



**ASX ANNOUNCEMENT**

**2 December 2019**

## **Investor Presentation**

Medical technology company, **HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”) is pleased to provide the attached updated Company presentation to investors.

This presentation has been authorised by the Board of HeraMED Limited.

**-ENDS-**

HeraMED Limited

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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 FDA (USA), TGA (Australia), CE (Europe) and AMAR (Israel).

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.

# HeraMED Limited

ASX: HMD

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Leading the  
digital transformation  
of prenatal care

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# Disclaimer

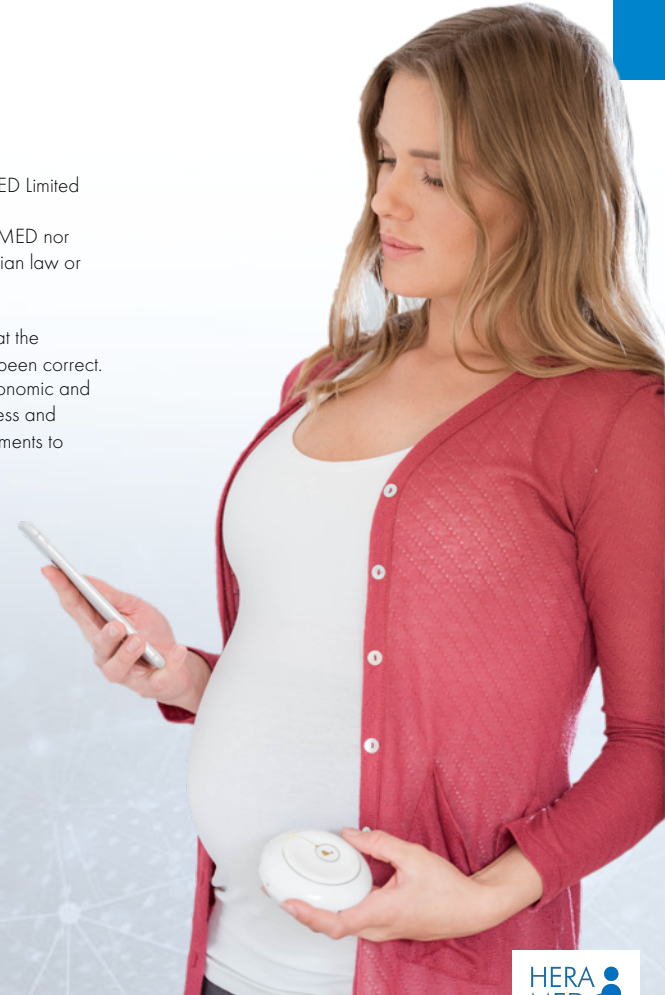
## Important notice regarding forward looking statements

This document contains a general summary of the company and is provided for information purposes only. For full details please review HeraMED Limited ACN 626 295 314 (HeraMED) ASX page - <https://www.asx.com.au/asx/share-price-research/company/HMD>

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This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

Certain statements made in this communication, may contain or comprise certain forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, and business and operational risk management. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events



# Company overview

- **HeraMED**

## Disrupting the pregnancy experience

solving challenges associated with obsolete, episodic and visit-centric solutions, lack of resources, low reliability of analysis and cost.

- **Commercialising**

## 3 defined business models:

Medical devices – HeraBEAT (commercial), ECHO (R&D phase)

SaaS platforms – HeraCARE (R&D phase)

AI capabilities – OrionAI (R&D phase)

- **Partnerships**

## with leading medical organisations

including the Mayo Clinic (US), KinderHeldin (Germany), Hapvida (Brazil) and H-Cube (India).

- **2019 - Distribution Network Built**

## Building of global distribution

with best in class partners, company receiving purchase orders over several countries within the medical industry

- **FDA**

## HeraBEAT (US) 510(k) Clearance

to leverage in country relationship with existing partners to drive product uptake.

