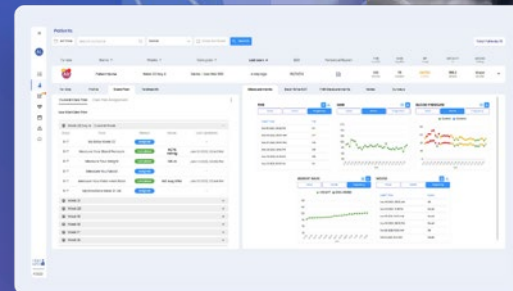




Leading the Digital Transformation of Maternity Care

Investor Presentation | July 2023



Regulatory
Approved By:

ARTG
311986

FDA 510k
clearance



HIPAA
VERIFIED

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HeraMED Overview

HeraMED Limited is an ASX listed (ASX:HMD) global medical data and technology company leading the digital transformation of maternity care.

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.

Connection is at the heart of what we do.



¹ 6 July 2023

² 52 weeks historical trading range as of 6 July 2023

\$20.6m

Market Capitalisation¹

0.211m

Average daily volume

\$0.085

Share price¹

242.7m

Shares on issue

\$0.06/\$0.22

Historical Trading Range²

HeraMED Highlights

Leading the digital transformation of maternity care



Maternity care globally has a number of challenges:

- 1:** Rising mortality rates.
- 2:** Shortages of OBGYN's and midwives.
- 3:** A care model unchanged since 1950's.



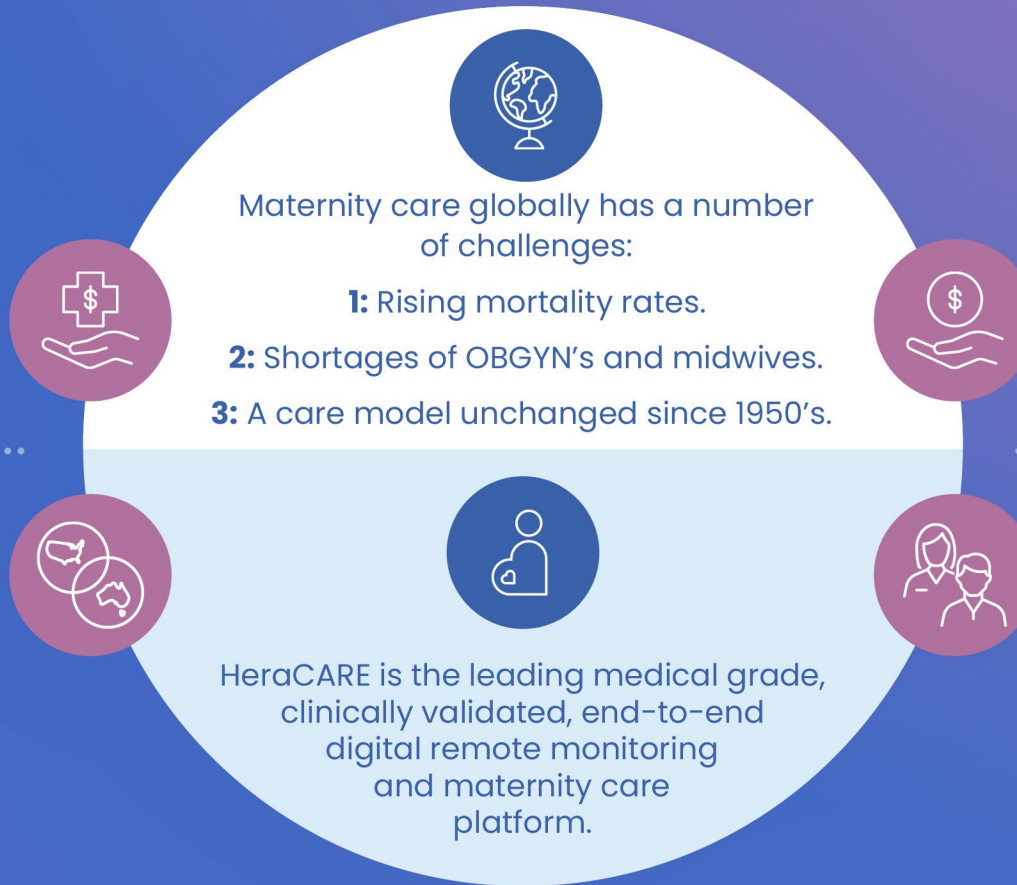
HeraCARE is the leading medical grade, clinically validated, end-to-end digital remote monitoring and maternity care platform.

HeraMED Highlights

Leading the digital transformation of maternity care

HeraCARE drives value for all stakeholders with productivity gains of 46% for Healthcare Providers while also lowering pregnancy risks.

Healthcare providers in US able to increase revenue per pregnancy through adoption of HeraCARE



Well defined business model for hospitals, clinics, employers, insurers and digital health platforms.

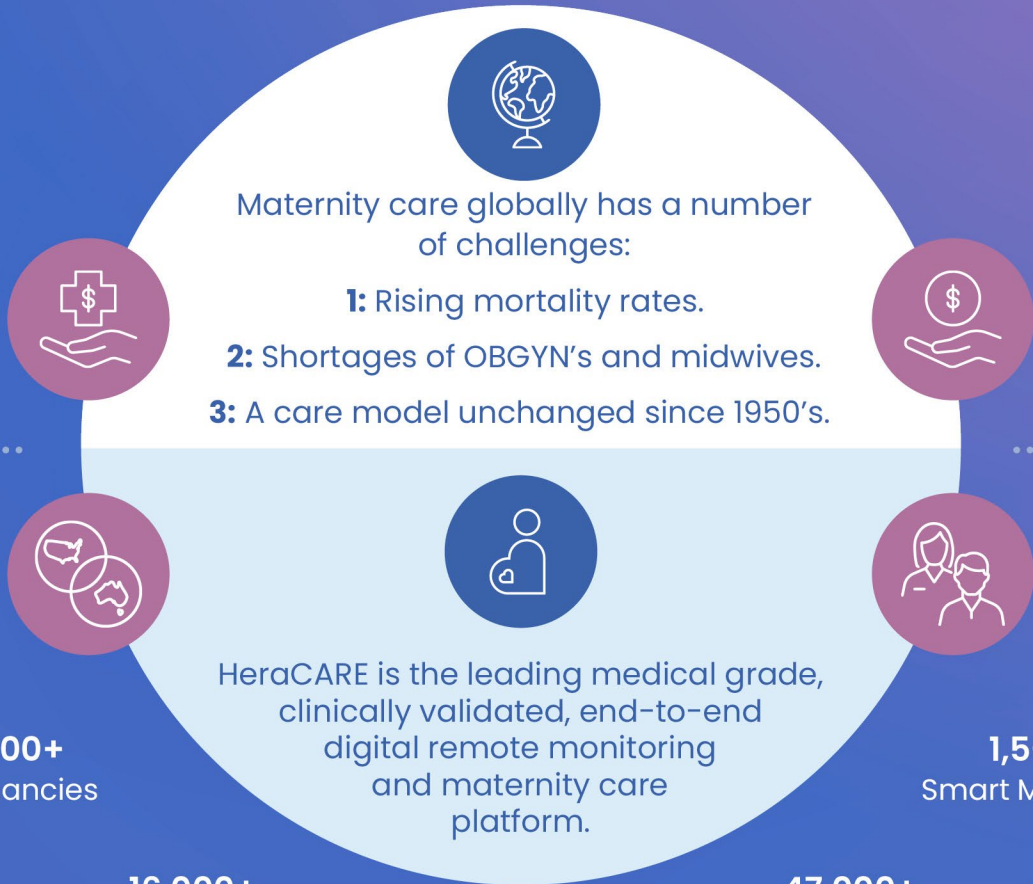
HeraMED now have a highly experienced commercialisation team in place with senior executives in US and Australia.

