

Successful first phase of US Strategic Partner e-Lövu Health's initial commercial rollout

- The first phase of the initial commercial rollout is progressing well, at a leading private Medical Group, with positive feedback already received from both patients and providers;
- Insurance companies are broadly reimbursing practices for services associated with e-Lövu's new technology enabled care model;
- In July 2022, HeraMED signed a binding Term-Sheet agreement which was later developed into a full strategic partnership agreement signed in late October with e-Lövu; The agreement included 1,000 HeraBEAT smart fetal heart rate monitors, together with a separate license for access and utilisation of the HeraCARE platform for 1,000 pregnancies; the total expected revenues under this initial agreement are ~US\$550,000;
- E-Lövu have fully paid and received 200 HeraBEAT's and HeraCARE licenses and placed a formal purchase order and paid the downpayment for a further 300 units with a commitment to place another purchase order for the additional 500 by the end of the quarter; and the majority of these revenues will be reflected in the company's Q1 2023 Appendix 4C; and
- Both companies are aligned and committed to continue working together to leverage each other's strengths to grow commercial traction and gain further momentum.

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 that its strategic partner in the US, e-Lövu Health, has launched the first stage of its initial commercial rollout phase.

About the e-Lövu strategic partnership

US-based e-Lövu Health is a clinically guided digital ecosphere and marketplace that helps mothers access health and wellness care from preconception to postpartum. e-Lövu Health brings a new and more modern level of service underpinned by an innovative business model, to the pregnancy and maternity care market in the United States. The company uses a range of proprietary and patent-pending technologies, for which the HeraCARE platform functions as the backbone. e-Lövu's goal is to improve healthcare access and outcomes for expectant mothers and to optimise operational efficiencies for professional obstetric health-services providers.

In July 2022, a strategic partnership was signed with e-Lövu for the deployment of HeraCARE in the US. Under the agreement, 1,000 HeraBEAT smart fetal heart rate monitors, would be supplied, together with a license for access and utilisation of the HeraCARE platform for 1,000 pregnancies. Under the terms of the agreement, each license costing US\$500, would be prepaid on delivery of the device.

HeraMED CEO and Cofounder, Mr David Groberman said: "The strategic partnership with e-Lövu is a very important one for HeraMED and I believe it carries significant potential for both parties. I am extremely pleased to see e-Lövu's success in proving the technology, the human factor, and obviously the commercial

model as well.

“Following our recent appointment of Keith Koby as Head of North America, there is now real momentum in this key market as they work together to maximise the partnership outcomes,” he said.

HeraMED President of North America, Mr. Keith Koby said: “I have just recently joined and, to my great pleasure, got to know the remarkable team at e-Lövu very well in this short duration. I have already spent time with the team and have learned about their level of professionalism, vast knowledge, experience, and network in the sector of women’s health across the US, and, above all, confirmed their levels of commitment to the partnership. The fact that such an experienced professional team chose HeraMED’s solution is an honour and a strong validation of the superiority of our technology, but also of the level of trust and close relationship that both teams have already developed. I see a bright future with multiple opportunities to implement and deploy our mutual solution in multiple verticals.

e-Lövu Health Chief Medical Officer, Santosh Pandipati said: “We are delighted to have launched our first site and we are optimistic about the increased demand and growing pipeline of additional potential customers across the US. We look forward to validating the advantages of this state-of-the-art technology with pregnant women in our care, our health partners, and other key stakeholders.”

e-Lövu Health CEO Noel Pugh said: “We continue to believe that e-Lövu and HeraMED together can transform the American delivery system and change the way expectant moms, their families, and care teams experience prenatal care.”

-ENDS-

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.