

ASX ANNOUNCEMENT

20 April 2023

## Board and Management changes to support HeraCARE commercialisation

**HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care, today announced that Non-Executive Director, Mr Tal Slonim, has agreed to leave the Board. Mr Ady Jakubovitz, VP Business Development, has announced his resignation and is transferring his roles and responsibilities.

In addition, the Company also announced that Ms Anoushka Gungadin will be transitioning from a part time role to full-time as HeraMED’s Director of Strategic Partnerships, Australia & New Zealand.

HeraMED is focused on executing its strategic plan for the commercialisation of HeraCARE and the Board and Management are evolving to reflect the changing needs of the Company. Initially the focus was on technology design, development, and manufacturing, and this has evolved to the current focus on commercialisation in the key target markets of Australia and USA, and scaling up resources to generate sales in all markets.

The Company will continue to invest in ensuring there is appropriate expertise and resources in place to capitalise on the opportunity with significant interest, expanding pipelines as well as the expected onboarding of new customers in the coming months. This was evidenced recently with the appointment of a highly experienced executive, formerly at Nanosonics, Mr Keith Koby who was appointed as President of North America.

**HeraMED CEO and CoFounder Mr David Groberman** said: “Tal was the co-founder of HeraMED and until recently, the Chief Operating Officer and an Executive Director and his significant knowledge, hands-on capabilities, and deep experience in system design have been hugely valuable in the success of HeraMED to date.

“Ady has been a key member of the team through the development phase of the business. His effort and contribution to the business have provided the platform from which HeraCARE is now able to become the leader globally in remote patient monitoring for pregnancy.

“I wish both Tal and Ady all the best with their future business interests and thank them for their contribution.

“On behalf of the Board and rest of the management team, I am delighted that Anoushka has agreed to join us full time and look forward to supporting her,” he said.

**HeraMED Director of Strategic Partnerships, Australia & New Zealand Anoushka Gungadin** said: “During the past six months I have seen firsthand the response to this technology and its potential to transform remote patient monitoring, and I am delighted to be able to now focus on it exclusively and to capitalise on the significant opportunity.”

-ENDS-

This announcement has been authorised by the Board of HeraMED Limited.

**HeraMED Limited**

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E: [tchapman@claritycap.com.au](mailto:tchapman@claritycap.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, 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.