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2,600+ Pregnancies

16,000+ FHR Measurements

90% Satisfaction rate

47,000+ RPM Measurements

1,500+ Smart Messages

Our Experienced Commercialisation Team



Dr. Ron Weinberger

Executive Chairman

Highly-experienced international business executive with strong scientific background. Former Director, President and CEO of Nanosonics Ltd. (ASX: NAN), Mkt cap ~\$2 billion. NED of EM Vision Ltd. ASX:EMV, Chairman 3D Morphic Pty Ltd.



Keith Koby

President, US

Over 30 years of leadership, excellence and relevant experience in leading US commercial growth in the medical technology and devices market.



David Groberman

CEO and Co-Founder

Serial Entrepreneur, Mechanical, Bio-medical engineer and software development; 20+ years' experience developing multidisciplinary medical technologies and leading international teams; B.Sc. cum laude - in Bio-mechanical engineering, TAU. Software and Data expert - IDF "Mamram" computer division.



Anoushka Gungadin

Executive VP ANZ

A career that spans more than 20 years and four continents, an experienced CEO, Finance Executive, Non Executive Director, founder, advisor and speaker, working across industries and with global brands, NFPs and start-ups.

Sivan Sadan - **CFO**

Ariel Laden - **VP Product**

Michael Vasiliver - **VP RA/QA**

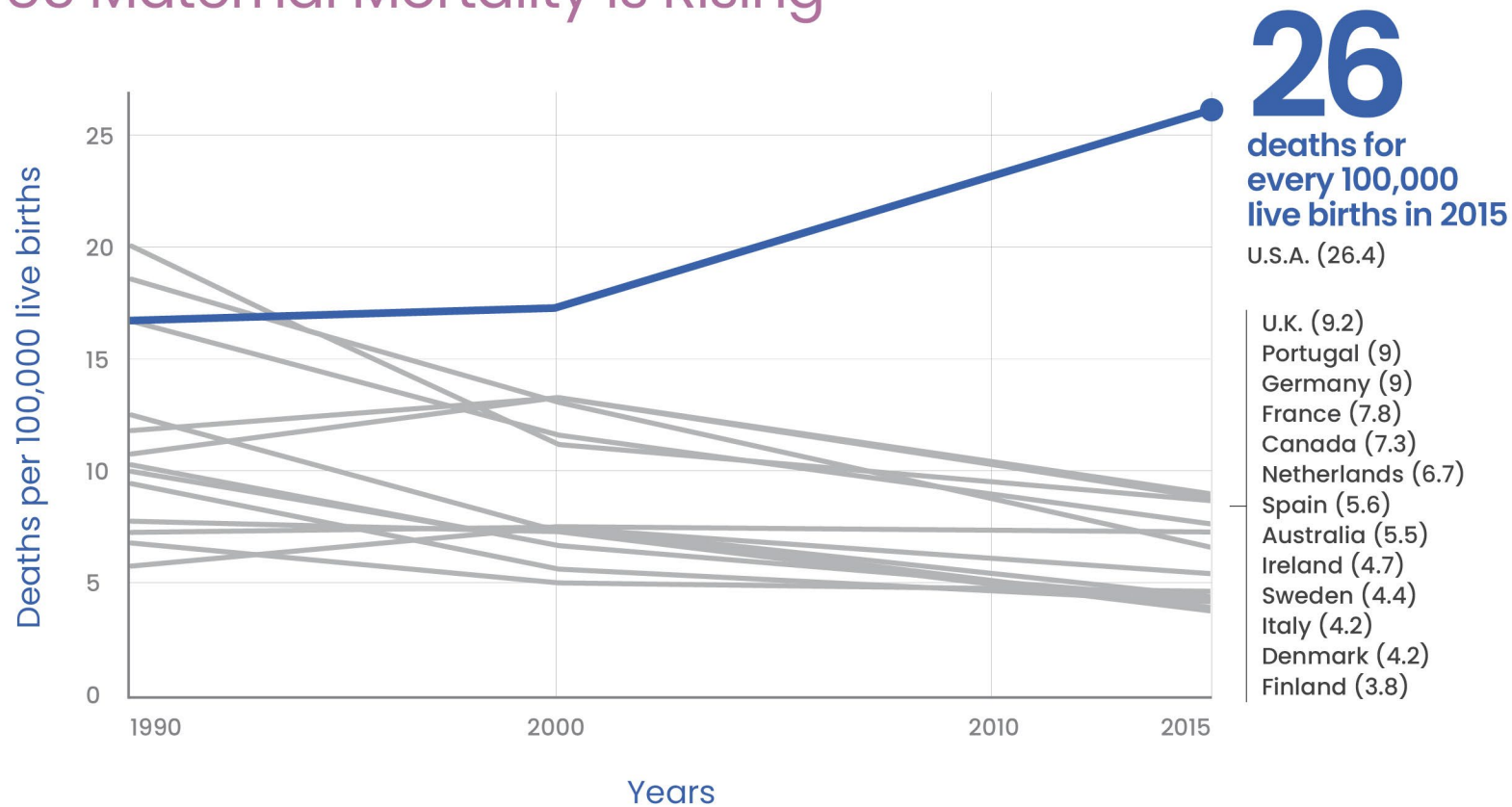
Dr. Arturo Weschler, MD - **CMO**

Moran Schochat - **VP R&D**

Nir Pearl - **Director of Operations**

Maternity Care Challenges

US Maternal Mortality is Rising

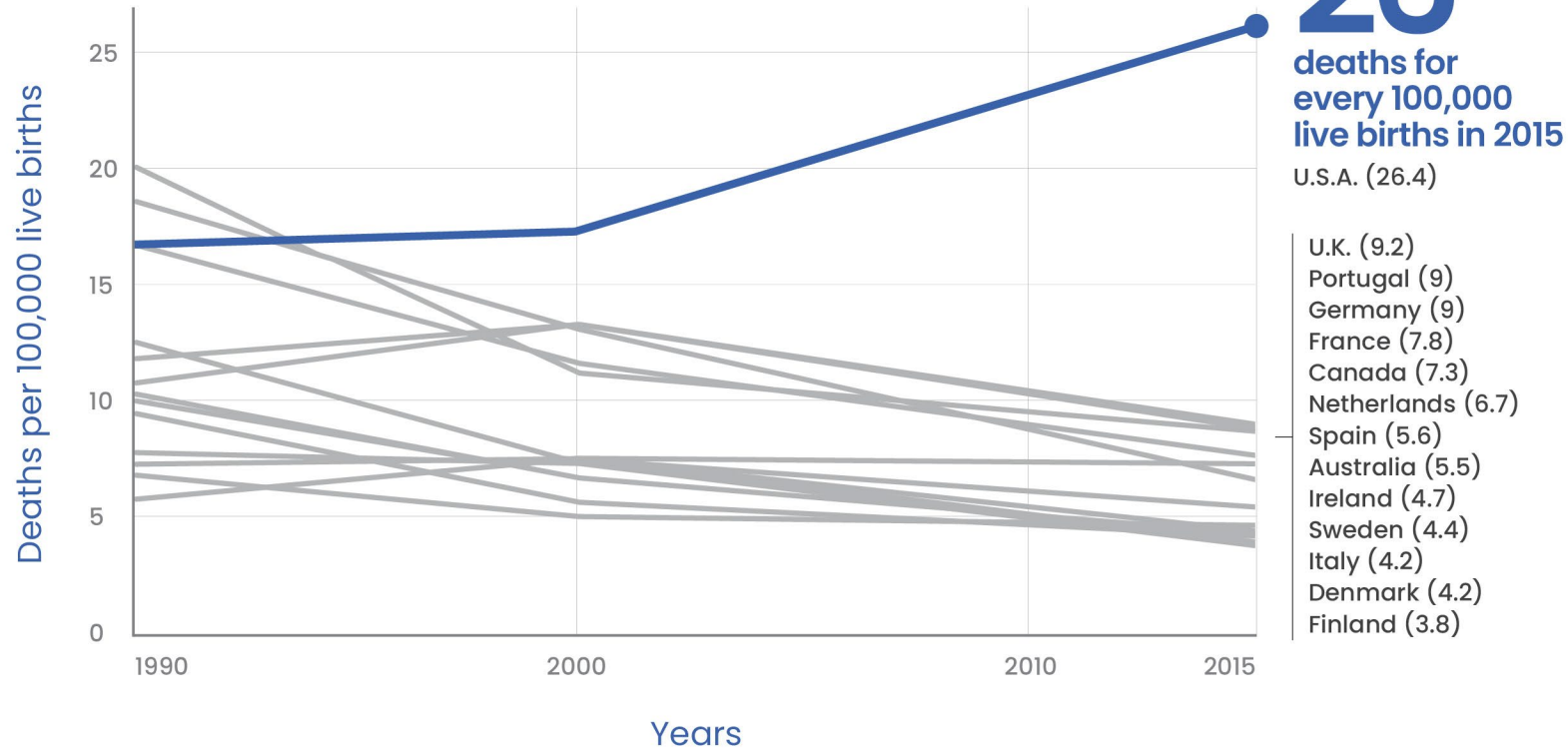


26
deaths for
every 100,000
live births in 2015
U.S.A. (26.4)

Of the
3,855,500
babies born in the US every year...

Maternity Care Challenges

US Maternal Mortality is Rising



Of the
3,855,500
babies born in the US every year...

...there are
382,726
babies are born prematurely

116,830
babies are born with a birth defect

23,157
babies die before their first birthday

Maternity Care Challenges

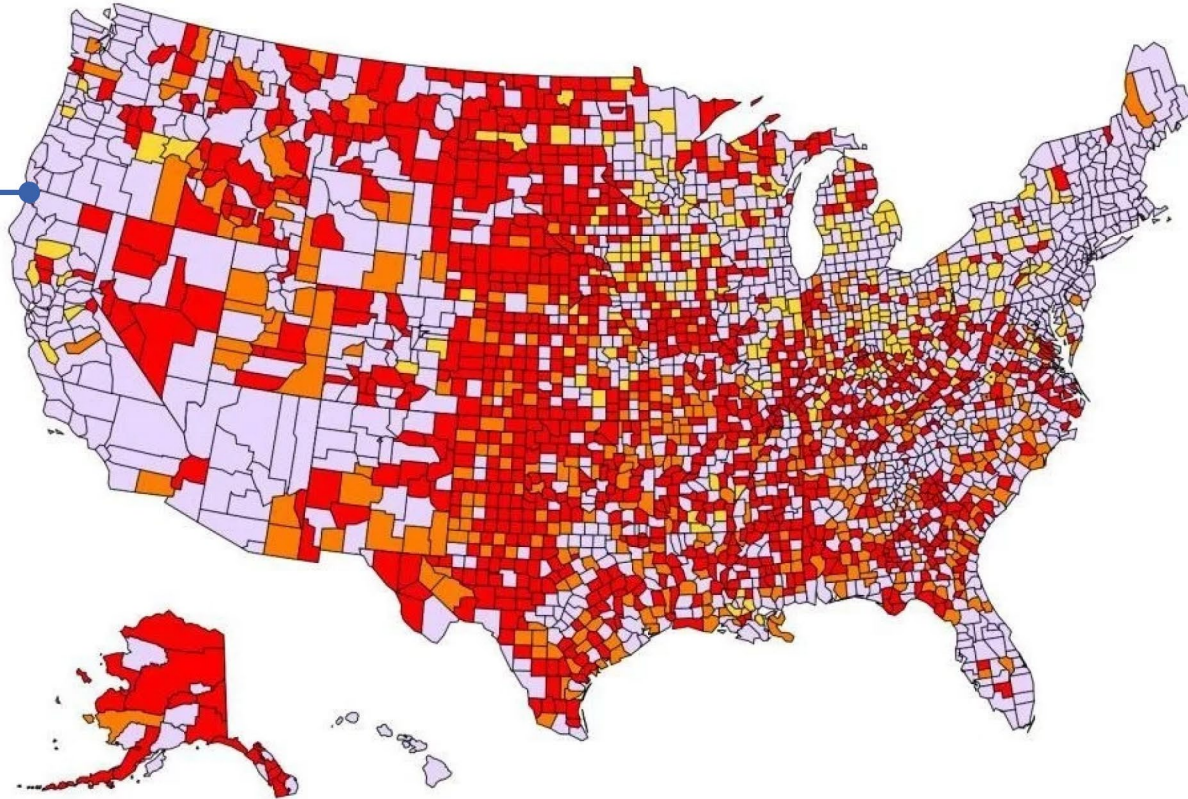
US Maternal Mortality is Rising

36%

Of the US is a 'maternity desert'.

