

Strategic Partnership agreement signed with US employee rewards platform

- Strategic enterprise agreement signed with Fond; a global SaaS platform that consolidates employee rewards and recognition processes into an easy-to-use solution. Fond enables employees and managers to recognize each other, redeem rewards, and access exclusive corporate discounts for their corporate members;
- Fond, recently acquired by Reward Gateway, and headquartered in San Francisco, is advancing the employee experiences that drive engagement, wellbeing, and performance, with a focus on USA;
- While the Strategic Partnership will enable access to the HeraMED solution across all Fond's clients, one of their first customers is a California-based, global social media company with over 7,000 employees;
- Agreement also signed with Entrustia Health (part of Refresh Health) to provide the Obstetrics and Gynaecology medical support;
- US employers typically offer a wide range of employee benefits including health insurance, to reinforce company culture, improve retention and employee engagement. This is HeraMED's first agreement in the employer segment which represents an important sales channel; and
- President, North America Keith Koby continues his mission to help improve maternal outcomes and has already built a strong and growing pipeline of opportunities across several channels including hospitals, Private OB offices and insurance companies.

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 it has signed a strategic partnership enterprise agreement with Fond Perks.

Fond Perks has an extensive client list and the first client to be offering its employees access to HeraCARE actually approached Fond with a request to add HeraCARE to its employee Perks portfolio. Fond plans to incorporate HeraCARE across its enterprise portfolio to be available for all its clients which include several large multinational employers.

US employers typically offer employees a range of benefits to reinforce company culture and improve retention. These benefits include health insurance and other lifestyle benefits. The expectation is that HeraCARE may be offered not only to pregnant women in the workforce but also to employees' female partners. The agreement is a multi-year agreement with 100% of the license fees to be paid up front for each pregnancy.

A separate agreement has also been signed with Entrustia Health, launched by the founders of Refresh Health, to provide Obstetrics and Gynaecology support to the pregnant women using HeraCARE. Entrustia

Health will be responsible for coordinating the implementation and ongoing sales of accessories, licenses, and provision of support. Entrustia Health will seek to promote HeraCARE amongst its network of obstetricians.

HeraMED President of North America, Keith Koby said: “I am pleased to be launching this strategic partnership with Fond and Entrustia and I believe the employer vertical will represent an important growth channel for HeraMED in North America.

“I am proud of how quickly the team was able to execute the strategy resulting in a process where we are paid upfront, and the care is delivered in conjunction with the employees’ own dedicated clinical care team. I am confident that this new, innovative model will lead to better outcomes for both the employees and employers as well as further revenue growth for HeraMED as we bring on additional employers,” he said.

About Fond (<https://www.fond.co/>)

Headquartered in San Francisco, California, Fond is a global SaaS platform that seamlessly consolidates employee rewards and recognition processes into one easy-to-use solution. With Fond, employees and managers can recognise each other, redeem rewards, access exclusive corporate discounts, and measure success so HR departments spend less time managing programs and more time driving results. Employees around the world use these points to redeem rewards and corporate perks on the Fond platform.

Fond Perks has an extensive client list, comprising several household names including Salesforce, Levi Strauss and Pegasystems.

-ENDS-

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

HeraMED Limited

CEO and Co-Founder

David Groberman

M: +972 52 6991188

E: David@hera-med.com

Company Secretary

Jonathan Hart

E: Jonathan@hera-med.com

Investor Relations

Tim Chapman

T: +61 419 897 062

E: 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.