

HERA MED

The beat of life



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HeraBEAT: The Smart, Medical Grade, Home Pregnancy Monitoring Solution.

LEADING PREGNANCY CARE

The World's Most Advanced, Smart, Medical Grade, Home Pregnancy Monitoring Solution.

Improving Mother & Baby Wellness

Empowering Personalized, Proactive Care

Reshaping Doctor/ Patient Relationship

Providing Better Care at Lower Cost



THE PROBLEM WITH MONITORING





IT HASN'T CHANGED SINCE THE 50'S



DOCTORS/ PROVIDERS

-  Shortage of fundamental services
-  Lack of time and attention
-  Low reliability of analysis
-  Risk rates are on the rise

EXPECTING MOTHERS

-  14+ clinical sessions per pregnancy
-  Loss of time away from work / child care
-  Personal anxiety and stress
-  Lack of continuous support

END-TO-END MEDICAL GRADE SOLUTION

TECHNOLOGY DRIVEN PREGNANCY HOMECARE



PROVIDING CONTINUOUS TRACKING & TREND BASED ANALYSIS



Affordable



Continuous



Home use



Accurate



Reliable



Personal

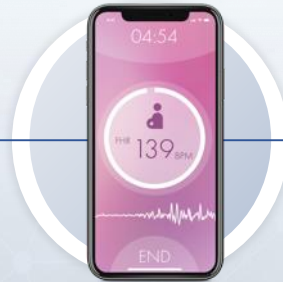


TECHNOLOGICAL ECOSYSTEM

HeraBEAT
Multi-Sensor Unit



HeraBEAT App
Unique & Proprietary UX



Optimized
For Home Use



Medical
Cloud



Immediate
Response



Actionable
Analysis



Physician
Dashboard App



COMPANY IP

Hardware and Sensor IP



Foetal HR
Optimized
Doppler



Maternal HR
Optical Sensor



Hypersensitive
Ultrasound



Motion
Detection
Sensors

13

Pending
patents



PCT* / National Phase

Software and Algorithm IP



Hospital Quality
Foetal Strip



"Smart Search"
For Foetal HR



Data Sharing
HIPAA-Compliance



Trend Analysis
Of
Data Records



CE Approved (by BSI)
TGA Approved
FDA Planned for 2019



BUSINESS MODELS

2019



HeraBEAT
Multi-Sensor

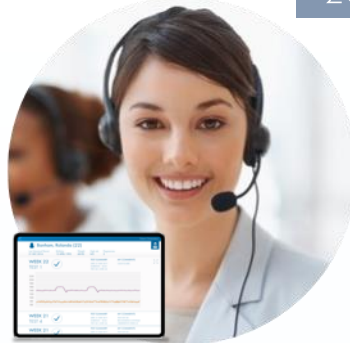
\$US299 MSRP

Proprietary Home
Monitoring Device

Addressable Annual Market
50 Million Pregnancies



2020



HeraCARE
Service + Cloud

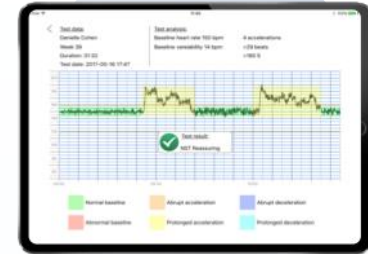
\$US9.9/Mo

24/ 7 Call Centre
Premium Pregnancy Support

Collect Data From HeraBEAT

Provide Actionable Insights

2021



Orion AI

SaaS + Dashboard

\$US1.9 Per Analysis

A.I. Powered Pregnancy
Monitoring Analysis

Foetal monitoring is a standard part
of every pregnancy check-up

Minimum x2 Per Pregnancy

MARKET SEGMENTS

VERTICAL IMPACT

HEMOCARE

Improve Mother/Baby Wellness

Empower Pregnant Woman
& Reduce Anxiety

Early Warning In Case Of
Complications

HOSPITALS / CLINICS

Reduce Unnecessary Clinic Visits

Let Professionals Practice
"Real" Medicine

Increase Patient
Satisfaction

HMOs/ INSURERS

Save Expenses

Strategic Engagement With
Household Decision Makers

Reduce Litigation Risk And
Insurance Cost



BACKED BY MEDICAL LEADERS

STRATEGIC COLLABORATORS



- Shareholder and R&D partner
- "OB Nest" - transforming prenatal care
- Reduce visits, improve care, free up obstetricians