- **2020 – The Year of Adoption**

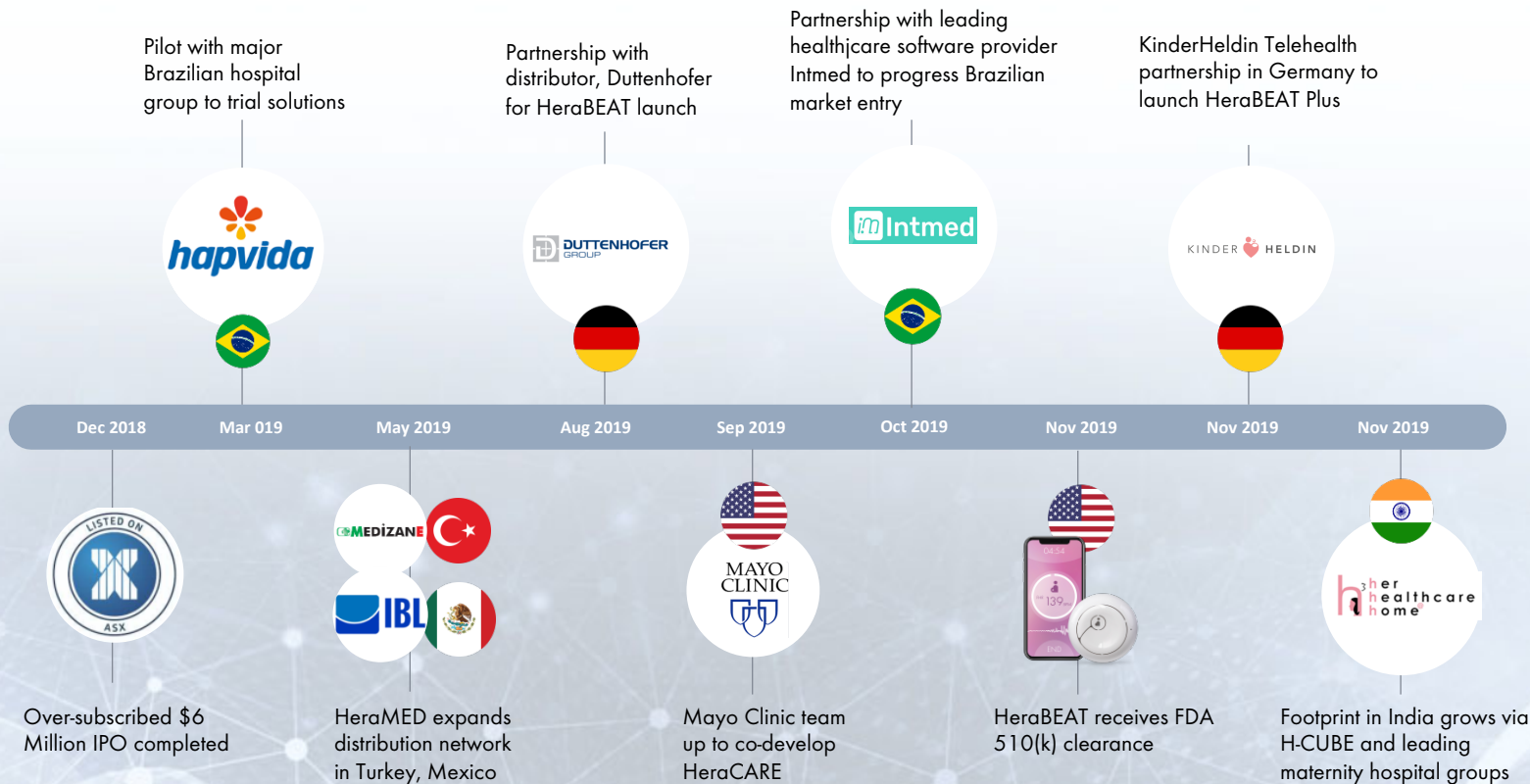
## Multiple growth catalysts pending

2020 - Building clear pathway to commercialization over the next 18 months.



