

HeraMED appoints US General Manager of Operations

- Alexander Radke appointed as General Manager of US operations
- Alex will focus on the development and execution of a commercial strategy to expedite HMD's entry into the US healthcare market
- Mr. Radke brings significant experience and deep expertise in the US and US healthcare market providing HMD a strong advantage when targeting and entering the US market
- Mr. Radke was previously Senior Vice President at healthcare analytics company Signals Analytics and a Director at Northwell Health – New York's largest healthcare provider
- He will oversee HMD's ongoing projects with HMD's clinical partners in the US and focus on progressing strategic partnerships with hospitals, insurers and care providers

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") advises that it has appointed Alexander Radke as General Manager of US Operations, to lead the development of a commercial strategy and expedite the Company's entry into the US market.

Based in New York, Mr. Radke brings extensive knowledge and expertise of the US market and US healthcare sector from his previous Senior Executive roles across the industry. Mr. Radke also brings in-depth knowledge in digital health and medical technologies and is an expert in executing commercial and operational strategies to deliver advanced clinical care delivery, improve patient experience, and reduce costs.

Mr Radke was previously the Senior Vice President at Signals Analytics, a leading business intelligence platform focused on providing market insights to Fortune 500 brands including Proctor & Gamble, Nestle, Johnson & Johnson, Roche, Novartis, Bayer and others. In this role, he supported the CEO to facilitate business and commercial development initiatives resulting in securing Signals' largest client contract and assisting in the expansion of the company's healthcare practice.



Prior to that, Mr. Radke spent a number of years at Northwell Ventures, the Healthcare Corporate Development arm of Northwell Health where he led the expansion of Northwell's international strategy and simultaneously oversaw multiple largescale international projects. Northwell Health is New York State's largest healthcare provider and private employer with over 70,000 employees and over 13,600 affiliated physicians through 23 hospitals and 750 outpatient facilities.

Prior to his role within Northwell Ventures, Mr. Radke supported Northwell Health's Deputy Regional Executive Director of the Western Region overseeing strategic projects. He successfully completed over 15 strategic initiatives across the enterprise, working with stakeholders at all levels and his portfolio of projects led to significant improvements in operational and clinical performance.

Mr. Radke is a noted speaker at family office and investor events on impact investing in healthcare. He's provided due diligence and advisory services to several investment firms, and previously worked to support an investor to evaluate healthcare investment opportunities and assist in their portfolio companies' growth.

Mr. Radke also serves on the Associate Board of The Opportunity Network, a charity focused on supporting youth advancement in underserved communities.

As General Manager of US Operations, Mr. Radke will provide analysis of the US healthcare market and develop a commercial strategy for market entry. Mr. Radke will be involved in all projects underway with HMD's existing medical and R&D partner in the US and continue to strengthen the cooperation and advance pilot trials for HeraBEAT and HeraCARE. He will also focus on progressing opportunities with strategic partners, such as hospitals, care providers, insurance companies, and employers to drive solution uptake.

General Manager of US Operations Alexander Radke said: "This is an incredibly exciting opportunity to bring a transformative company to the US market and positively change maternal and child health. I am beyond thrilled to join such an amazing team and look forward to advancing its mission.

CEO and Co-founder Mr David Groberman said: "Alex is a tremendous addition to the HeraMED team, and we look forward to working with him to aggressively tackle the US market. His experience, skillset, and network will be instrumental in the Company's next phase of growth.

"HeraMED is exploring a number of strategies to drive solution uptake and we look forward to updating shareholders as developments progress."

This announcement has been approved by the Board of HeraMED Limited.

-ENDS-

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About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical Data and Technology company leading the digital transformation of prenatal care. HeraMED utilises the digital health ecosystem including clinical home monitoring devices, cloud computing, artificial intelligence, big data and digital social networking to reshape the Doctor/Patient relationship. The Company is revolutionising the pregnancy experience by empowering personalised, continuous and proactive home monitoring, to deliver better care at a lower cost. Keeping pregnant mothers engaged, informed and well-supported provides reassurance and peace of mind while allowing the healthcare providers to work at their highest levels of ability and enabling early detection of potential risks.