Maternity Care Access

- Maternity Care Deserts (1119)
- Low Access to Care (373)
- Moderate Access to Care (223)
- Access to Maternity Care (1427)



Maternity Desert:
No hospital or birth centre
and no obstetric provider

Maternity Care Challenges

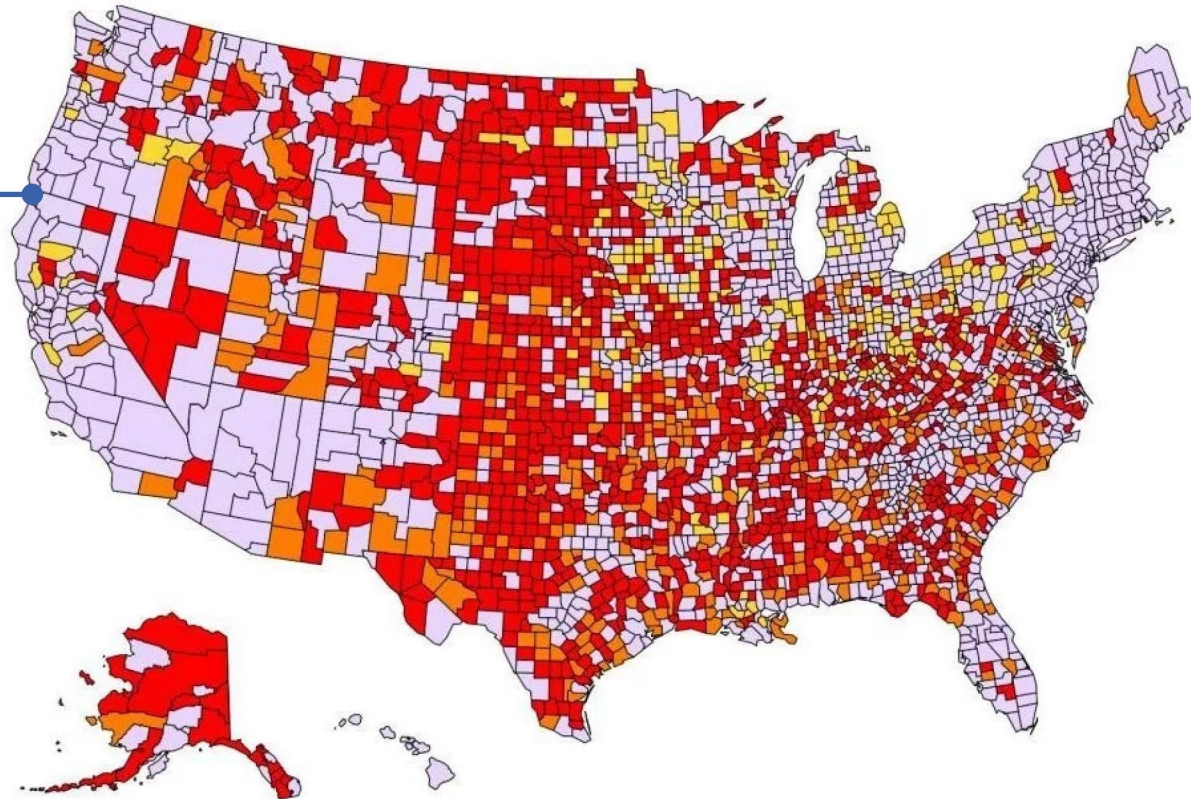
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Maternity Desert:
No hospital or birth centre
and no obstetric provider

There are
5 Million

Women living in a maternity care desert.
Result is **disproportionately harming rural communities and people of colour**

900

Women died of pregnancy-related causes with **nearly two-thirds of such deaths being preventable**

\$26.2 Billion

Total cost of preterm births

Maternity Care Model Challenges

An unchanged care model since 1950's

Maternity Care Model Challenges

An unchanged care model since 1950's

Challenges for Doctors and Providers

Dramatic shortage of staff and fundamental services

Lack of time and attention

Episodic, reactive, not connected patient engagement

Pregnancy complications and deteriorating delivery outcomes

Risk rates are on the rise



Challenges for Expectant Mothers

Lack of proximity access to maternity care

Loss of time away from work and home

Lack of continuous support

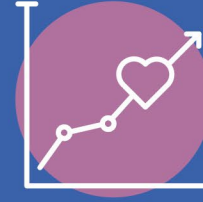
Personal stress and anxiety

Mother and infant mortality rates are rising

HeraCARE Value Proposition

Productivity Gains

- Optimise virtual and in-person visits
- Increased revenues
- Reduced cost



Increased Satisfaction

- Patient-centric collaborative care
- Exceptional convenience
- Continuous professional support
- Patient empowerment

HeraCARE Value Proposition

Improved Clinical Outcomes

- Early detection of complications
- Better adherence to guidelines
- Stress and depression reduction
- Maternity-related education



Employer Benefits

- Employee recruitment, retention and turnover reduction
- Increased productivity
-reduced absenteeism and presenteeism reduction