# Achievements since listing

World class partnerships established ahead of commercialisation



# Large, addressable and recurring market

"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

**213 Million**

World Wide Pregnancies Annually

The cumulative costs of childbirth is estimated at well over USD 50 billion annually in the U.S. alone

Source: The New York Times, June 2013

**\$50 billion**

Global Digital Health Market Expected to Reach USD 423.11 billion By 2024

Source: Zion Research, July 2018

**\$423 billion**

the AI in healthcare market is estimated to be valued at USD 2.1 billion in 2018 and is expected to reach USD 36.1 billion by 2025.

Source: Markets & Markets, Dec 2018

**\$36 billion**

540,000 babies are annually born preterm in the US alone with a total annual burden of more than US\$26 billion

Source: The National Academy of Medicine

**\$26 billion**

# The HeraCARE Platform

The world most advanced digital prenatal care solution

Powered By Mayo Clinic's OB Nest

## Care Manager Dashboard



Supervision Tool



Social Network



Powered by  
**ORION AI**



Communication

## HERA Pregnancy Companion



Fetal Heart Rate



Smart Watch



Urine



Weight



Lifestyle Guidance



Blood Pressure

# Mayo Clinic's Prenatal Care Model

Digitalising pregnancy care using a proven model



**CLINICALLY VALIDATED**  
5 YEARS OF RESEARCH 2011-2016



**14 PRENATAL CARE OPTIONS TRIALED & TEST**



**DEPARTMENT OF OBGYN  
& MC CENTER OF INNOVATION**



OB Nest aimed to de-medicalize the experience of pregnancy by providing a supportive and empowering experience that fits within patients' daily lives.

Self Monitoring

Text-Based Communication

Online Communities

<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>



# Mayo's clinically proven prenatal care model

OB NEST – STUDY RESULTS ARE OUTCOME FOCUSED

REDUCED  
COST OF  
CARE



IMPROVED  
PATIENT  
SATISFACTION

14



8

REDUCED  
Visits From 14 to 8

1.41



1.34

LOWERED  
Pregnancy Stress

95%



77%

IMPROVED  
patient satisfaction

THE HOLY GRAIL  
OF PRENATAL  
CARE



STANDARD  
OF CARE  
SINCE 2016

[https://journals.lww.com/greenjournal/Abstract/2016/05001/OB\\_Nest\\_A\\_Novel\\_Approach\\_to\\_Prenatal\\_Care\\_21\\_21.aspx](https://journals.lww.com/greenjournal/Abstract/2016/05001/OB_Nest_A_Novel_Approach_to_Prenatal_Care_21_21.aspx)

# HeraCARE Powered by OB NEST

## SCALABLE OUTCOMES – MARKET DISRUPTION

### Pregnant women

Reduced in-person clinic visits (14 down to 8)

Potentially save \$1000+ per pregnancy

Early warning in case of complications

Save 7 million workdays for expecting moms

### Hospitals & Insurers

Save over 1 million professional workdays

Dramatically reduce costs and save expenses

Increase patient engagement, retention

Reduce litigation risks



THE WORLDS MOST  
ADVANCED AND  
CLINICALLY PROVEN  
PRENATAL CARE  
SOLUTION







<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>

# HeraMED Mayo Clinic collaboration

- Joined forces to co-develop a new platform based on Mayo's successful and standardised OB Nest program.
- OB Nest is a service model developed to combine traditional prenatal care office visits with connected care visits and in home monitoring.
- Program offers a tailored approach to in-home monitoring of patients leveraging established infrastructure, technology and professional health providers expertise.
- Parties are currently developing the world's most advanced platform that will utilise AI-algorithms, digital tools and smart connected devices to assist expecting mothers and professionals to optimise pregnancy care.
- Parties will develop the 'Hera' app, which will leverage unrivalled clinical databases combined with proprietary machine learning algorithms enabling better management of pregnancy situations at a lower cost.
- Solution will include professional 24/7 support services with optimised human interaction to ensure best practise.
- Platform is under development and is planned to be deployed during 2020.



