

HeraMED is extending its collaboration with Mayo Clinic

HeraMED Limited (ASX:HMD) (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care with its proprietary in-home maternity care platform, is pleased to announce that it is extending its collaboration with Mayo Clinic, with a new agreement for the development of its HeraCARE pregnancy management platform that includes an equity investment to support the project.

HeraMED intends to offer the market its innovative hybrid maternity care platform HeraCARE - A digital IoT and cloud-based pregnancy management platform.

HeraCARE highlights the HeraBEAT smart pregnancy monitor for home use, additional medical connected devices such as a blood pressure monitor and scales, and Mayo Clinic's educational content. HeraCARE further includes a smart, task-based companion App interacting and empowering the pregnant moms, as well as a professional dashboard for care providers.

Under the agreement, Mayo Clinic will provide a USD\$100,000 investment in the form of project funding (in return for receiving 1,581,538 Shares* within 30 days of entering into the agreement), expert medical know-how and guidelines in the field of prenatal care, and a license to Mayo's library of educational content in the space. The agreement has commenced and will continue until the Company notifies the Mayo Clinic that it has discontinued the sale of licensed products or unless terminated earlier due to material breach.

As consideration for Mayo Clinic entering into this agreement, the Company will issue to Mayo 1,186,153 Shares (equal to the value of USD\$75,000 or AUD\$107,940*) within 30 days of entering into this agreement and the following performance-based options:

- Upon the successful completion of the HeraCare pilot and upon acceptance of a proof of concept by the Mayo Clinic – 1,186,153 performance options (equal to the value of USD\$75,000 or AUD\$107,940*);
- FDA clearance of HeraBEAT Plus for home care – 1,581,538 performance options (equal to the value of USD\$100,000 or AUD\$143,920*); and
- On the commercial launch of the HeraCare Platform and when the HeraCARE Platform is generating its first revenues – 1,581,538 performance options (equal to USD\$100,000 or AUD\$143,920*).

**Based on an issue price of \$0.091 and an exchange rate of 1USD:1.4392 AUD. The performance options will be unlisted with a nil exercise price with a term of 24 months.*

The Company will also make royalty payments to Mayo Clinic of:

- 4% on net sales if the product or process is developed in collaboration with Mayo Clinic which is covered by Mayo Clinic's patent rights; or
- 2% on net sales if what the Company develops in collaboration is based on Mayo Clinic's know how or licensed content.

CEO and Cofounder Mr. David Groberman said: “We are proud and excited to extend our long-term collaboration with a world leading health system such as Mayo Clinic. This new agreement, specifically during these challenging days of COVID-19, with the growing demand for innovative remote monitoring and telehealth solutions. It further emphasizes the paradigm shift in the mindset of healthcare systems and the belief in the opportunity that HeraMED's solutions are adding to virtual management of maternal and foetal wellbeing. Our strategy is to cooperate with top-tier healthcare providers to drive adoption; This achievement strengthens our relationship and aligns perfectly with our goals. We are confident it will become a significant catalyst in our goal to deliver accessible and high-quality care for pregnant moms and their providers”.

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

-ENDS-

HeraMED Limited
CEO and Co-Founder
David Groberman
M: +972 52 6991188
E: David@hera-med.com

Company Secretary
Jonathan Hart
T: +61 2 8379 2961
E: Jonathan@hera-med.com

Media Enquiries
Melissa Hamilton
Media & Capital Partners
M: +61 4 1775 0274
E: Melissa.hamilton@mcpartners.com.au

About the Mayo Clinic:

One of the largest not-for-profit, academic health systems in the U.S., with \$14 billion in annual revenues and 65,000 employees. With a focus on caring for patients with serious, complex illnesses, Mayo Clinic operates in five states and cares for more than one million people a year, from all 50 states and nearly 140 countries. Mayo Clinic is ranked #1 in the nation by U.S. News and World Report. Mayo Clinic is committed to clinical practice, education and research, providing expert, whole-person care to everyone who needs healing.

About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical technology company leading the digital transformation of maternity care by revolutionising the prenatal and postpartum experience with its hybrid maternity care platform. HeraMED offers a proprietary platform that utilises hardware and software to reshape the Doctor/Patient relationship using its clinically validated in-home foetal and maternal heart rate monitor, HeraBEAT, cloud computing, artificial intelligence, big data and a digital social networking dashboard.

About HeraCARE

The Company's proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.