



ASX ANNOUNCEMENT

19 June 2019

## HeraBEAT Australian B2C launch underway

- **Dedicated Australian B2C website for HMD's medical grade foetal heart rate monitor now live: [www.hera-beat.com.au](http://www.hera-beat.com.au) - device sales to commence in the near term**
- **Marketing campaign set to launch on 26 June 2019 across multiple channels to drive product uptake and awareness**
- **Campaign developed and led by best in class creative agency, Meerkats - follows stringent due diligence, planning and strategic analysis**
- **Meerkats to receive a pre-negotiated commission from Australian distributor Dale Group International for each device sold - provides incentive to drive B2C sales**

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to provide an update on the Australian business to consumer (B2C) launch of its medical grade foetal heart rate monitor, HeraBEAT.

The specially designed website for the device is now live ([www.hera-beat.com.au](http://www.hera-beat.com.au)) and the Company expects device sales to commence in the region in the coming months. HeraMED has also implemented a strategic marketing campaign associated with the website will begin on 26 June 2019.

The marketing campaign will be led by HeraMED partner, Meerkats (ASX announcement: 16 April 2019). Meerkats is a top-tier Australian creative agency that has been assisting organisations to grow through creativity and innovation for over 15 years. The group has a national footprint and services brands including St John Ambulance and iiNet.

HeraMED, Dale Group International and Meerkats have developed a best in class marketing strategy to maximise product uptake and ensure the lowest cost for customer acquisition possible. Both parties have undertaken a stringent review of potential audiences and customers, mapped out a comprehensive engagement strategy and progressed media engagement and creative development initiatives.

The Company advises that all copy and design (refer images below) are finalised and will be deployed through digital and social media channels in the coming days. Both Meerkats and HeraMED have identified initial target audiences, which will provide the base of the campaign. HeraMED anticipates that this marketing campaign will underpin sales growth and drive device uptake broadly throughout the region. The campaign will also assist to build awareness around HeraMED as it engages with Australian medical organisations to progress its top down strategy.

As part of the launch, Meerkats will receive a pre-negotiated commission from the Company's Australian distributor Dale Group International for each device sold. This provides validation HeraBEAT's potential with Australian consumers and HeraMED is confident that this remuneration structure will incentivise Meerkats to drive initial sales.

**HeraMED CEO and Cofounder Mr David Groberman said:** "The launch of our B2C website in Australia sets a strong foundation for HeraMED's future growth. We have worked closely with Meerkats to define a strategy that will drive device uptake and increase awareness of HeraMED from a consumer standpoint and with medical organisations.

"HeraMED is progressing discussions with distribution partners and top tier medical organisations globally and looks forward to updating shareholders on these developments in the coming weeks."

