

## **e-Lövu Health signs first three-year commercial agreement following successful pilot, and two further pilots to commence**

- E-Lövu Health has signed its first three-year commercial agreement with Caduceus Medical Group, based in Southern California;
- The three-year commercial agreement with Caduceus Medical Group follows the first phase of the initial commercial rollout which began in February 2023;
- Two further term sheets for pilots have also been executed with two leading private clinics on the US west coast. The first with Dr Luba Foltz from Seattle Obstetrics and Gynaecology Group and the second with Dr Suzanne Ramos, Santa Barbara;
- These three agreements have combined total patient volumes of between 1,000 and 1,400 pregnancies per year and are scheduled to go live in July 2023; and
- In July 2022, HeraMED signed a strategic agreement with e-Lövu that included the supply of 1,000 HeraBEAT smart fetal heart rate monitors and blood pressure cuffs, together with an unrestricted license for access and utilisation of the HeraCARE platform for 1,000 pregnancies.

**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 successfully signed three strategic partnerships.

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 deployment of HeraCARE in the US. Under the agreement, 1,000 HeraBEAT smart fetal heart rate monitors and blood pressure cuffs, would be supplied, together with an unrestricted license for access and utilisation of the HeraCARE platform for 1,000 pregnancies. Under the terms of the agreement, each annual licence costing US\$500, would be pre-paid on delivery of the device.

The three-year agreement signed with Caduceus Medical Group is the first commercial deployment e-Lövu has entered, following the first phase pilot which began in February 2023. Caduceus is a physician-owned and managed multi-specialty medical group based in Southern California and a leading institution in adopting new technologies to improve traditional models of health care delivery.

Similarly, Dr Luba Foltz from Seattle Obstetrics and Gynaecology Group and Dr Suzanne Ramos from Santa Barbara, who have signed term sheets for pilots, are also leading private clinics seeking to continually improve the way maternity care is offered.

**HeraMED Founder and CEO, Mr David Groberman said:** “I am delighted that e-Lövu have signed these three commercial agreements including their first three-year commercial deployment with Caduceus.

“We have also begun discussions on the second stage of our contract where we are delivering integration software for the larger healthcare systems in their pipeline. I’m confident this integration capability will lead to additional pilots as e-Lövu has established a strong pipeline of emerging opportunities for private clinics as well as larger health systems,” he said.

-ENDS-

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

**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.