# HeraCARE Scalable Recurring Pricing Model

| Features   | LICENSE fee | HeraBEAT Plus<br>US\$299 / Purchase                   | HeraCARE PREMIUM<br>US\$69 / Month<br>or<br>US\$199 / Pregnancy | HeraCARE GOLD<br>US\$99 / Month<br>or<br>US\$399 / Pregnancy |
|--|-------------|---|---|--|
|  Task Based Prenatal Care               |             | NA  | Included  | Included   |
|  Social Support Network                 |             | NA  | Basic   | Enhanced   |
|  Patient Education                      |             | NA  | Basic   | Personalized   |
|  Midwife consultancy                    |             | Working Hours<br>Chat, Hot line limited to<br>3 calls | Working Hours<br>Chat, Hot line<br>unlimited                    | 24/7<br>Hot Line/ Chat/Video                                 |
|  Self Monitoring<br>(Connected Devices) |             | HeraBEAT  | HeraBEAT (Rent)   | HeraBEAT+ BP +<br>Weight Scale + Urine<br>(Rent)             |
|  Points Based Rewards                  |             | NA  | Basic   | Advanced   |

# US CPT Codes allow for reimbursement

New CPT codes recently introduced in the US are better suited to reimburse for the realities of current technology and staffing models, potentially the HeraCARE features and modalities will be covered by it.

## CPT code 99453 - \$19.46 One time:

“Remote monitoring of physiologic parameters, initial; set-up and patient education on use of equipment.”

Reimbursement for the work associated with onboarding a new patient onto a remote patient monitoring service, setting up the equipment and educating the patient on using the equipment.

## CPT code 99454 - \$64.15 / Monthly:

Remote monitoring of physiologic parameter, initial; device(s) supply with daily recording(s) or programmed alert(s) transmission, each 30 .days.” Reimbursement for providing the patient with a device and monitoring the data obtained for a 30-day period

