

## Appointment of Keith Koby as President, North America

- Keith Koby, formerly Senior Vice President, North America at Nanosonics, one of Australia's most successful medical technology companies, represents HeraMED's most senior appointment to date;
- Keith brings over 30 years of leadership, excellence and relevant experience in the medical technology and devices market;
- During the past 11 years at Nanosonics, women's health and Obstetrics & Gynaecology represented over 40% of Keith's portfolio;
- Keith designed, established and led the team that successfully established Nanosonics technology as the standard of care across USA representing close to 90% of Nanosonics' global revenues; and
- Keith will be responsible for growing HeraMED's presence, optimizing the go-to-market strategy and establishing the sales and distribution model for HeraCARE in North America.

**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 the appointment of Keith Koby as President, North America.

Keith is a highly experienced health executive, having spent over 30 years working in medical technology, devices and services sales in North America, including senior roles at GE Healthcare and Nanosonics.

Keith was most recently Senior Vice President, North America at Nanosonics (ASX:NAN) where he led the team that transformed the ultrasound probe disinfection market and established Nanosonic's technology as the standard of care across North America. Keith established a very successful market for Nanosonics and led the North American team which achieved record sales across capital, equipment and services, resulting in spectacular growth from 168 units sold to >26,000 units in just 10 years. During his time at Nanosonics, North American revenue grew from US\$5million to US\$107million, gross profit increased from a loss of US\$3million to a profit of \$85million and headcount grew from two to 103 people.

Keith has developed an extensive network of industry contacts and expertise in building strategic partnerships in the woman's health and ultrasound sector, which will be invaluable as HeraMED seeks to rapidly expand its presence in the North American market.

**HeraMED Chairman, Ron Weinberger** said: "Keith brings a wealth of highly relevant experience in establishing new technologies, and his appointment represents an important milestone for HeraMED.

"I first met Keith when I recruited him to Nanosonics in April 2012 and I am very confident that he has the right mix of skills and experience to establish HeraCARE as a new standard for remote monitoring of maternity care," he said.

**HeraMED CEO, David Groberman** said: "Keith's extensive experience and proven track record of driving business growth and achieving sales goals combine to make him a highly valuable addition to our team.

“I am delighted to welcome him to HeraMED, and we look forward to working together to achieve our strategic objectives and capitalise on what we believe is a very significant opportunity in the North American market,” he said.

**HeraMED President of North America, Keith Koby**, said: “I am delighted to be joining HeraMED at this exciting time in the Company’s journey, and I look forward to bringing my expertise to support the rapid establishment of the HeraCARE solution for remote pregnancy and maternity monitoring.

“I am confident that the technology has the potential to make a meaningful impact on a global scale and I am excited to play a role in delivering that growth,” he said.

### **Investor Webinar**

HeraMED Chairman Ron Weinberger and President of North America Keith Koby will host an Investor Webinar at 11am AEDT on Monday, 30 January 2023 to provide investors with an opportunity to meet Keith Koby and to hear about his background. To attend this webinar, please register using the following link:

[https://us02web.zoom.us/webinar/register/WN\\_ENIF54JOQxqhgmvqA\\_jNQ](https://us02web.zoom.us/webinar/register/WN_ENIF54JOQxqhgmvqA_jNQ)

After registering, you will receive a confirmation email containing information about joining the webinar.

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This announcement has been authorised by the Board of HeraMED Limited

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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, and big data.

#### **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.