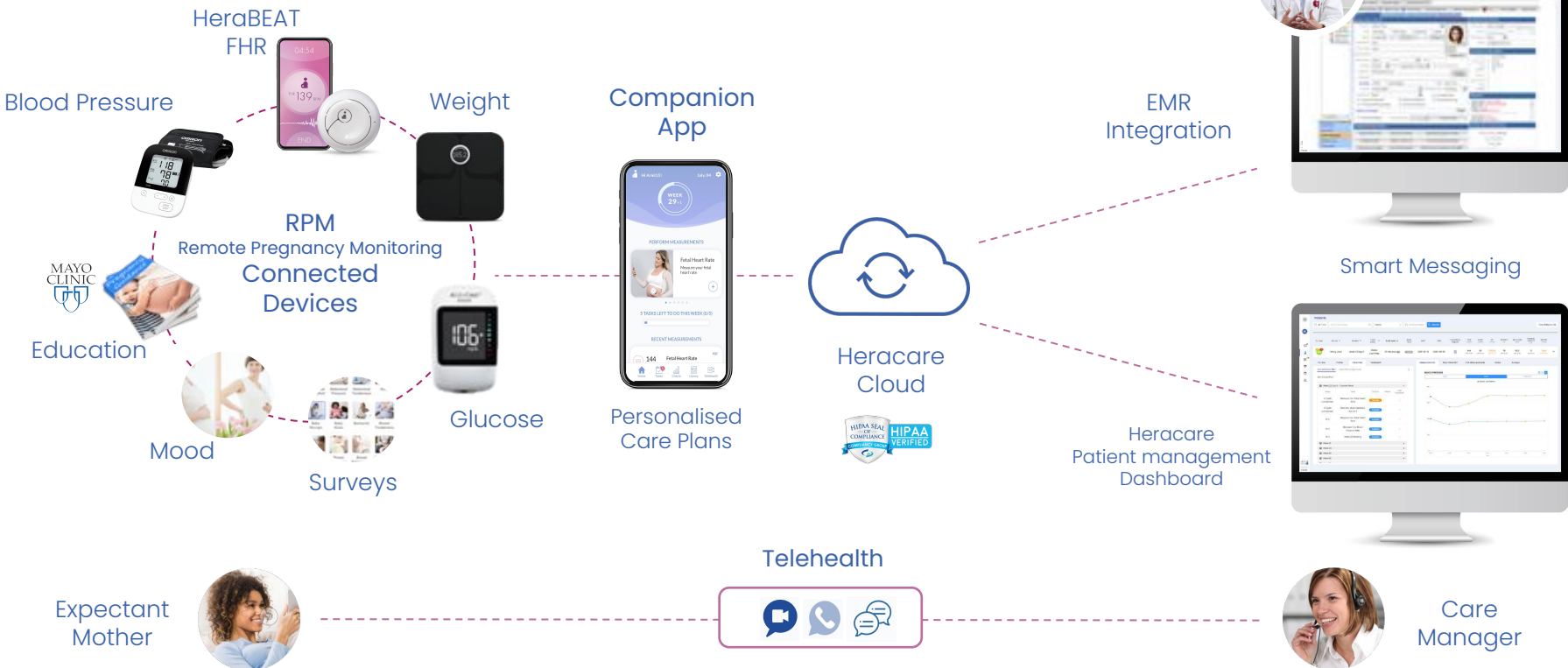


Preterm Birth
US\$26bn

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

HeraCARE A New Era of Connected Maternity Care [- Watch the video ->](#)

Aggregates and manages medical data of multiple sources, optimizing workflows and allowing healthcare providers to be better informed and effective patient advocates.



Delivers value in three key categories



Increased Satisfaction

Reassurance and peace of mind
.....
Exceptional convenience
.....
Continuous professional support
.....
Empowerment



Better Outcomes

Early detection of complications
.....
Stress and depression reduction
.....
Adherence to guidelines
.....
Patient centric proactive care



Cost Reduction

Reduction of clinic visits
.....
Optimised virtual visits
.....
Reduction in complication costs
.....
Reduction of pregnancy related
absence from work

HeraBEAT Smart Fetal HR Home Monitor [- Watch the video ->](#)



FHR / MHR



Smart Detection

Detects fetal and maternal heart rate.