Meet HeraCARE

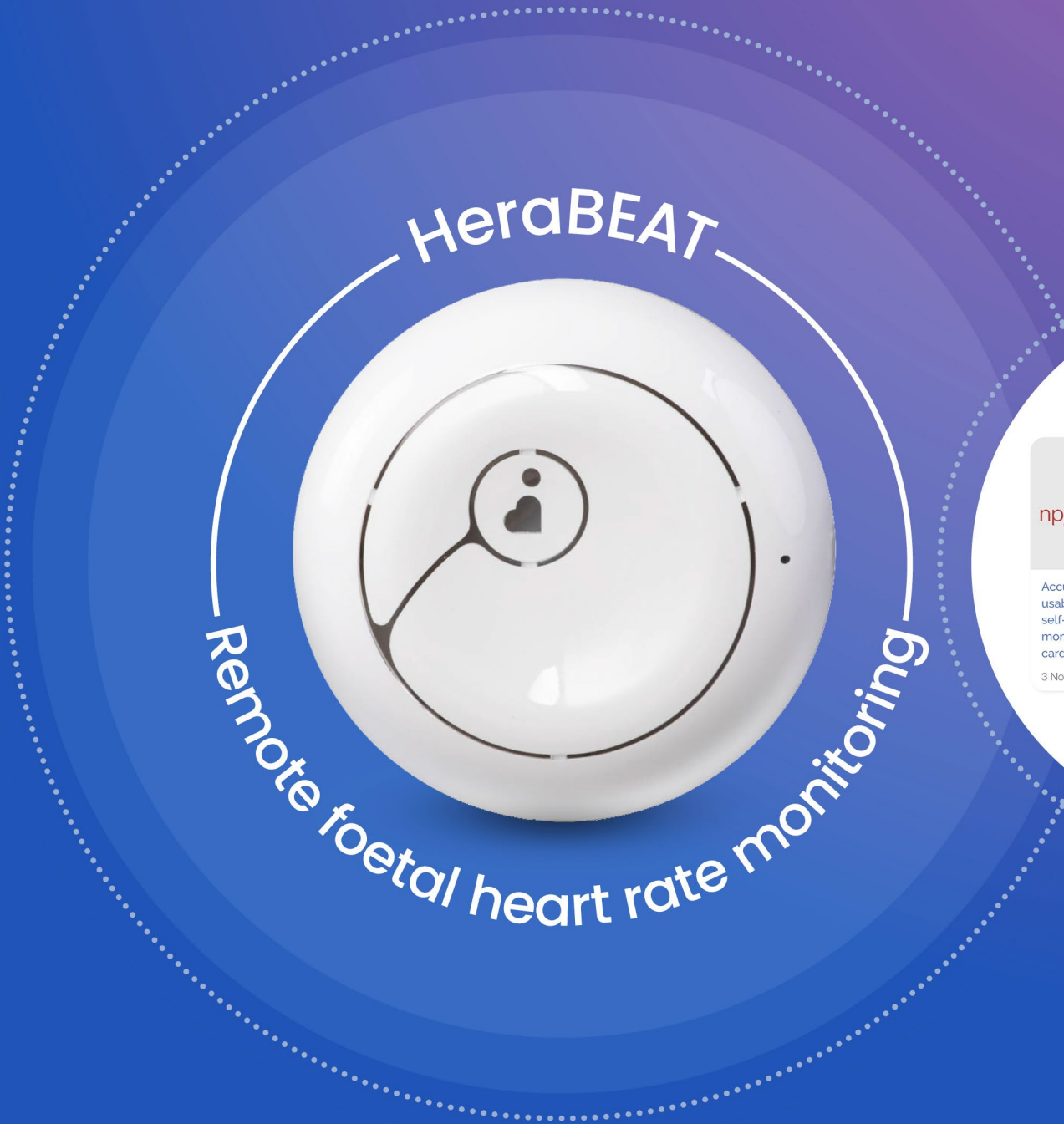


Pregnancy Care Reimagined





HeraBEAT is the leading smart, certified, medical grade foetal heart rate monitor clinically validated for accurate, reliable and safe remote foetal heart rate monitoring.



Two research article covers are displayed in a white circle on the right side of the slide.

Nature.com
npj | digital medicine

Accuracy, interpretability and usability study of a wireless self-guided fetal heartbeat monitor compared to cardiotocography
3 Nov 2022

OBSTETRICS & GYNECOLOGY

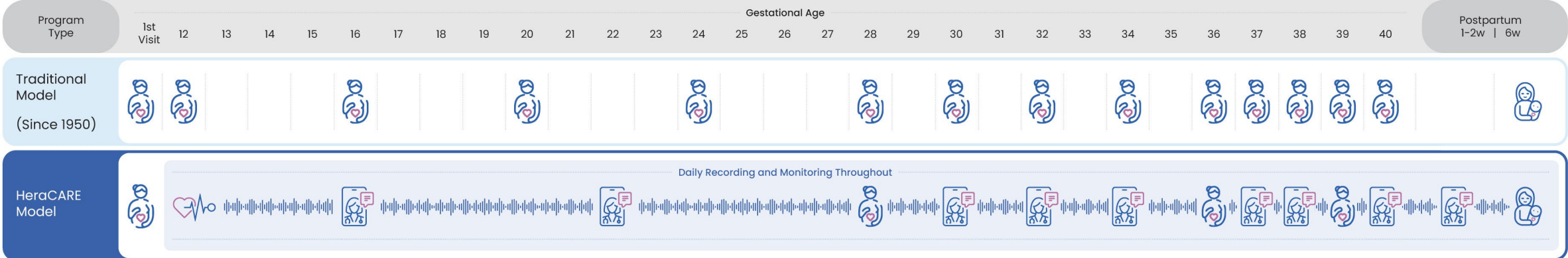
Accuracy, Clinical Utility, and Usability of a Wireless Self-Guided Fetal Heart Rate Monitor
5 Apr 2021