STRATEGIC PARTNERSHIPS



- Teva is one of leading generic pharmaceutical companies in the world
- Exclusive distributor in Israel
- Agreement potentially generating \$US2 million in 3 years in Israel alone

HMO's and INSURANCE REIMBURSEMENT MODEL



- Supported by top HMOs in Israel
- Covering ~ 90% = 7.5 million people
- HeraBEAT is reimbursed up to 75% in Israel
- Company plans replicate this model as part of the global roll-out

B2B COMMERCIAL GROWTH

BUSINESS MODEL 1

✓ VALIDATED

Israel

180K

Births/Ann

- ✓ 15K B2B2C (Teva)
- ✓ Insurers (HOMs)
- ✓ Hospitals

~3% Minimum Uptake
Confirmed

2019

DE + UK + AUS

~ 1.87M

Births/Ann

- Germany 790K
- UK 770K
- Australia 310K

2020

US Expansion

~ 4M

Births/Ann

2020

EU Expansion

~ 5M

Births/Ann

- France 750K
- Italy 485K
- Spain 410K
- Others ~ 3.3M

2021



WW Expansion

~ 47.4M

Births/Ann

- China 17.2M
- India 25.0M
- Brazil 2.9M
- Mexico 2.3M

COMPETITIVE EDGE

	Existing Problems In Other Products	HeraBEAT™ Solution
 Foetal Heart Rate Search & Acquisition	<ul style="list-style-type: none">• Requires a Doctor/Nurse.• Very challenging to find the right location on the mother's abdomen• FHR often confused with MHR – resulting in False-Positive	<ul style="list-style-type: none">• No doctor / Nurse Required• Effortless search and optimal position on the mother's abdomen• Accurate separation of FHR from MHR and other sounds
 Foetal Heart Rate Tracking	<ul style="list-style-type: none">• Low stability and inaccurate readings• Minor movements of mom or fetus require re-positioning and search• No history tracking	<ul style="list-style-type: none">• Clear and simple results• Algorithms eliminate motion sensitivity• FHR graph – comparable to gold standard foetal monitors• History tracking and trend analysis

COMPETITIVE ANALYSIS

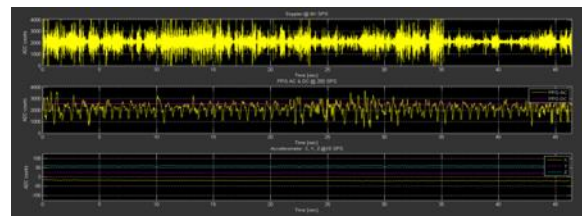
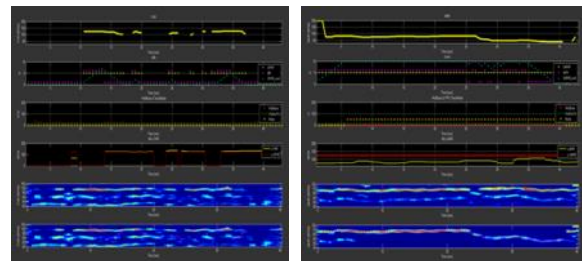
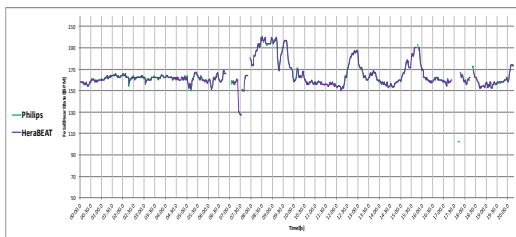
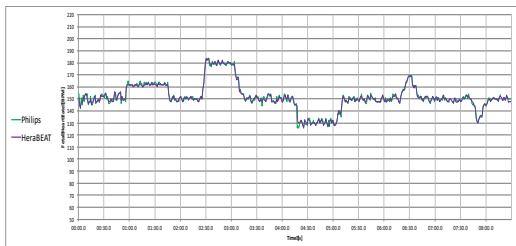
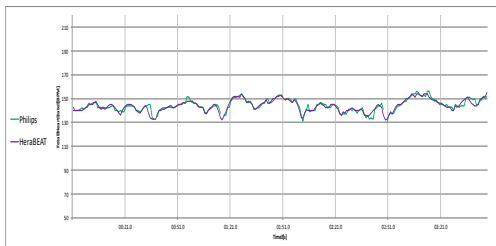
BRAND	\$ COST	FHR ACCURACY	MHR ACCURACY	FOETAL WELLNESS	TECH ACCURACY	GUIDED SEACRH	WIDE BEAM ULTRA SOUND	MOBILE APP & UX	STORAGE & ANALYSIS	CLOUD & CONNECTIVITY	GOLD STANDARD	NO DOCTOR REQUIRED
	299	✓	✓	✓	US DOPPLER, OPTICAL & MORE	✓	✓	✓	✓	✓	✓	✓
AIRSTRIP®	~2500	✓	✓	✓	US PULSE DOPPLER	X	✓	✓	✓	✓	✓	X
	600-800	✓	X	X	US DOPPLER	X	X	X	✗	✗	✗	X
	5000+	✓	✓	✓	US PULSE DOPPLER	X	✓	X	X	X	✓	X
	300+ NOT YET COMMERCIAL	✗	✗	✗	SOUND & OTHER	X	X	✓	✓	✓	X	✓
	60-150	✗	X	X	LISTENER SOUND	X	X	✗	X	X	X	✗



