

Further information regarding Strategic Partnership – US employee rewards platform

HeraMED Limited (ASX:HMD) (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care, provides further information in relation to its announcement made on 1 June 2023 titled ‘Strategic Partnership signed – US employee rewards platform’.

HeraMED is not able to provide specific financial information or forecasts in relation to the Strategic Partnership. Whilst Fond and Entrustia Health will proactively promote and market the HeraCARE solution to its customers, HeraMED can’t guarantee that material revenue will arise as it depends on the customer uptake. HeraMED will update the market regularly with key measures of success related to this Strategic Partnership, in its Quarterly reviews.

The Fond agreement:

- is not subject to any condition’s precedent; and
- has an initial term of 12 months and shall automatically renew for each successive month unless one party provides written notice to the other at least thirty (30) days in advance that it does not wish to renew the following month.

The Entrustia agreement:

- is not subject to any condition’s precedent; and
- has an initial term of three years to 16 May 2026 and the agreement shall automatically extend for subsequent terms of 12 months unless HeraMED wishes to terminate the agreement by written notice within 30 days of the expiry of the initial term or any subsequent term.

The Strategic Partnership in detail

HeraMED has signed a Strategic Partnership with Fond, a global SaaS platform that consolidates employee rewards and recognition processes into an easy-to-use solution. Fond was approached by one of their corporate customers requesting HeraCARE be added to the Fond platform as a way for them to provide improved maternity care for their employees and their family members. This initial Fond customer is a California-based, global social media company with over 7,000 employees and the program is scheduled to go live in the coming weeks. The HeraMED solution will be offered to all employees, and it will also be extended to their partners and up to five family members.

The intention of this enterprise agreement is to allow Fond to add HeraCARE to all the employees of their corporate customers including partners and family members. Each Corporate client may choose to subsidise the cost of the HeraCARE solution in part or in full. Government funded reimbursements and tax deductions may also be available depending on the unique financial situation of the employee.

In addition to the Fond enterprise agreement, HeraMED entered into an agreement with Entrustia Health, to provide Obstetrics and Gynaecology support to those pregnant women using HeraCARE through the Fond agreement. Entrustia Health’s obstetricians and clinicians will be responsible for coordinating the implementation and provision of care support.

When a pregnant employee signs up for the HeraCARE solution via Fond's program, they will purchase the HeraCARE license from HeraMED and provide their consulting obstetrician's details as part of the registration process. Entrustia Health's obstetricians will then provide the required prescription and co-manage the onboarding of the pregnant mother to HeraCARE and collaborate with their local obstetrician. Entrustia will also ensure appropriate support is provided to both expecting mothers as well as their local Obstetricians to maximize engagement and satisfaction. They will further support the expecting mother, ensuring that her care plan is optimally personalised, maximizing her engagement to the RPM (Remote Patient Monitoring) measurements and telehealth appointments. Virtual care revenue received as part of this process will be managed and shared between Entrustia and the employee's Obstetrician.

Entrustia Health will also liaise with the employees' individual obstetrician (peer to peer) to educate them about the benefits of HeraCARE and position HeraCARE to be adopted as the new standard of care for the clinic. This is a model that has worked very successfully for Entrustia's parent company Refresh Health applying similar digital health models in other disease states such as cardiac care and diabetes.

Entrustia Health also will seek to promote HeraCARE amongst its network of existing providers. Entrustia Health's network is growing and consists of over 400 member practices. Entrustia Health will act as a reseller for HeraMED with private Obstetrician and Gynaecology practices as part of their dedicated obstetrics focus.

-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.