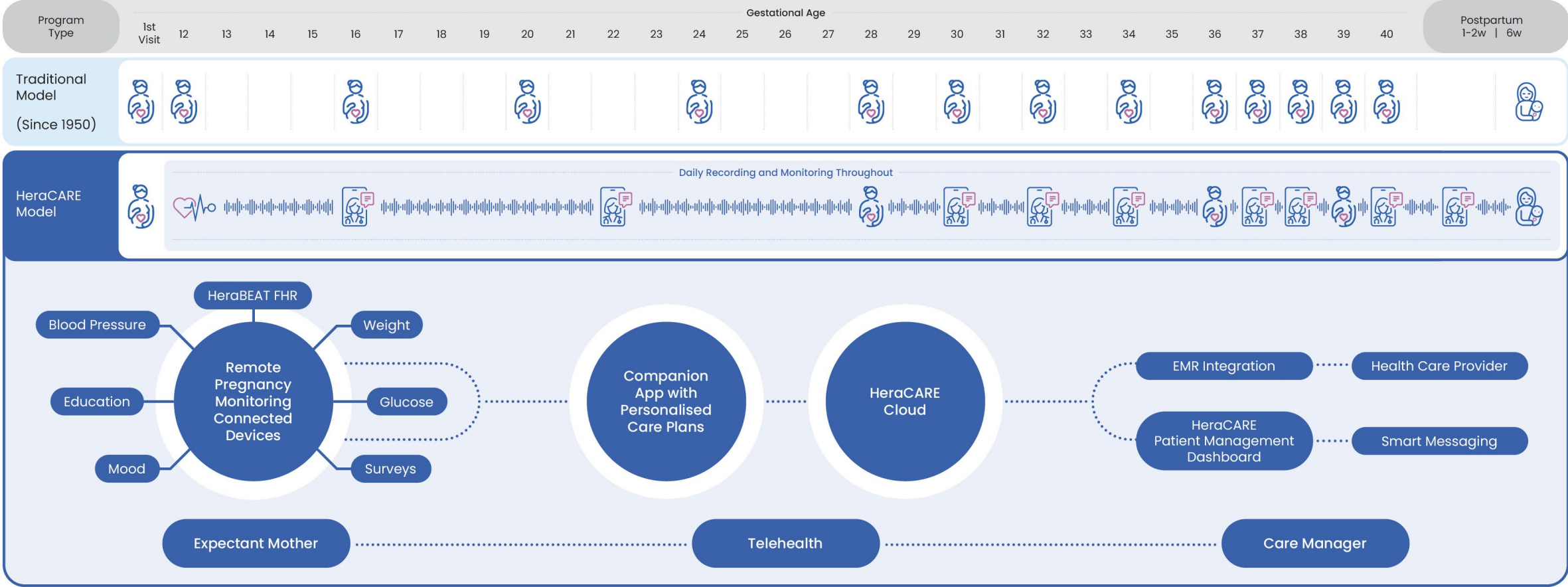
Traditional Model



Traditional Model vs HeraCARE Model

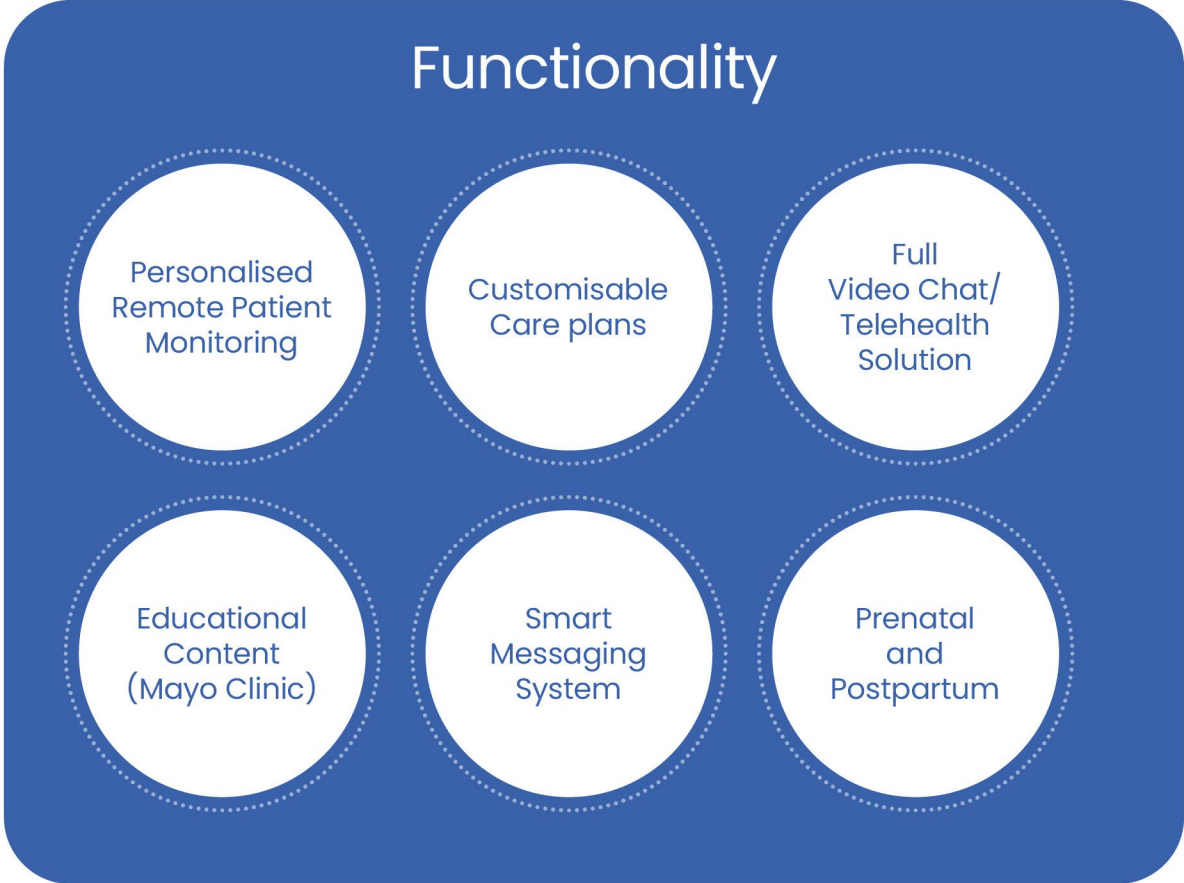


HeraCARE: New Era of Connected Maternity Care

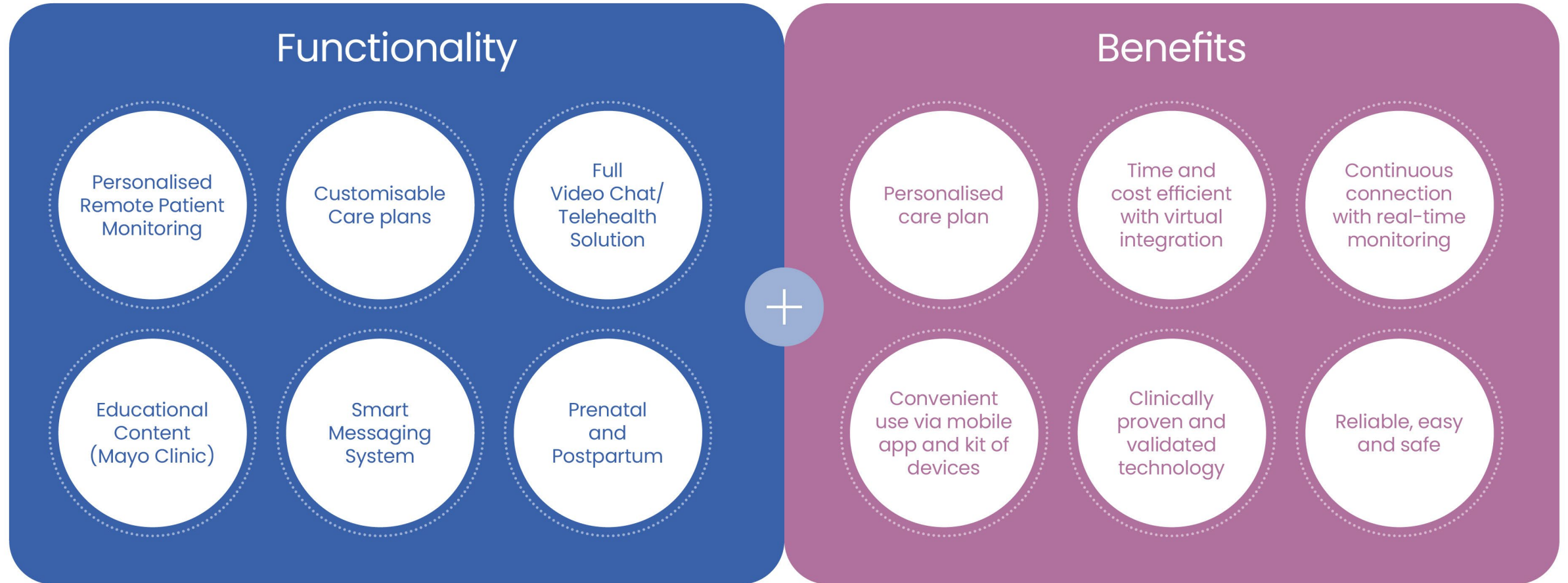




HeraCARE: The New Care Model



HeraCARE: The New Care Model





HeraCARE: An end-to end solution

Key customer verticals for HeraCARE

Major health system



Public and Private Clinics



Digital Health Platforms



Employers



Insurance Companies



Government Agencies



Pregnant mothers endorsing HeraCARE

4.5



Overall Satisfaction Rate

86%

Preferred the RPM Experience

87%

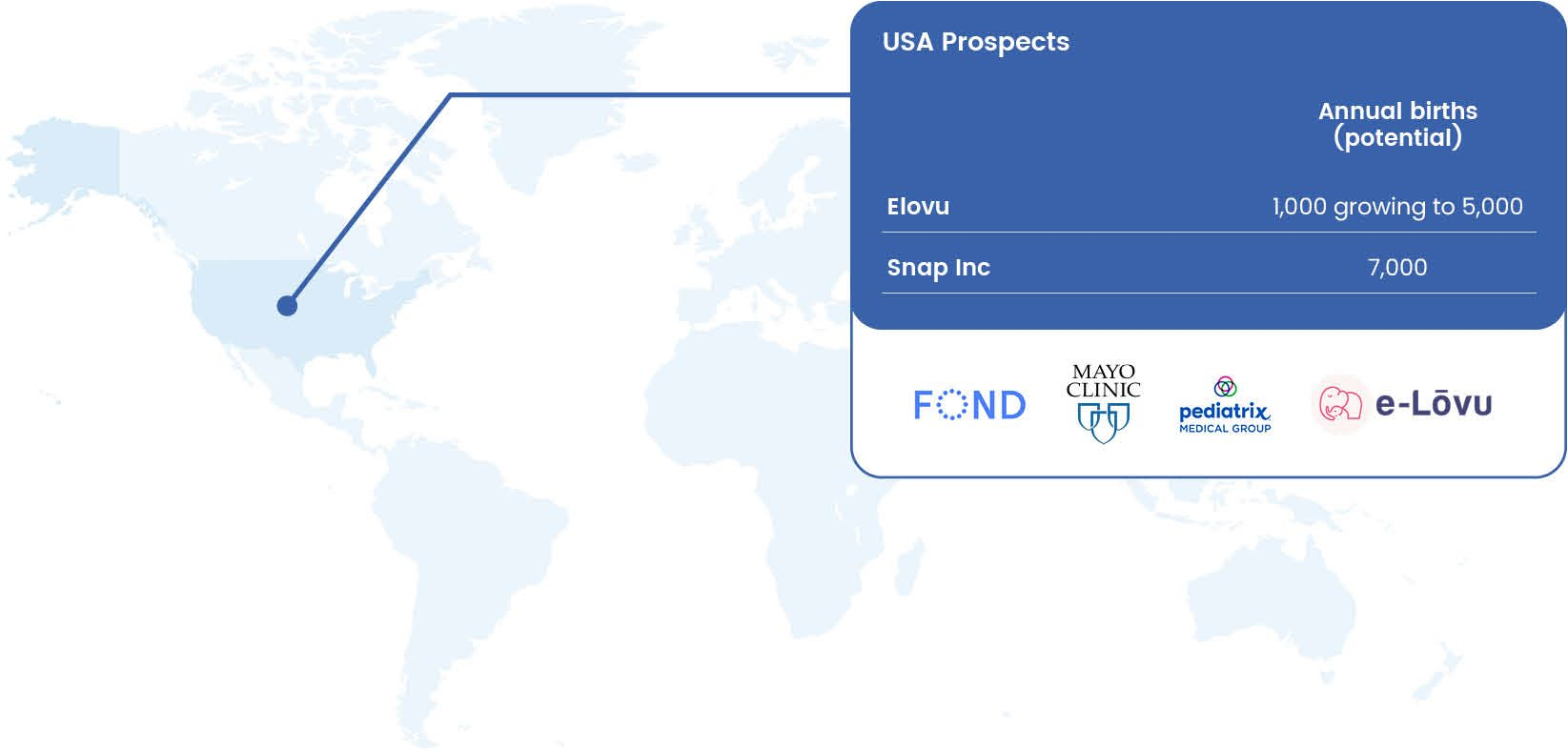
Enjoyed Educational Content

82%

Contributed to Peace of Mind



Our Commercial Traction and Future Road Map



Real world data collected from existing customers and validated with HeraCARE

2,600+
Pregnancies

90%
Satisfaction rate

16,000+
FHR Measurements

47,000+
RPM Measurements

1,500+
Smart Messages



FHR: Foetal Heart Rate

RPM: Remote patient monitoring

Our Commercial Traction and Future Road Map

Real world data collected from existing customers and validated with HeraCARE

Australia Prospects

	Annual births (potential)
Gold Coast UH	5,000 growing to 9,000
JHC	2,700
Melbourne Mothers	250
JOGG	120





Joondalup Obstetrics and Gynaecology Group
Women's Health Clinic in the Western Suburbs



MELBOURNE MOTHERS
WOMEN'S HEALTH CENTRE



Joondalup Health Campus
Part of Ramsay Health Care



Gold Coast Health
Queensland Government

2,600+
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FHR: Foetal Heart Rate

RPM: Remote patient monitoring

Our Commercial Traction and Future Road Map

- HeraMED is building a data repository of unprecedented depth and breadth in maternity.
- HeraCARE is delivering data and insights for preventative medicine.
- Predictive analytics through the use of AI will deliver;
 1. Insights to improve maternity care
 2. Predict preventable complication
 3. Provide personalised recommendations and
 4. Improve clinical outcomes.

Through AI HeraCARE will transform prenatal care from a reactive process to a proactive process.



Real world data collected and validated with HeraCARE

2,600+
Pregnancies

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HeraMED

Recommended Pricing Model

Per Pregnancy

~US\$600

OR

One-off HeraBEAT device

US\$450

+

Monthly SaaS fee

~US\$39-59

per User, per Month

Additional connected devices are optional per customer request at extra cost



HeraMED

Recommended Pricing Model

Per Pregnancy
~US\$600

OR

One-off HeraBEAT device

US\$450

+

Monthly SaaS fee

~US\$39-59

per User, per Month

Additional connected devices are optional per customer request at extra cost



Productivity gains delivered from existing customers

Prenatal	Low Risk		High Risk	
	HeraCARE	Traditional	HeraCARE	Traditional
Visits	14	14	21	21
Telehealth %	60%	0%	40%	0%
F2F %	40%	100%	60%	100%
Total Cost	\$810	\$1,514	\$2,772	\$3,804
Total Reduction	\$704		\$1,032	
% Reduction	46%		27%	