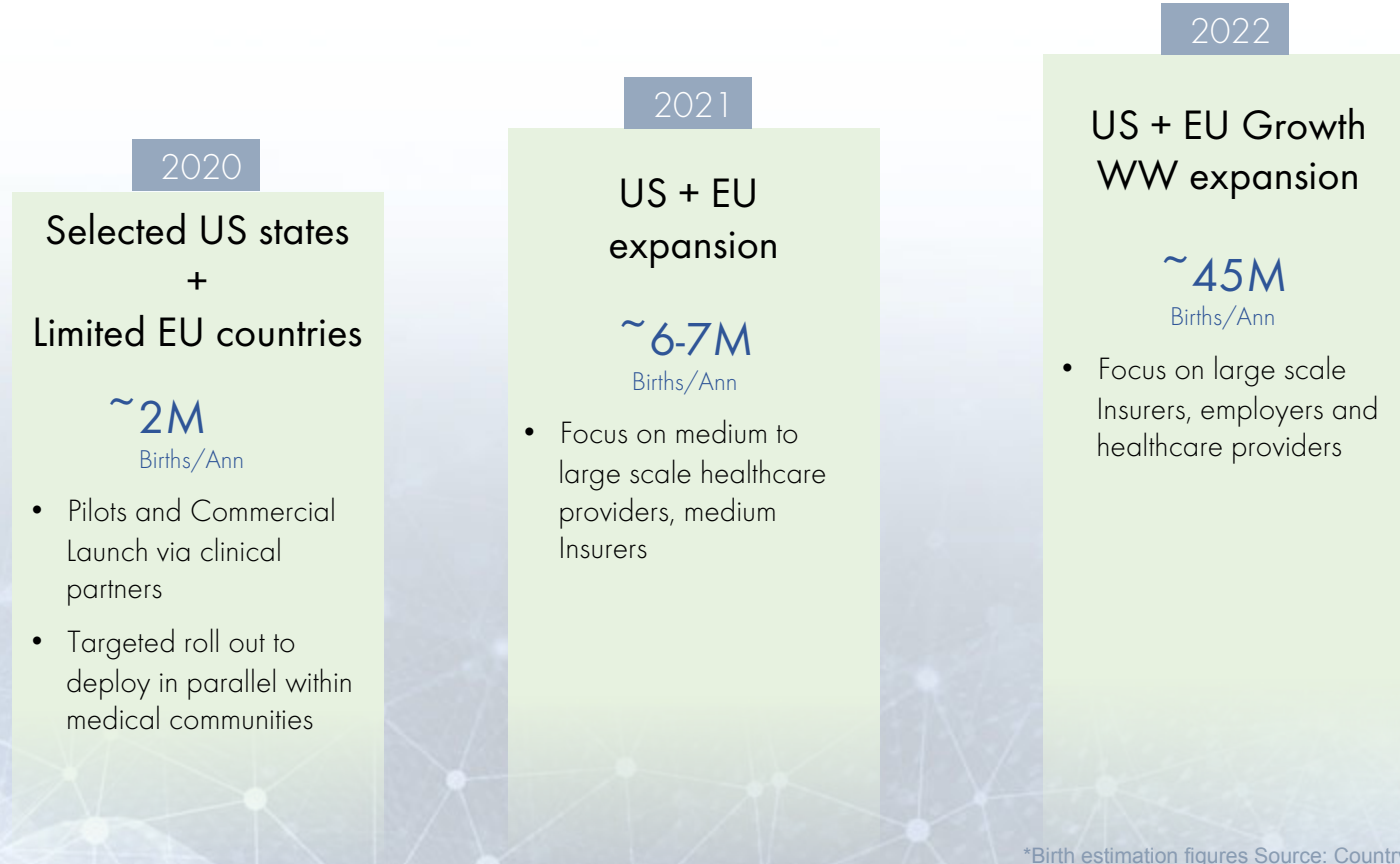
Note that this code can be billed each 30 days.

## CPT code 99457 - \$51.54 (non-facility) and \$32.44 (facility) / Monthly:

“Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified healthcare professional time in a calendar month requiring interactive communication with the patient/caregiver during the month.”

Reimbursement for clinical staff time that contributes toward remote patient monitoring, billed per 30-day period to 20 minutes per month.

