



ASX ANNOUNCEMENT

12 August 2019

HeraMED enters the German market with initial PO secured

- Deal secured with the Duttenhofer Group for HeraBEAT smart foetal heart rate monitor
- Duttenhofer (DUG) is a leading wellbeing and electronics distributor - with strong and reliable footprint across Europe, including MediaMarkt, one of Europe's largest consumer electronics retailers
- DUG provides first-class logistics, fulfillment and marketing services - HMD to leverage ensuring best service and speed to market
- DUG to provide marketing and social media expertise through in-house team
- Initial order of ~€30,000 (~ USD33,000) to support soft launch

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to advise that it has secured an initial order for ~€30,000 with a major electronics distributor, Duttenhofer Group ("Duttenhofer") to distribute the Company's smart foetal heart rate monitor HeraBEAT in Germany, Austria and Switzerland.

Duttenhofer is a leading European distributor of wellbeing, electronics and digital imaging products. The group boasts over 300 staff and has an annual revenue of more than ~€250m. Duttenhofer represents some of the world's largest brands throughout Germany including Siemens, Braun, Sharp, Zeiss, Sony, Samsung amongst others. The group recently added 'Ava women' to its portfolio, an ovulation tracking bracelet which is part of its push towards healthcare and wellness products.

Duttenhofer has a strong network of retail stores and banner groups across Europe including MediaMarkt, Europe's number one consumer electronics retailer. The Group also has a considerably large footprint and will enable HMD to approach medical service providers, institutions and Health Maintenance Organisations (HMOs).

As part of the transaction, Duttenhofer will provide social media and affiliate marketing expertise through its in-house team to drive brand awareness in the region. HeraMED will also leverage Duttenhofer's 10,000m² logistics and warehousing capabilities, which will ensure same day order fulfillment and speed to market.

This progresses HeraMED's European expansion and establishes the Company in Europe's strongest economy and a rapidly growing market. In 2019, the birth rate in Germany recently reached its highest level in four decades accounting for ~790,000 births per annum.

The Company expects sales to progress in the near term.

Peter Wohlfart, Business unit manager of Duttenhofer said: "We are very happy to add the HeraBEAT smart fetal monitor to our product portfolio. The upcoming Home health monitoring and Femtech categories are focus points for us and we are now able to offer the HeraBEAT next to the Qardio ECG and Blood pressure products and the Ava Women Fertility tracking bracelet to our existing customer base. We expect to list the HeraBEAT soon at Consumer Electronic stores, Drugstores, Medical sub distributors (B2B2B) and sell directly to end consumers via www.herabeat.de."

HeraMED CEO and Cofounder Mr David Groberman said: "Germany is the largest national economy in Europe and is also the world's fourth largest by nominal GDP. A partner such as Duttenhofer provides considerable validation of HeraBEAT's potential across Germany, Austria and Switzerland. Duttenhofer represent some of the world's leading brands and we are excited to have HeraBEAT positioned alongside them.

"The group's logistical capabilities and network throughout Europe are unmatched and we look forward to leveraging their experience in online and social media marketing to drive recognition and uptake as well as HeraCARE roll out to follow - discussions with groups in Germany progressing well"

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“Currently, the main focus is on Germany and Austria but if required Duttenhofer can also support us in the rest of Europe. Under the Brand name Difax, which is able to sell to an additional 18 countries within Europe.”



Image one: HeraMED’s global distribution footprint and near term market entries

-ENDS-

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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 challenges associated with the reliability and accessibility of pre-natal care. Through development and utilisation of end-to-end medical grade solutions, HeraMED overcomes the barriers of high-cost and shortage of fundamental services, enabling smart monitoring devices, cloud-based platform and AI capabilities

HeraMED is commercialising its 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.