HeraBEAT VS Hospital Gold Standard

CLINICAL AND LAB COMPARISON

- Hundreds of internal, external, bench and clinical tests prove HeraBEAT's results are as **accurate as the industry's professional gold standard** equipment.
- Comprehensive, independent study by a leading Israeli Health Maintenance Organization (HMO) showed **clear positive feedback** by both expecting moms as well as medical staff, user satisfaction, adherence and accuracy levels
- When compared with professional monitors (\$5000++) HeraBEAT showed **+/- 1 BPM accuracy on average**



ORION AI: THE CHALLENGE

At Hospital or at Home, Pregnancy monitoring always requires the careful attention of a trained OB/GYN for a subjective, time consuming, visual analysis of FHR pattern recognition and wellbeing assessment:

Social and Financial cost:

The average total price charged for pregnancy and newborn care was about \$30,000 for a regular pregnancy and delivery and more than \$50,000 for a C-section

source: Truven Health Analytics, 2013

Shortage of fundamental services:

~50% of the US counties don't have a single obstetrician/ gynecologist and 56% are without a nurse midwife

source: ACOG, ACNM, 2017

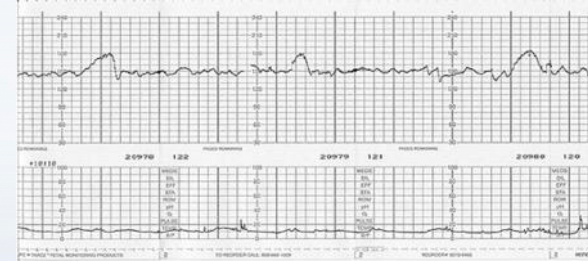
Low reliability of monitoring analysis:

Studies show **significant inaccuracies** and errors of analyzing monitor results causing in adequate medical treatment.

Risk rates are on the rise:

Preterm birth affects 12.5% of pregnancies and is the number one cause of infant death among children under 5

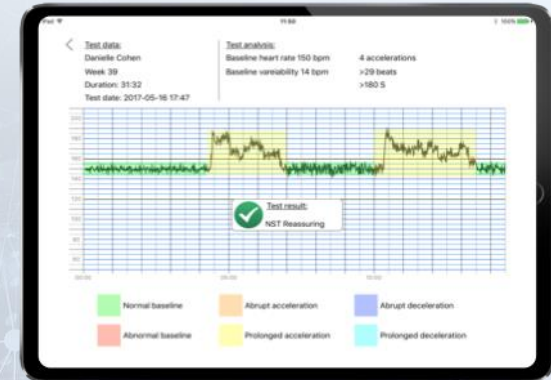
Source: Institute of Medicine in 2007



ORION AI: THE SOLUTION

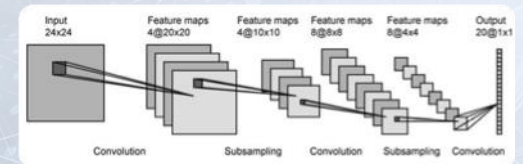
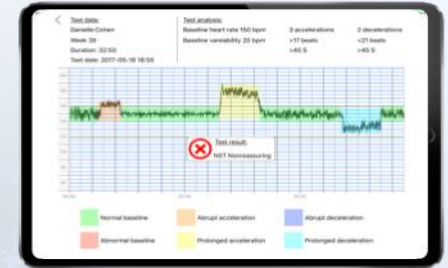
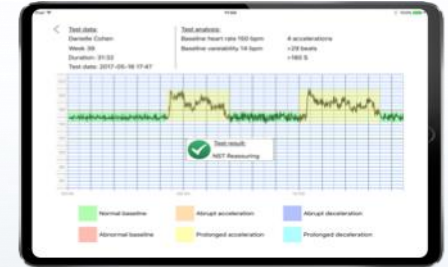