Guided Search

Easy to follow, step-by-step guidance

142 BPM



Reliable & Shareable Data

Medical-grade data accuracy

>400,000 Fetal Heart Rate Measurements
AND COUNTING

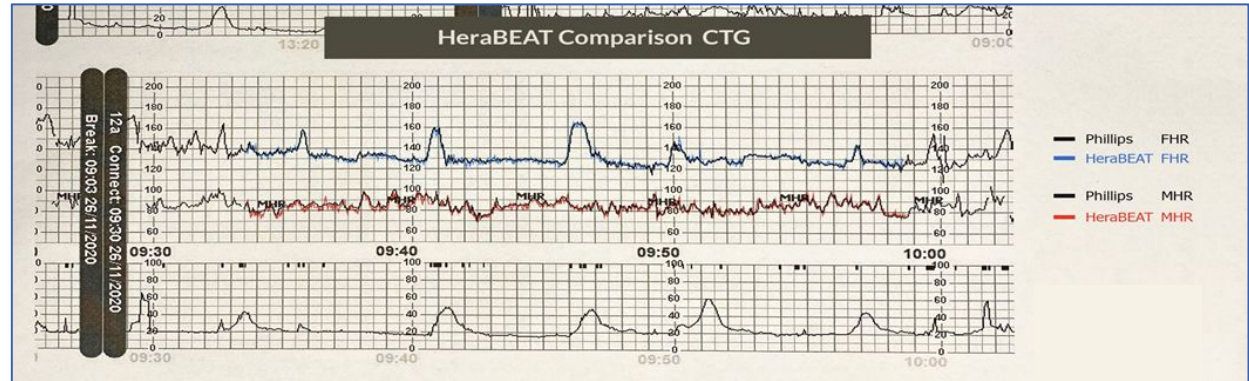


HeraBEAT a hospital grade standard

Peer reviewed Independent clinical trial at JHC shows outstanding results

Comparison between the HeraBEAT and the industry gold standard

Medical Grade Accuracy Validated ± 1 bpm



100%

Detection of Fetal Heart Beat without Assistance



96-100%

Satisfaction of reliability, usability and user experience



Excellent

Accuracy compared to industry cold standard CTG Machine

Results Featured in Globally Recognized Scientific Journal 'Obstetrics & Gynecology'

Original Research

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

[Read the full report ->](#)



HeraBEAT Low And High Risk Fetal Monitoring



Low risk
Fetal HR Auscultation (1-5min)

High risk
NST – Non Stress Test (20-30 min)

*Full NST available worldwide, not yet available in the US

Adoption By Medical Leaders Around The World



Australia Success Story



HeraCARE was implemented as the new standard of care in JHC (part of Ramsay Health Care).

Scalable and repeatable model



**Clinical
Trial**

86 expectant mothers

Results published in leading scientific journal



**Paid
Pilot**

100 Licenses / 6 Months

KPIS set and proven



**Commercial
Agreement**

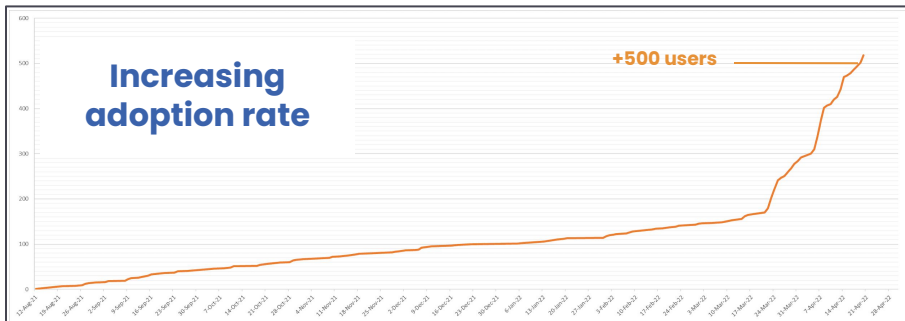
1200 Licenses / 1st Year



Dr. Paul Porter M.D.