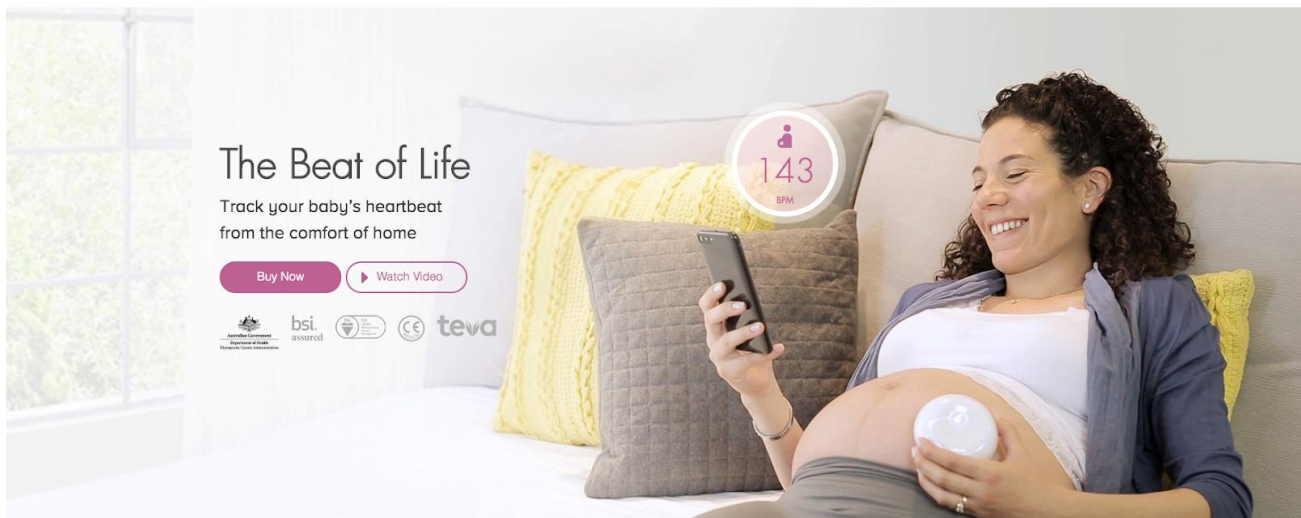


Image one: HeraBEAT Australian B2C landing page

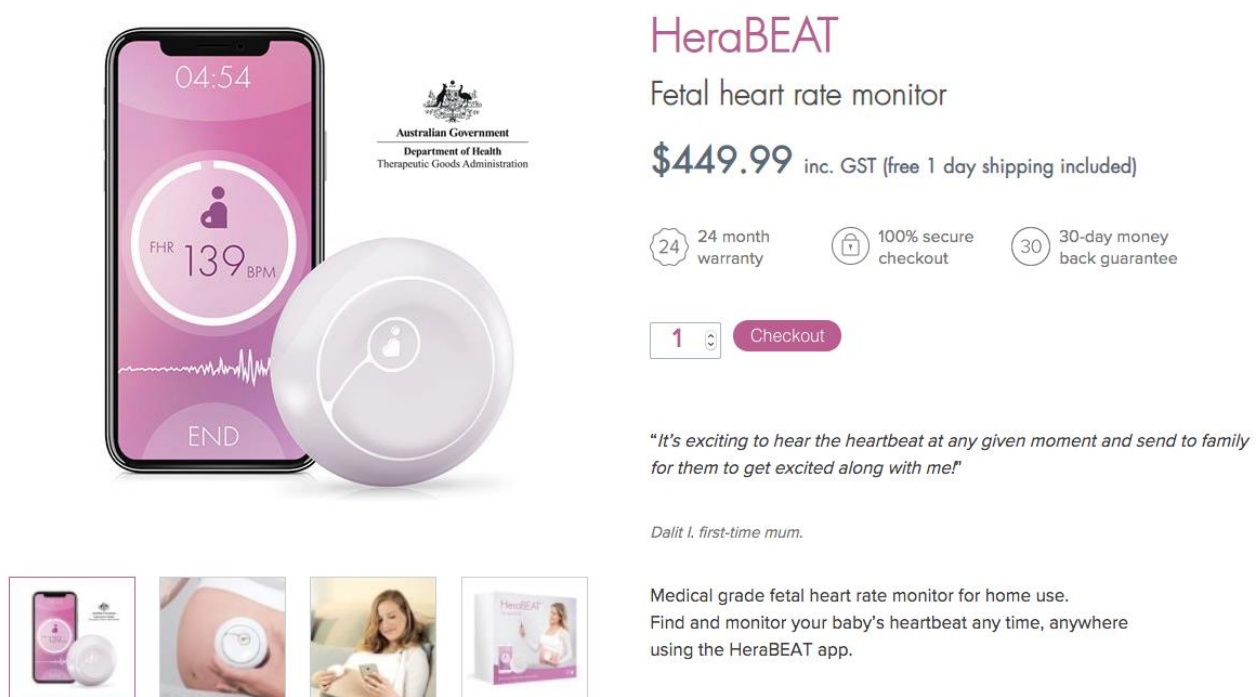


Image two: 'buy now' function on Australian B2C website

-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.