



12 December 2018

HeraMED Completes Over-Subscribed \$6 Million IPO

- HeraMED successfully lists on the ASX with over-subscribed \$6 million capital raising
- Funds will accelerate commercialisation of HeraBEAT™ in Israel, followed by UK and Germany (CE approved)
- TGA approval of HeraBEAT received – paves the way for commercial launch in Australia in early 2019
- TEVA Pharmaceutical Industries Ltd (TEVA) (NASDAQ:TEVA US\$22bn+ Mkt cap) agreement signed for sale of US\$2m+ in HeraBEAT units throughout Israel
- Pilot HeraBEAT with Mayo Clinic set to launch in early 2019
- Artificial Intelligence (AI) powered Orion™ with Mayo Clinic continues to progress
- B2C website to be launched in early 2019

HeraMED Limited ACN 626 295 314 (**HeraMed** or **Company**) (ASX:HMD) is pleased to announce that it has successfully completed its over-subscribed \$6 million IPO on the ASX. The Company is pleased to welcome support from quality Australian institutional and high net worth investor groups.

Funds raised from the IPO will primarily be used to accelerate commercialisation of the Company's proprietary HeraBEAT device – a smart, medical grade, home pregnancy monitoring solution (with patents pending).

TGA Approval

The Company is also delighted to announce that HeraBEAT received TGA (Therapeutic Goods Administration) approval on 28 November 2018 allowing it to expedite its product launch into the Australian market. This adds to the Company's existing regulatory approvals for HeraBEAT, which include CE (Europe) and AMAR (Israel). HeraMED has commenced and made meaningful steps towards FDA approval to enable it to sell into the USA.

TEVA Marketing and Distribution Partnership

Earlier in 2018 the Company executed a binding distribution agreement with NASDAQ listed pharmaceutical company TEVA, permitting TEVA the exclusive right to sell HeraBEAT in Israel. HeraMED's partnership with TEVA allows the Company to earn US\$2m+ over the first 3 years, delivering product validation, market scope and significant early revenue generation.

The Company's immediate focus will be to manufacture and supply HeraBEAT units to TEVA who will be responsible for funding sales and marketing initiatives in Israel. HeraMED also intends to initially target sales in the UK and German markets.

Mayo Clinic Collaboration

Further, the Company will continue to invest in R&D of new innovations and clinical cooperation with leading health institutions. Among HeraMED's current programs are piloting HeraBEAT for Mayo Clinic and developing its AI powered "Orion" project, both in collaboration with Mayo Clinic – a world-leading US medical centre which integrates clinical practice, education and research. Importantly, Mayo Clinic is also a supportive shareholder of HeraMED.

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B2C Website Launch

The Company is also in the final stages of completing a comprehensive B2C platform scheduled for launch in early 2019. This platform is being built to support cross-channel, multi-language, multi-country content including a designated e-commerce website which will be supported by a digital and social media marketing campaign.

HeraMED's CEO and Co-Founder, David Groberman, commented:

"Our HeraBEAT device empowers expectant mothers to monitor their unborn child's heartbeat anytime, anywhere. Enabling seamless data sharing of vital signs with medical professionals gives parents peace of mind about the health of their unborn child.

"We have a team of professionals, both in-house and outsourced, optimising performance in building brand awareness, organic traffic and creating demand.

"We'd like to thank our team for their hard work and our shareholders for their support, and we look forward to the exciting journey ahead."

For more information, please visit www.hera-med.com.

HeraMED Limited