“The HeraBEAT device is accurate and easy to use by clinicians in the hospital and expectant mothers at home. The fetal heart rate data obtained at home is equivalent to that obtained in the antenatal clinic using current assessment protocols for low-risk pregnancies and allows for the device to be used in telehealth consultations”

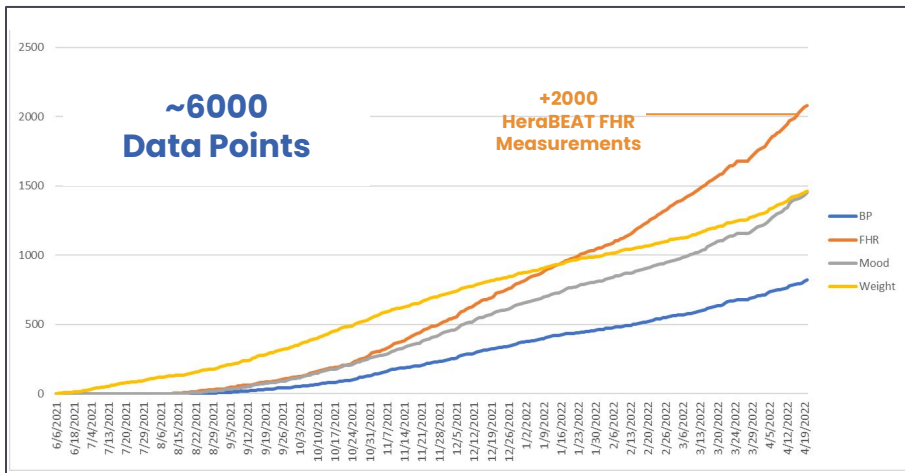
HeraCARE @JHC increased adoption rate



Joondalup Health Campus
Part of Ramsay Health Care

HeraCARE
Connected Maternity Care

Over 500 HeraCARE users so far increasing at a pace of **~70 week**



”” **Dr Cliff Neppe - Head of OB at JHC:**

Over the past 18 months, we have shown that a novel, maternally administered fetal heart rate monitor (FHRM) has accuracy and safety equivalent to gold-standard clinic-based cardiotocography.

In 2022 we are looking to shake up the standard schedule of maternity care to Connected Maternity Care. Connected Maternity Care will be implemented from 2022 to 2024, enrolling 7,500 women attending the Joondalup Health Campus antenatal clinic.

USA Success Story



+



HeraCARE was implemented to power Virtual OB as the new model of care in two sites under the Pediatrix Medical Group: San Jose & Atlanta



Dr Pandipati - Clinical Lead for virtual OB Program:

“We have seen **incredible patient AND provider satisfaction** ratings through the pilot, including extra high marks from providers in the patient safety category, we’re really proud and excited about that.

Early indicators of pregnancy complications can potentially lead to significant improvement in the wellbeing of the baby and mother, and lead to **improved health outcomes and possible reductions to overall cost of care.**”

Significant Pilot findings

- ✓ Excellent satisfaction scores
- ✓ Earlier detection of hypertensive pathology in select patients, as early as 25 weeks
- ✓ Broad patient and provider satisfaction with hybrid maternity care model
- ✓ Early indicators can potentially lead to improved health outcomes and possible reductions to overall cost of care
- ✓ The reduction of office visits while providing the same or superior-level care
- ✓ patients in the Virtual OB Program captured more than 2.5 times vital measurements

HeraCARE Cost Effectiveness

✓ Optimising hospital and medical staff time

HeraCARE > 10-15 min	VS	Traditional > 45-60 Min
HeraCARE > 6-8 visits	VS	Traditional > 14 Visits (Low risk)
HeraCARE Total > 448 Min	VS	Traditional > 840 Min

Reduction of up to 47% in staff time

✓ HeraCARE cost reduction for preterm births (Over 10% of pregnancies)

