

Dr Ron Weinberger appointed as Executive Chairman

- Currently HeraMED Non-Executive Chairman, Dr Ron Weinberger will take on the role of Executive Chairman from today to drive the commercialisation strategy focusing on sales and marketing;
- Ron has over 25 years' experience in the commercialisation of medical devices including 13 years at Nanosonics (ASX:NAN) in Executive and non-Executive roles, and most recently as CEO and Managing Director of EMVision Medical Devices (ASX:EMV);
- Ron's eminent track record in transforming businesses from research and development stage to commercialisation success stories, combined with a deep understanding of HeraMED's technology, makes him ideally placed to provide strategic leadership and guidance for the global commercialisation of HeraCARE; and
- David Groberman remains as CEO, responsible for operational execution who will work closely with Ron on executing our end to end delivery of a fully rounded customer offering. David will report to Ron directly with strategic responsibility and decisions being handed to Ron.

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 Dr Ron Weinberger will take on the role of Executive Chairman from 3rd July 2023. Ron has been Non-Executive Chairman of HeraMED since August 2018 during which time he has assisted management in progressing the business from its developmental phase to the current phase that sees HeraMED on the cusp of broader commercialisation, particularly in the key target markets of USA and Australia.

Ron has over 25 years' experience in the commercialisation of medical devices that has spanned Australia, USA, and Israel. His professional career has specialised in commercialising medical technologies by developing them to meet unmet clinical needs, evolving business cases, leading them through regulatory processes, establishing manufacturing and ultimately developing strategic clinical and commercial relationships that drive revenue and deliver shareholder value.

Throughout the past 25 years, Ron has been in the rare position of driving the end-to-end development process for multiple technologies, from early-stage ideas and patents to large-scale commercialisations. Furthermore, Ron has gained broad governance and leadership experience having spent over 10 years as an ASX listed Director in both Executive and non-Executive roles.

A selection of Ron's career highlights are outlined here:

- As CEO at Nanosonics (ASX:NAN), Ron was responsible for taking the 'Tropon' disinfection device through global regulatory approvals, signing the master distribution agreement with GE Healthcare for North America, building the leadership sales and service teams in the USA, establishing the European leadership team and signing European distribution agreements with Canon Medical (now FujiFilms) and driving significant global revenue. Ron was an integral member of the team that built the foundations of Nanosonics which is one of Australia's medical device success stories and today has a market capitalisation of approximately \$1.7 billion.

- As Chairman of respiratory equipment manufacturer CSX, Ron led the Company to IPO and a successful \$130 million capital raise which culminated in a market capitalisation of ~\$400 million; generating significant value for patient shareholders.
- Foundational CEO and then Managing Director of EMVision (ASX:EMV), a clinical stage company with technology and product for point of care stroke identification and classification. Ron joined EMV prior to the IPO in 2018 and worked with the founding team on the listing and subsequently driven significant shareholder value by meeting milestones consistently. Ron has been instrumental in building the business model for the product and developing clinical and commercial partnerships. During Ron's leadership EMV raised more than \$20 million in non-dilutive capital thereby limiting shareholder dilution.
- Chairman and founding shareholder of 3DMorphic which manufactures customised spinal implants using unique algorithms and manufacturing methods that accelerate the process of implant from weeks and months to days and hours. The product has entered the market with large numbers of patients implanted and significant improvement to quality of life.

As HeraMED Executive Chairman, Ron will bring his significant experience to all aspects of the commercialisation process including manufacturing, sales and marketing, a focus on non-dilutive funding as well as revenue growth all with a view to the creation of shareholder value.

HeraMED Executive Chairman, Ron Weinberger said: "Maternity care has failed to evolve significantly since the 1950s and today more than ever, I believe there is a real need to transform maternity care to include hospital-grade continuous remote monitoring supported by telehealth for the benefit of both the pregnant woman and the health practitioner.

"I am confident that our technology can lead the digital transformation of maternity care and based on the conversations currently underway in both America and Australia, I believe we are in the right place at the right time, and I look forward to working with our highly experienced team to execute on our strategic plan for the commercialisation of HeraCARE.

"My focus will be on transforming HeraMED into a disciplined sales company that can execute on the growing pipeline of commercial opportunities and to seek out new strategic clinical and commercial relationships globally.

"I am delighted to have the opportunity to capitalise on my broad experience and to work with a technology that I believe is on the cusp of broader commercialisation. After completing my last full time operational role, I am looking forward to using my experience to guide execution of the Company's strategic plan to deliver commercial outcomes and build shareholder value.