# Market Potential Opportunities



\*Birth estimation figures Source: CountryMeters.info

# 2020 - USA - Market Penetration Work Plan

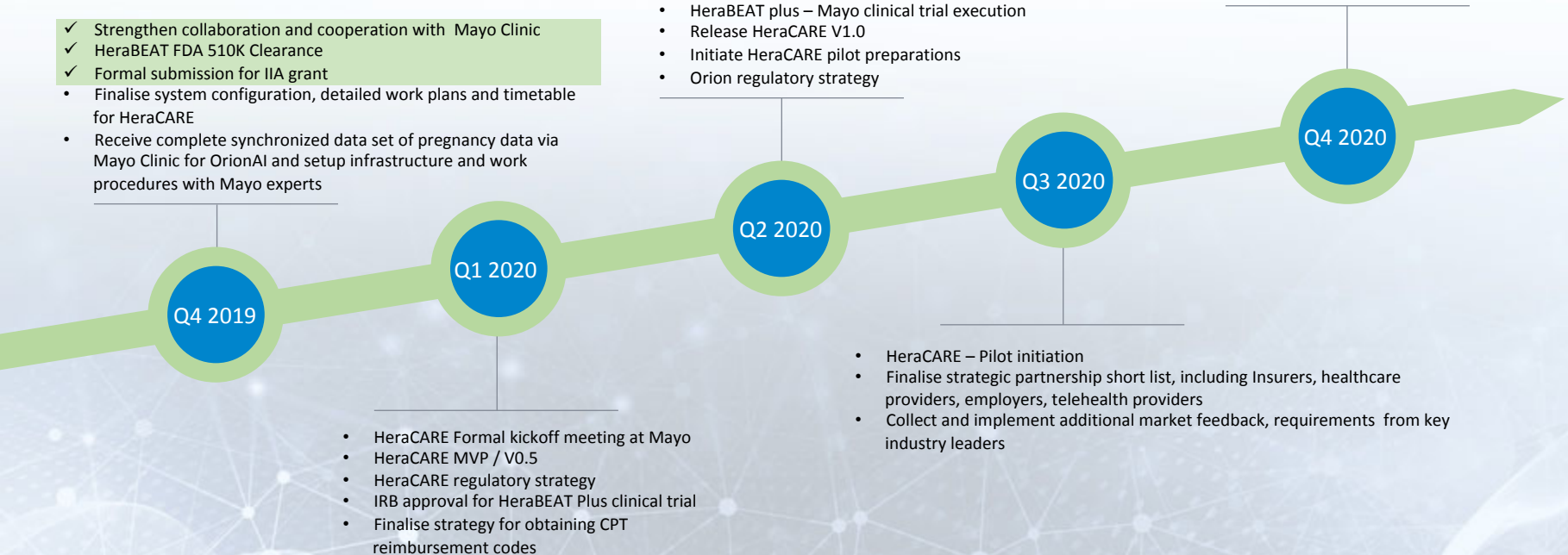


- Mayo Clinic Collaboration
- Initiate Orion AI
- Introduce HeraBEAT Via Professionals
- HeraCARE Pilot and commercializing

- ✓ Strengthen collaboration and cooperation with Mayo Clinic
- ✓ HeraBEAT FDA 510K Clearance
- ✓ Formal submission for IIA grant
- Finalise system configuration, detailed work plans and timetable for HeraCARE
- Receive complete synchronized data set of pregnancy data via Mayo Clinic for OrionAI and setup infrastructure and work procedures with Mayo experts

- Launch HeraBEAT Pro
- Market Analysis and penetration strategy
- HeraBEAT plus – Mayo clinical trial execution
- Release HeraCARE V1.0
- Initiate HeraCARE pilot preparations
- Orion regulatory strategy

- Commercial HeraCARE release
- Orion release V1.0 and clinical trial initiation
- Submit for CPT reimbursement coverage



# 2020 DE/UK - Market Penetration Work Plan



- Commercialise HeraBEAT Plus
- Pilot HeraCARE
- Clinical Trial HeraBEAT

- (DE) sales growth and expand professional network
- (DE) Expand KinderHeldin cooperation with Insurance companies
- (EU) Allocate additional strategic telehealth leaders
- Initiate strategy and process for reimbursement under German digital health ACT

- (DE) HeraCARE commercial release
- (UK) Initiate clinical trial and pilot for HeraBEAT Plus with NHS Hospital
- Submit for reimbursement

- ✓ (DE) Duttenhofer distribution agreement
- ✓ (DE) KinderHeldin Cooperation agreement

Q4 2019

Q1 2020

Q2 2020

Q3 2020

Q4 2020

- (UK) Launch HeraBEAT plus
- (DE) Expansion in cooperation with Duttenhofer
- Target insurance companies, prime hospitals, teleHealth providers etc.