Preterm birth costs are estimated at **US \$75K per birth**

Based on extensive clinical research analysis, telehealth and remote patient monitoring result in lower preterm birth rates (33%-71%)*

HeraCARE enables early detection of complications ->

Thus by assuming conservative estimation - HeraCARE can potentially **reduce 20%**

Reduction ~US\$1400 per pregnancy**

* <https://pubmed.ncbi.nlm.nih.gov/17666608/> <https://pubmed.ncbi.nlm.nih.gov/27838034/>

** Based on HeraMED estimations and calculations

Diverse Commercial Models

*One-off
hardware
device sale*
~US\$150-200



Monthly SaaS fee
~US\$39-59
*per pregnant
woman
per month*

B2B2C offering to
leading groups
with patient access

Channel partner / customer categories



Hospitals and
clinics



Maternity health
groups



Digital health
platforms



Health
insurers

Desire greater patient satisfaction,
better clinical outcomes and
financial improvements

HeraMED Value Proposition

End-to-end solution drives value for multiple stakeholders



Expectant Mothers

Empowerment
Convenience
Peace of Mind



Clinical Staff

Improved outcomes
Patient satisfaction
Reduced burden



Hospitals

Operational Efficiencies
Customer Loyalty
Innovation Identity



Employers

Employee experience
Financial savings
Enhanced employee health



Insurance Companies

Decreased cost
Proactive management
Member experience



Researchers

Richer data sets
Deeper engagement
New study methods

Near-Term Company Catalysts



Technological and Clinical Superiority

HeraCARE and HeraBEAT redefining home-based maternity care, already proven technological and clinical superiority and have collaboration agreements with leading medical organisations.



Commercial Pilots and Clinical Trials

Advanced stage pilots and trials with Mednax (US), Mayo Clinic (US), Sheba (Israel) and JHC (Australia) are expected to provide additional proof and support for the solution's cost-effectiveness and improved pregnancy outcomes.



Clear Path for Commercialisation

The recent commercial agreement with JHC (part of Ramsay Health Care) provides financial model validation and a pointer to commercial scalability.



The HeraMED Opportunity

Well placed to deliver on significant opportunity in maternal telehealth globally



Proprietary platform
using hardware and
software



Developed by medical
engineers and clinical
experts



The only medical grade,
clinically validated,
digital maternity care
platform



Patent pending
protected hardware,
software and algorithms



End-to-end solution drives
value for all stakeholders



US\$111bn US maternal
healthcare market



Commercial customers
(JHC, Pediatrix)