*Numbers based on HeraMED's analysis and gathering information from multiple customers and pilots. This table represents a general global average of our customers

HeraCARE drives topline growth for US healthcare providers

Reimbursement in the US allows healthcare providers to receive additional revenue per pregnancy

	Reimbursement	Per Pregnancy	Private clinic
99453	~\$19	One Time	\$19
99454	~\$62	Avg. 8-month usage	\$496
99457	~\$52	Avg. 8-month usage	\$416
99458	~\$42	Avg. 8-month usage	\$336
Additional reimbursemt revenue available per pregnancy for Healthcare provider			\$1,267
One-time HeraBEAT Hardware Cost (expected lifetime of 3 years)	\$450	Annual cost/2 cycles	-\$150
One Time Connected BP + Scale Hardware Cost	\$150	Annual cost/2 cycles	-\$150
HeraCARE SaaS PUPM (Per User Per Month)	\$39	Avg. 8-month usage	-\$312
Additional cost (Shipment, disinfection etc)			-\$75
Total Cost (Revenue to HeraMED)			-\$687
Net revenue to the healthcare provider			\$580



*These calculations represent the company's estimations and it is dependent on multiple factors such as state, insurance coverage and individual medical situation and need. These CPT codes have been validated both by potential customers as well as currently being used and accessed through eLovu customers



Increased appointment attendance from the convenience of virtual appointments



Reducing revenue loss associated with no-show in-person appointments



The adoption of HeraCARE allows additional CPT codes to be accessed by the healthcare provider increasing revenue per pregnancy



These CPT all relate to telehealth which is why they become available to the healthcare provider on adoption of HeraCARE **30**



Go to Market Strategies

Tailoring for success

Customer champions in each market segment



Target Healthcare providers with immediate needs



Digital Health Platforms seeking to expand into pregnancy



Public hospitals with adopted innovation strategies



Continue to build evidence based validation of HeraCARE



Build use case for remote care



Our Commercialisation Strategy

Foundations in Place



Validated data evidence on HeraCARE Solution



Leading customers in key verticals contracted in USA & Australia



Expanding and progressing commercial pipeline



Robust patent protection



Regulatory approved in all key markets



Experienced executive commercialisation team



Our Commercialisation Strategy

Deliverables over next 6 months

○ Develop commercial agreements with leading customers in all verticals, establishing commercial models for each vertical

○ Develop key strategic commercial partnership

○ Apply for grants and non-dilutive funding

○ Develop robust integration strategy that can accommodate customers in each vertical

○ Develop strategy to monetise data bank

○ Continue to build team in key target markets

Successfully Completed:



Technological and Clinical Superiority

HeraCARE and HeraBEAT redefining home-based maternity care, already proven technological and clinical superiority and have collaboration agreements with leading medical organisations.

