



HeraCARE:
leading the digital Transformation
Of prenatal care



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Leading The Digital Transformation of Pregnancy

The Most Advanced, Smart, Medical Grade, Home Pregnancy Management Platform

Improving Mother & Baby Wellness

Empowering Personalized, Proactive Care

Reshaping Doctor/ Patient Relationship

Providing Better Care at Lower Cost

HeraCARE Platform IP

Comprehensive solution leveraging existing infrastructure and devices

Customisable care Manager Platform



Data driven dashboard for medical professionals



Social



Powered by
ORION AI

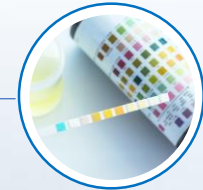


Communication

Customisable
Hera app



Blood Pressure



Urine



Weight



Foetal Heart Rate
from the HeraBEAT device

HeraCARE - Highlights

A new pregnancy care approach | digital | connected | home based



Based on empowerment, education & self-measurement

Fully customizable to local prenatal care standards

Seamlessly integrated into IT infrastructure of healthcare organisations

Optimized adherence to prenatal care guidelines

24/7 Midwife consultants empowered by a set of data, technology and digital health tools

Machine learning engine designed to provide meaningful & actionable insights



Data
Driven



Integrated
Analysis



Professional
Service

HeraCARE - 6 Layered Solution



Task Based Prenatal Care

- Simple to follow daily tasks
- Optimizes user adherence
- Integrated with reminders and benefits



Social Networking

- Community sharing & support
- Reinforcement network
- Relief stress and anxiety



Patient Education

- Rich, personalized knowledge library
- Articles, Blogs, Vlogs and
- Controlled access to the most recent & accurate info



Midwife Consultancy

- 24/7 empathetic interaction
- Human intervention when needed
- Empowered by accurate, relevant and updated patient data



Self Monitoring

- Set of connected, digital health tools
- Optimized for simple home use
- Provides comprehensive pregnancy health trend base analysis



Incentive Program

- Rewards and point-based
- Adds gamification element
- Enhances user engagement

Pregnancy empowerment, bonding and social & professional support

HeraCARE - Key Targeted Outcomes

offered through Insurers and employers to achieve the triple aim:



Reduced Cost

Cost reductions achieved through reducing unscheduled care during pregnancy and minimising pregnancy related absenteeism



Increased Satisfaction

Increase pregnant employee satisfaction from prenatal care through a digital personal pregnancy companion, 24/7 access to midwife consultants and a dedicated social reinforcement network



Better Outcomes

Favorable clinical outcomes achieved through reduction of stress and depression and better adherence to prenatal care guidelines

Defined Cooperation Model

Allows for rapid scalability through partners

- Provide a base service offering to existing clientele on a month to month subscription model ensuring recurring revenue for all parties
- Flexible and Tailored platform for Healthcare providers, commercial telemedicine medical insurance and government reimbursement
- Rev-Share based cooperation model
- HMD to provide all hardware and other equipment
- HMD to integrate platform and provide necessary technical support – cloud/software/integration/SDK's on SaaS model
- Local partner provides leadership, management, staff and preliminary funding



Strong Enterprise Value Proposition

Platform to be rolled out across medical organizations



Healthcare Providers







- Reduce unnecessary clinic visits
- Let professionals practice 'real' medicine
- Save expenses
- Increase patient satisfaction
- Reduce litigation risk and insurance cost



Insurers/ Employers

- Reduce Absence from workplace
- Enhance focus and work engagement during pregnancy
- Strategic advantage and engagement with household decision makers
- Positioning as 'Patient centric', 'Innovative' and 'Digital'
- Reduce Absence from workplace
- Enhance work engagement during pregnancy journey

Scalable Recurring Pricing Model

LICENSE fee Features	STANDARD Free	PREMIUM US\$69 / Month or US\$199 / Pregnancy	GOLD US\$99 / Month or US\$399 / Pregnancy
 Task Based Prenatal Care	Included	Included	Included
 Social Support Network	Basic	Basic	Enhanced
 Patient Education	Basic	Basic	Personalized
 Midwife consultancy	1 sessions	Working Hours Message based, Email	24/7 Hot Line/ Chat/Video
 Self Monitoring (Connected Devices)	NA	HeraBEAT	HeraBEAT+ BP + Weight Scale + Urine
 Points Based Rewards	NA	Basic	Advanced



David Groberman
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Appendix 1: Corporate Overview

Corporate overview:

ASX code:	HMD
Shares on issue:	87.5m
Total holdings:	114.8m (fully diluted)
Market capitalisation: (@0.19 per share)	A\$16.63m (19 July 2019)
52 week high – low:	0.15 – 0.33
Debt:	Nil

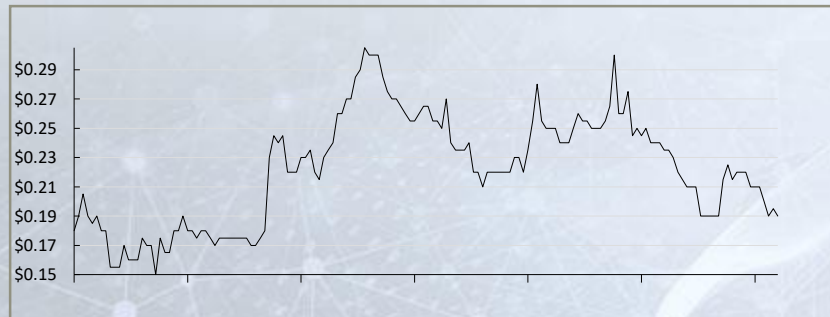
Board & Management

Non-Executive Chairman	Dr Ron Weinberger
CEO & Co-Founder	David Groberman
COO & Co-Founder	Tal Slonim
Non-Executive Director	David Hinton
Non-Executive Director	Doron Birger

Major shareholders:

Holley Pharma Company	10.81%
David Groberman	9.14%
Tal Slonim	9.14%
The Mayo Clinic	0.85%
Board and Management	18.66%
Top 20	62.62%

Price since listing: (12 December 2018 – 19 July 2019)



Appendix 2: 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 1.35 Billion



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

Appendix 3: USA - Prime Opportunity

The pain of Pregnancy Care:



COST: \$111 BILLION

All payers

// With 3.95 million annual births and \$111 billion spent by all payers for pregnancy-related conditions, maternity care represents the second-highest healthcare expenditure for employers in the United States and the largest for Medicaid



OUTCOMES: POOR

Maternal/infant

// Despite this high spend, the U.S. experiences some of the worst maternal infant health outcomes in the developed world

A changing landscape:

"70% prefer using a digital solution to monitor their health metrics at home."

McKinsey
&Company

"Personalized Technology Will Upend the Doctor Patient Relationship."

Harvard
Business
Review

"80 percent of the things doctors do today will be done by machines."

Vinod Khosla – billionaire investor

Appendix 4: Distribution network

Considerable progress made to date in expanding HMD's distribution network.

HeraMED has secured distribution agreements in 5 countries.

Discussions with medical organisations and distribution partners remain ongoing.

- Current distribution footprint
- Near term markets entries