- **Orion AI is being developed via a partnership with Mayo Clinic which is a shareholder of HeraMED**
- Machine learning, AI software, evaluating millions of data records, enabling unprecedented analysis accuracy
- Immediate, objective and accurate foetal monitor interpretations
- SaaS, cloud based, fully automated, easily implementable
- Predicts physician analysis and annotation as well as clinical outcomes, outperforming human capabilities
- Empowers OB/GYN's, offering the opportunity to minimize the work load associated with data analysis, giving them time to apply their knowledge in a more focused, efficient way.
- Allows healthcare providers to work at the highest level of their ability by making them far more informed and effective patient advocates.
- In foetal medicine, the power of statistics and prediction can in many cases have a dramatic impact on the lives of both mother and child

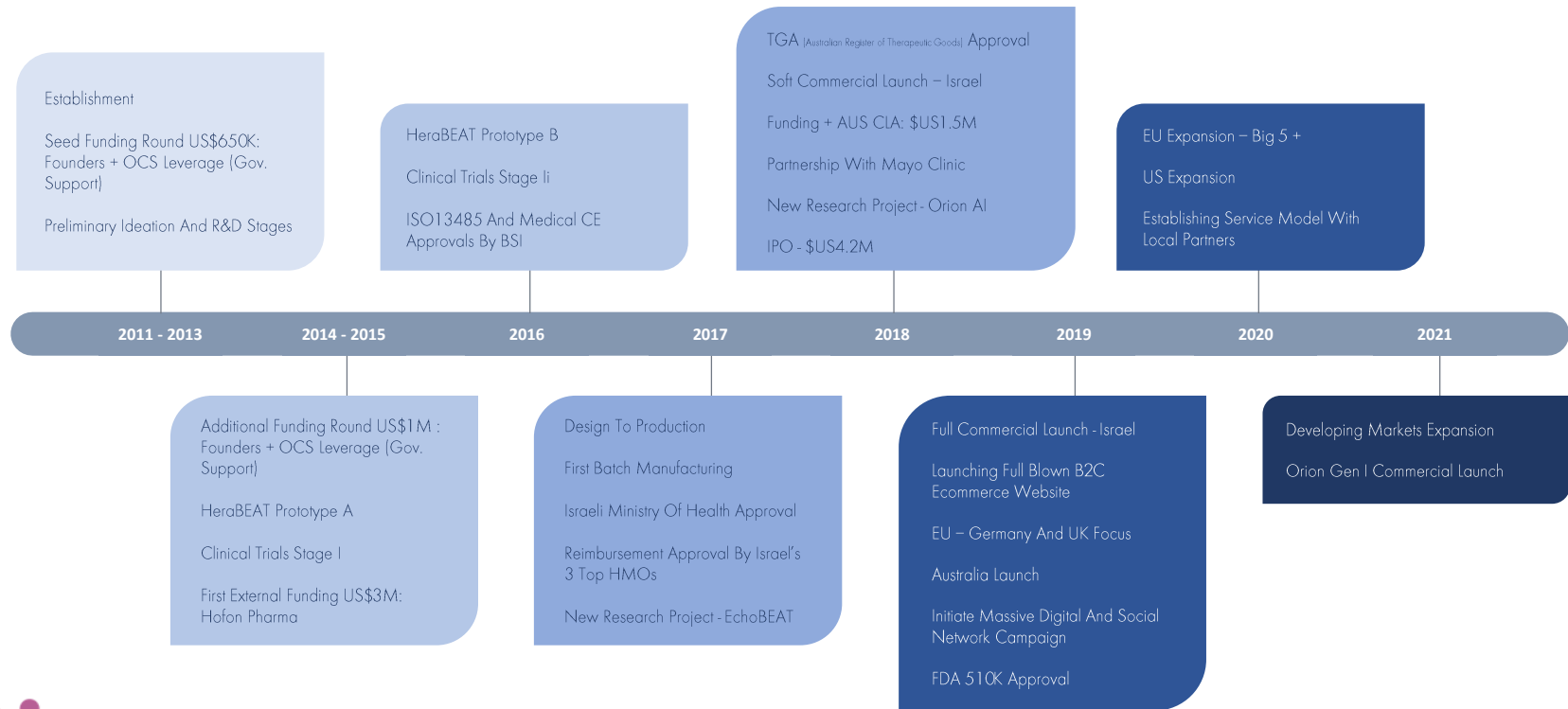


ORION AI: PROGRESS RESULTS

- Laboratory analysis completed with hundreds of documented cases extracted from HeraMED's current database and over 2000 external data records comprising a diverse pregnancy population and different gestational ages
- Automatic simulation creator, with the ability to generate infinite monitoring data with predefined characteristics
- Preliminary algorithm based on ACOG non-stress test analysis indications including basic FHR pattern analysis
- Foetal well-being assessment, decision support algorithm in retrospective analysis per session – Reassuring/Non-Reassuring
- Test algorithm in real time via HIPAA compliant medical cloud – simulated, generated raw data as well as real cases



STATUS AND MILESTONES



STRONG FUNDING DEMAND

Digital health startups already raised \$6.8 billion in 2018, compared to a total of \$5.7 billion in 2017. Source: Rock Health report, October 2018

Sep
2018



- Butterfly IQ - Professional, Portable, Connected Ultrasound @US\$2000 MSRP
- \$US250 Million at US\$1.25 Billion Valuation

May
2018



- Owlet – Smart Sock Baby Monitor @ US\$299 MSRP + subscription
- \$US24 Million. Total Funding \$US48 Million

Jan
2018



- Tytocare - Remote Physical Diagnosis @ US\$299 MSRP + Cloud and Monthly Payments
- \$US25 Million lead By Ping An

Mar
2017



- AliveCor – Medical Consumer ECG Monitor @ US\$99 MSRP+ US\$9.99/Mo + pro analysis
- \$US30 Million Lead By Mayo Clinic, Omron Healthcare & Khosla Ventures

BOARD OF DIRECTORS



Dr. Ron Weinberger – Non-Executive Chairman