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Commercial Pilots and Clinical Trials

Trials and pilots completed at JHC, Pediatrix, Mayo and Sheba with a further pilot underway at Gold Coast. Validated data showing clear evidence of improved health outcomes, productivity gains and excellent user satisfaction.

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Clear Path for Commercialisation

The successful deployment of HeraCARE at JHC, eLovu, Melbourne Mothers and JOGG demonstrates the scalability of HeraCARE. Evidence based data now driving commercialisation across all customer segments.



HeraMED Limited (ASX:HMD)

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Executive Chairman

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Appendix

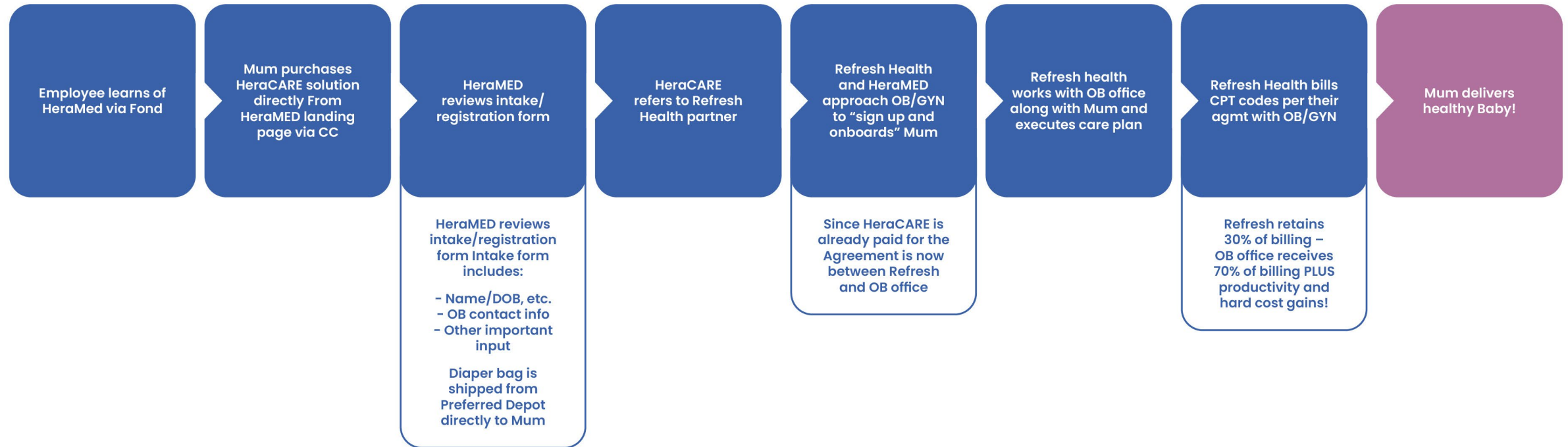
Strategic Partnership with Fond

- Improving maternity care with access to HeraMED solution for all Fond clients
 - all employees, their partners and up to five family members
- Fond clients include SNAP Inc, Salesforce, Levi Strauss
- Fond partnership is supported by HeraMED's partnership with Entrustia Health - who will be coordinating the implementation and provision of care support

7,000+
employees benefit
with Snap INC
launch

HeraCARE: Employer Direct to Mum Process Flow

End to end flow to allow Mum's access to HeraCARE directly and managed by our Partner Refresh Health



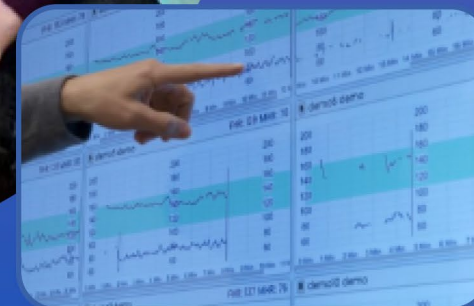
Trouble-free pregnancy for women in troubled nation

HeraMED supports Ukraine

HeraMED donated devices and professional support for the use of HeraBEAT and HeraCARE in Sheba's 'Shining Star' Field Hospital in Ukraine.

The technology was an integral part of providing a connected maternity care solution and gave expecting mums access to medical care where typically it isn't always safe for women to receive face-to-face antenatal appointments.

The HeraBEAT is as accurate as an in-hospital fetal heart rate monitor, meaning women in compromised nations can confidently connect and share the results with their physician through the dedicated smartphone application anywhere in the world.



Gold Coast Hospital and Health Service – Digital Transformation

Gold Coast Hospital and Health Service (GCHHS) is commencing a trial to use HeraCARE as its new standard of care



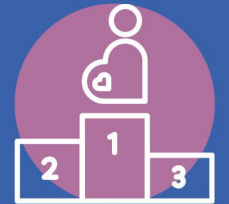
A controlled trial of HeraCARE will begin for up to 90 pregnancies for 6–9 months to evaluate clinical usability, patient satisfaction, value for money and economic analysis



HeraCARE will be used for high-risk pregnancies for their Women Newborn and Children Services (WNCS)



Upon successful completion of the trial GCHHS intends to order additional licenses



USA Success Story



e-Lōvu +

HeraCARE
Connected Maternity Care

A clinically guided digital ecosphere and marketplace that helps mothers access health and wellness care from preconception to postpartum

Initial commercial launch:

- ✓ **1,000 X pregnancies**
- ✓ Overall Phase 1 **revenues - US\$550,000.**



Noel Pugh, PhD, CEO:



e-Lōvu Health is beyond thrilled to partner with HeraMED.

The HeraCARE platform coupled with the simplicity of the HeraBEAT smart Fetal HR monitor will serve as the cornerstone of our digital healthcare ecosphere.

We believe that together we can **transform the American delivery system** and change the way expectant moms, their families, and care teams experience prenatal care."



Santosh Pandipati MD, CMO:



HeraMED's state-of-the-art technology and laser focus on both patient and care team experience, plus impactful implementation is what we need to realize our vision at e-Lōvu Health.

Pregnant moms love using HeraCARE and HeraBEAT and importantly, when combined with other key vital measurements, the program works wonders. With HeraCARE, we are able to deliver patients and care teams the information each member of the care continuum need, exactly when they need it. As a provider myself, that's the quality of care I want to provide and can be proud of."

Australia Success Story



Dr. Cliff Neppe Head of OB at JHC

Over the past 18 months, we have shown that a novel, maternally administered fetal heart rate monitor (FHRM) has **accuracy and safety equivalent to gold-standard clinic-based cardiotocography.**"

+2200 HeraCARE Pregnancies



Clinical Trial



Paid Pilot



Commercial Agreement



Full Adoption

86 expectant mothers

100 Licenses / 6 Months

1500 Pregnancies / 1st Year

2700 Pregnancies / Annually

Results published in leading scientific journal

KPI'S set and proven

Better Outcomes Early Detection of Preeclampsia

Case Study - Patient "X" 29 Years Old, First Pregnancy