"In time, I see potential to take the clinical data obtained from all the work to date as well as future commercial rollouts to further develop the product and identify maternal and foetal patterns of risk," he said.

Ron will closely work with both Mr Keith Koby, recently appointed as President of North America for HeraMED as well as Ms Anoushka Gungadin HeraMED's Director of Strategic Partnerships, Australia & New Zealand. Ron and Keith already have a close working relationship as they both worked at Nanosonics together and

successfully created a significant business for Nanosonics in the US. The USA is a key target market for HeraCARE because the maternal health care, particularly in underserved communities is at a disastrous level.

Dr Weinberger continued: “Wherever we are in the world we are a united HeraMED team. David Groberman will continue to lead an impressive team in Israel and I look forward to working closely with him. The commercial team must work with the Israeli team’s depth of product and domain knowledge, manufacturing, regulatory and logistics with the ability to integrate the product into hospitals and other systems. We have the resources and vast knowledge of our Chief Medical Officer, Dr Arturo Wechsler. We are building a customer focussed strategy which must go above and beyond the contract signing. After market support, integration into healthcare systems, installation and post market support while working closely with sales leaders and stakeholders is fundamental to success. Everyone at HMD is directly involved in sales and revenue generation.” he said.

Investor Webinar

HeraMED Executive Chairman, Ron Weinberger will host an Investor Webinar at 10:30am Tuesday, 4th July 2023 to provide investors with an opportunity to hear more about today’s announcement. To attend this webinar, please register using the following link:

https://us02web.zoom.us/webinar/register/WN_XWouLpf1Sz66XbXKY8RxOQ

A summary of the Executive Chairman’s Contractor Terms are outlined below

Position	Executive Chairperson
Direct Report	Board of Directors
Commencement	3 rd July 2023
Hours of Work	Ordinary hours of work will be across 4 days per week. Working international time zones as required. Location will be remote and from home.
Term	From the Commencement for 3 years the Executive or HeraMED terminates the employment by providing 3 months’ written notice.
Remuneration	Base salary of A\$250,000 per annum exclusive of superannuation. In case that during the term of this Agreement, if the Company completes a capital raise of greater than AUD\$2,500,000 on or before today, the Executive will be entitled to AUD \$50,000. Subject always to the Company having obtained any necessary shareholder approval and/or regulatory approval under the ASX Listing Rules and/or Corporations Act, if required) (Required Approvals), the Company

will issue the following Incentive Options to the Executive for NIL consideration on the terms set out in the table below:

		No. of Incentive Options	Exercise Price	Vesting Condition	Performance Period or Expiry Period	Vesting Date
Tranche Incentive Options	1	1,500,000 Incentive Options	50% premium to the closing share price of the day prior to the Commencement Date.	A minimum AUD\$5m raise is completed post the next capital raise the Company completes.	On or before 31 December 2025	The earliest date when the Vesting Condition is achieved prior to the expiration of the Expiry Period.
Tranche Incentive Options	2	1,500,000 Incentive Options	50% premium to the closing share price of the day prior to the Commencement Date.	Company first achieves a VWAP of at least A\$0.20 during a period of 30 consecutive trading days VWAP during the Performance Period.	On or before 31 December 2025	The earliest date when the Vesting Condition is achieved prior to the expiration of the Expiry Period.
Tranche Incentive Options	3	1,500,000 Incentive Options	50% premium to the closing share price of the day prior to the Commencement Date.	Company first achieves a VWAP of at least A\$0.35 during a period of 30 consecutive trading days during the Performance Period	On or before 31 December 2025	The earliest date when the Vesting Condition is achieved prior to the expiration of the Expiry Period.
Tranche Incentive Options	4	1,500,000 Incentive Options	50% premium to the closing share price of the day prior to the Commencement Date.	5,000 active users at one time of the HeraMED's HeraCARE platform.	On or before 31 December 2025	The earliest date when the Vesting Condition is achieved prior to the expiration of the Expiry Period.
Tranche Incentive Options	5	1,500,000 Incentive Options	50% premium to the closing share price of the day prior to the Commencement Date.	20,000 active users at one time of the HeraMED's HeraCARE platform.	On or before 31 December 2025	The earliest date when the Vesting Condition is achieved prior to the expiration of the Expiry Period.

Jurisdiction

NSW, Australia

Other Conditions	A cashless exercise facility is available and then Incentive Options will otherwise be granted on the terms and conditions set out in the Employer ESOP Plan (summarised in the notice released to the ASX on 9 September 2022).
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-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

T: +61 2 7251 1888

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.