Highly experienced business executive, with strong scientific background and international span | Ex president and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~\$AUD 980 Million



David Groberman – CEO, Co-Founder and Executive Director:

Serial Entrepreneur | Mechanical and Bio-medical expertise | Ex CTO & Co-Founder of Meytar R&D | Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude TAU | Alumni IDF elite computer division



Tal Slonim – COO, Co-Founder and Executive Director:

Serial Entrepreneur | Operations, Mechanical and management expertise | CEO & Co-Founder of Meytar R&D | Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude BGU, MBA BIU | Naval officer IDF



David Hinton – Non-Executive Director

Senior company executive | Vast experience in the communication and IT sector | CFO and Company Secretary of Empired Limited ASX:EPD (\$200 million revenue) | 2005-2015 CFO AMCOM and involved in a \$1.6 Billion merger with Vocus Group | Bachelor of Business and qualified Accountant



Doron Birger – Non-Executive Director

Distinguished leader of the Israeli MedTech industry | Ex chairman of Given Imaging Nasdaq/TASE: GIVN (2014 - acquired by Medtronic for ~\$US1 Billion) | Ex president & CEO of Elron Nasdaq/TASE: ELRNF (investing more than \$US350 Million with a focus on Medical Device) | BA and an MA in economics from the Hebrew University

IPO INVESTMENT SUMMARY

HeraMED raised A\$6 Million to fund commercialisation strategy:

Capital Structure	
Total Shares (Post IPO)	87.5 Million
IPO Price Per Share	\$0.20
Market Cap Circa	17.5 Million
Circa EV	11.5 Million
Cash At Bank	A\$6M

The Company also has 23m deferred consideration shares and 23.6m options on issue exercisable at \$0.25 with various expiry dates.

The deferred consideration shares vest upon:

1. Obtaining US Federal Drug Administration (FDA) approval for HeraBEAT on or before the date that is 12 months from the Company being admitted to the Official List;
2. Reaching cumulative revenue of A\$7.5 million, within 24 months of being admitted to the Official List;
3. Reaching cumulative revenue of A\$15 million, within 36 months of being admitted to the Official List.

The Company also has 3,671,159 Vendor options with an exercise price of NIL



“An individual’s lifetime health and disease
is most probably programmed at a very early stage
– while a child is still in the womb”

The Origins Project (Part of Ramsay Health)



Thank you
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