



ASX ANNOUNCEMENT

15 May 2019

HeraMED to launch HeraBEAT in Mexico

- HeraMED secures MOU with IBL Holding Ltd (IBL) to launch HeraBEAT in Mexico
- Pilot trial secured ahead of potential full scale launch - first purchase order received valued at US\$35,000
- IBL is an Israel based company with established retail partners in Mexico
- IBL's partner holds distribution rights to Apple products in Mexico and it is intended that they will distribute them through 48 specialist stores branded 'MacStore' - HeraBEAT foetal heart rate monitor will be offered in a specifically designated 'digital health' section inside these stores

Medical technology company, HeraMED Limited (ASX:HMD) (**HeraMED** or **Company**) is pleased to advise that it has secured a binding Memorandum of Understanding (**MOU**) with IBL Holding Ltd (**IBL**) to progress a pilot trial to sell HeraBEAT medical grade foetal heart rate monitors (each a **HeraBEAT Monitor**) in Mexico.

HeraMED has received an initial purchase order for HeraBEAT Monitor valued at US\$35,000. It is the intention that IBL will distribute the HeraBEAT Monitors through IBL's Mexican partner, MacStore throughout Mexico. MacStore holds distribution rights for Apple products throughout Mexico and in which it sells those products through its 48 specialty 'MacStore' outlets (<https://www.macstoreonline.com.mx/>).

As part of the agreement, IBL will supply the HeraBEAT Monitors to designated stores in the MacStore network, which are intended to be featured in a specially designated and branded digital health space. IBL will also promote HeraBEAT across its digital mediums and feature the product on its Ecommerce site.

IBL will also be responsible for the approval, associated costs and registration of the HeraBEAT Monitors by any relevant regulatory and health authorities, as required in Mexico. IBL will also be required to procure that MacStore promotes the HeraBEAT Monitors through its network of medical professionals, hospitals and insurance companies in Mexico.

The soft launch phase provided for in the MOU will allow HeraMED to progress market research initiatives and ensure any functionality issues from a device and smartphone app standpoint are addressed ahead of an intended full scale launch, subject to a successful pilot offering. At that stage, HeraMED will then look to negotiate broader terms regarding exclusivity and price based on schedule and quantities.

HeraMED CEO and Co-founder Mr David Groberman said: "The Company is very pleased to have secured this agreement to enter Mexico, ahead of schedule.

"We have partnered with IBL Holding Ltd and one of Mexico's leading retail groups to progress a pilot trial, which once completed is expected to derisk considerably a full scale roll out of HeraBEAT Monitors in Mexico.

HeraMED looks forward to updating its shareholders on product uptake and feedback from consumers and medical professionals in Mexico in the coming months."

-ENDS-



Image one: HeraMED’s current distribution network and potential strategic markets

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About HeraMED Limited (ASX:HMD):

HeraMED Limited is an innovative medical technology company delivering smart pregnancy monitoring solutions for home and professional use. HeraMED provides peace of mind to expecting parents by solving problems associated with the reliability of pre-natal analysis, as well as the cost and shortage in fundamental services through end-to-end medical grade solutions utilising monitoring devices, cloud based platforms and AI capabilities.

HeraMED is commercialising the worlds most advanced, smart medical grade ultrasound monitoring device HeraBEAT. The device has passed multiple clinical trials and secured approval by key regulatory bodies including TGA (Australia), CE (Europe) and AMAR (Israel) for commercial sale.

The Company has partnerships with two leading medical organisations, the Mayo Clinic and TEVA Pharmaceutical Industries Inc. (NYSE: TEVA). HeraMED diversifying its product range and services with the launch of SaaS services and cloud based monitoring systems.