- (DE) HeraCARE Pilot
- (UK) HeraBEAT Plus/Pro – focus on sales growth
- (UK) initiate HeraCARE partnerships (NHS Focus)



# 2020 BR/IN - Market Penetration Work Plan



- Hapvida Expansion
- Pilot HeraCARE
- Intiate HeraBEAT Remote Clinic
- Clinical Trial HeraBEAT

- ✓ (BR) Complete full deployment phase 1 HeraBEAT Plus in Hapvida
- ✓ (BR) Cooperation with local software provider IntMED
- ✓ (IN) Agreement with H-Cube and leading maternal hospitals

Q4 2019

- (BR) Expected additional orders
- (BR) IntMED formalise marketing work plan for expansion to additional healthcare institutes
- (IN) Expand network with additional local partnerships hospitals, insurers

Q1 2020

Q2 2020

- (BR) Grow sales within Hapvida network
- (BR) progress with potential second strategic partner
- (IN) HeraBEAT Plus uptake through hospitals and medical service providers
- (IN) HeraBEAT designated integration for remote clinic solution
- (IN) Prepare for HeraCARE pilot

Q3 2020

- (BR) HeraBEAT Pro/Plus potential launch
- (BR) Focus on sales growth and expansion to additional strategic players, hospitals and telehealth provides
- (BR) Potential HeraCARE pilot
- (BR) Establish cooperation and obtain additional data records for OrionAI
- (IN) Continue expansion

Q4 2020

- (BR) HeraCARE commercial launch
- (IN) Growth, implementing relationships and cooperation, focus on HeraCARE integration and expansion towards 2021

# HeraMED's Triple Aim

Our service are offered through health care providers, insurers and employers to their pregnant audience to achieve the triple aim



## Cost Reduction

Reduction of both scheduled and unscheduled clinic visits.

Reduction of pregnancy related absence from work.



## Increased Satisfaction

Reassurance and peace of mind

Digital personal pregnancy companion

24/7 access to midwife consultants

Dedicated social reinforcement network



## Better Outcomes

Stress and depression reduction

Better adherence to prenatal care guidelines

Early detection of potential complications

# HeraBEAT Proprietary Technology

## Hardware and Sensor IP



Foetal HR  
Optimized  
Dopler



Maternal HR  
Optical Sensor



Hypersensitive  
Ultrasound



Motion  
Detection  
Sensors

13 Pending  
patents



## Software and Algorithm IP



Hospital Quality  
Foetal Strip



"Smart Search"  
For Foetal HR



Data Sharing  
HIPAA-Compliance



Trend Analysis  
Of  
Data Records



# HeraBEAT – Revolutionising Monitoring



## The smart fetal heart rate monitors

- Multi-sensor, medical grade fetal heart rate monitoring at home.
- Clinical proven and approved by regulatory bodies including:
  - US - FDA 510(K)
  - Medical CE by BSI and ISO13485 (Europe),
  - TGA (Australia)
  - MOH (India)
  - AMAR (Israel)
- Building a strong, professional global distribution with best in class partners.



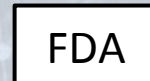
Peace of  
Mind



Accurate  
& Reliable



From Home



# OrionAI



## ORION AI

- Machine learning analysis for pregnancy monitoring.
- Being developed in collaboration with esteemed US medical organisation, the Mayo Clinic.
- Technology harnesses big data to analyse and evaluate thousands of record in real time, potentially allowing for unprecedented accuracy.
- OrionAI has the potential to detect pregnancy complications before they become a problem, potentially having a dramatic impact on the lives of expecting mothers.



AI  
Powered

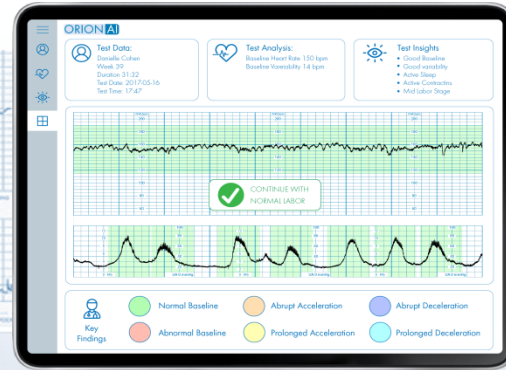


Analysis  
Insights



Remote  
monitoring

# Potential sector changing impact



## Machine Learning

Machine learning, AI software, evaluating millions of data records, enabling **unprecedented analysis accuracy**