Commercial discussions
underway globally



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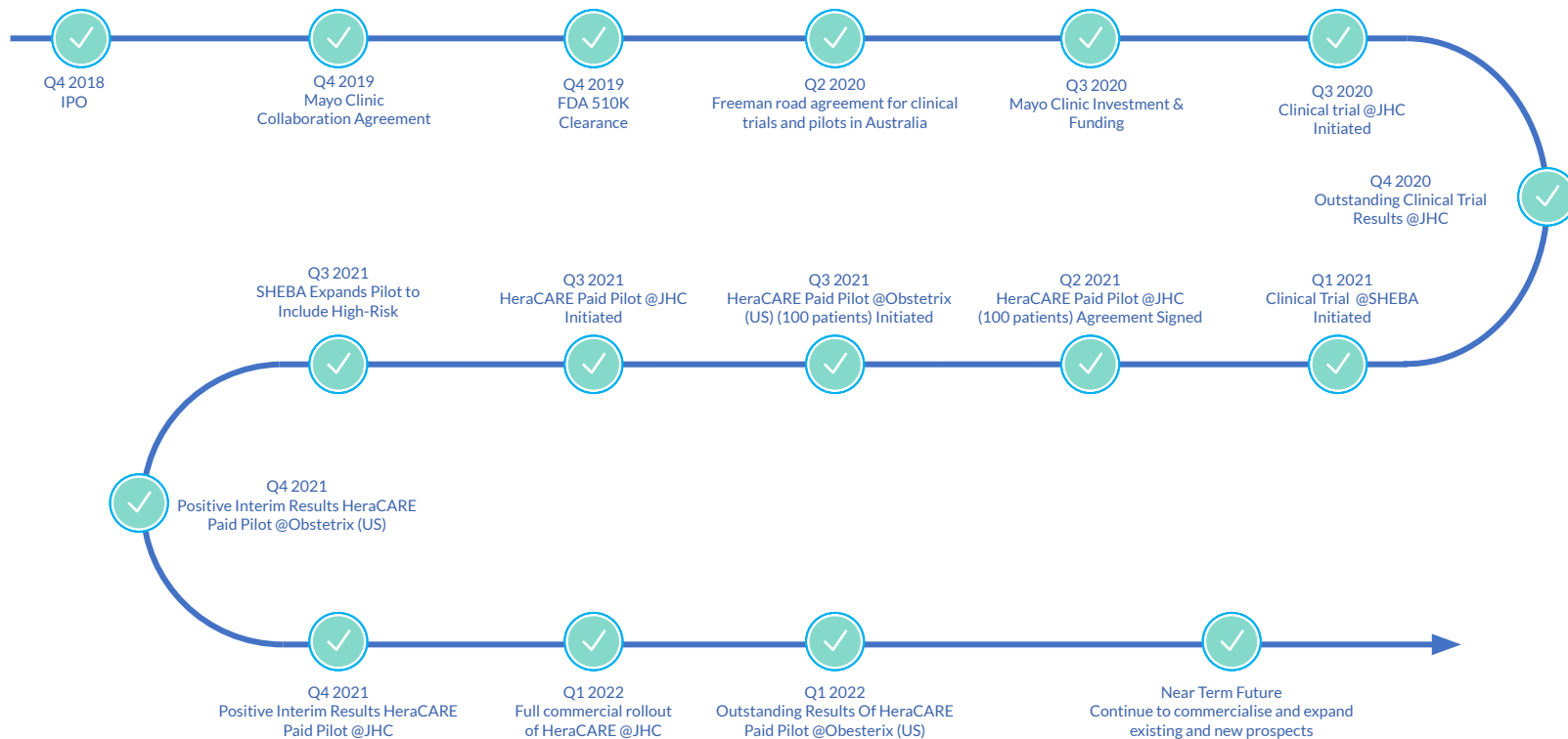
HeraMED HQ

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Company Milestones



Ukrainian humanitarian support

in collaboration with Sheba



HeraMED donated devices and professional support for the use of HeraBEAT and HeraCARE in the field Hospital by Sheba in Ukraine



HeraMED Appears in TV coverage on Israeli Tech assisting the Ukrainian cause

Corporate Overview

ASX code	HMD
Listing date	December 2018
GICS classification	Health Care Equipment & Services
Share price (24 April 2022)	\$0.15
Market Capitalisation (24 April 2022)	\$36.46m
Shares on issue	188.2m
Cash on hand (31 December 2021)	\$3.559m
Trading range (last 12 months)	\$0.10/\$0.335
Average daily volume	0.283m

HERAMED LIMITED HMD

LAST PRICE / TODAY'S CHANGE Ⓞ VOLUME Ⓞ BID / OFFER RANGE Ⓞ MARKET CAPITALISATION Ⓞ
 \$0.150 ▲ +\$0.009 (7.142%) 675,050 \$0.155 - \$0.160 \$26.46M

Industry Group: Health Care Equipment & Services Listed on 12 December 2018

Prices delayed by at least 20 minutes | Currently trading

HMD Overview

REFRESH DATA



Board & Management



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

Serial Entrepreneur, Mechanical and Bio-medical expertise, 15 years' experience developing medical devices i
Previously spent over 10 years as Co-Founder and CTO at Meytar R&D, Co-Founder Breathe.me, Co-Founder ADVA-Bio. B.Sc. Cum Laude TAU. Holds a
B.Sc. cum laude in bio-mechanical engineering from TAU, Alumni IDF elite computer division



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
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 MA in economics from the Hebrew University