## Fully Automated

SaaS, cloud based, **fully automated**, easily implementable



## Objective & Accurate

Immediate, **objective and accurate** interpretations



## Outperforming Experts

Predicts physician analysis and annotation as well as clinical outcomes, **outperforming human capabilities**



## Early Detection

Orion is trained to detect precursors which can indicate possible pregnancy complications **before they become a problem.**

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

Thank You For  
Your Time

\* The Origins Project



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# Appendix 1: 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 | 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 2: Corporate Overview

## Corporate overview:

|  |                              |
|--|------------------------------|
| ASX code:                                  | HMD                          |
| Shares on issue:                           | 94.02m                       |
| Options on issue:                          | 31.07m                       |
| Market capitalisation:<br>(@0.20per share) | A\$18.8m (29 Nov 2019)       |
| 52 week high – low:                        | 0.14 – 0.33                  |
| Debt:                                      | Nil                          |
| Cash Balance:                              | A\$2.59m (30 September 2019) |

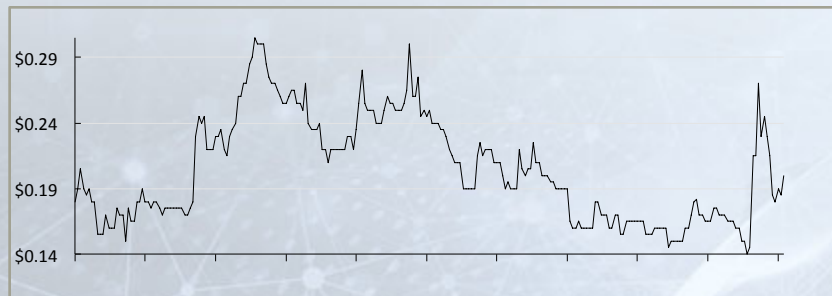
## Board & Management

|                        |                   |
|------------------------|-------------------|
| 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 | 11.55% |
| David Groberman       | 9.83%  |
| Tal Slonim            | 9.83%  |
| The Mayo Clinic       | 0.79%  |
| Board and Management  | 19.9%  |
| Top 20                | 60.13% |

## Price since listing: (12 December 2018 – 29 November 2019)



# Appendix 3: HeraCARE

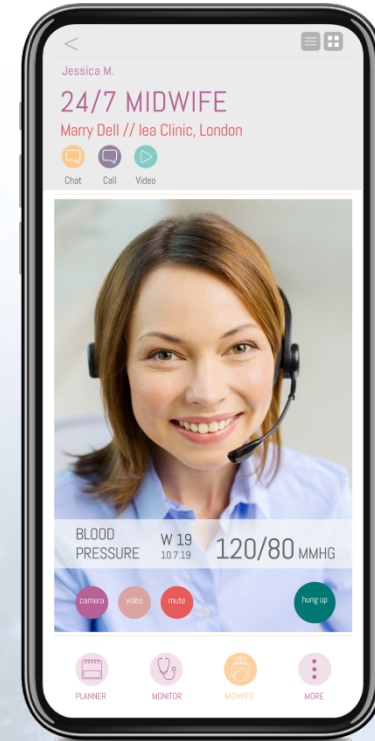
Designed Based On Clinical Research



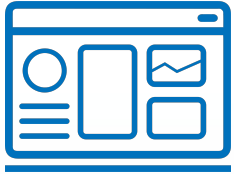
Task Based pregnancy planner



Self monitoring dashboard



24/7 midwife consultancy



## Care Manager Dashboard

Real-time data driven decision support for connected care



# Care Manager Dashboard

Dashboard Driven By Medical Evidence

A professional dashboard enabling real-time data driven decision support  
providing connected care and secured communication channels

## Key Features

Tracking of Usage/ adherence

Alerts and notifications

Administrative patient management

Monitoring of remote measurements

Synchronic and a-Synchronic Communication

Protocols and Guidelines



## Supervision Tool

