



**ASX ANNOUNCEMENT**

**11 April 2019**

## **HeraMED launches HeraBEAT in the United Kingdom**

- **HeraBEAT launches in the United Kingdom via specially designed B2C website - site now live with sales to commence shortly**
- **The UK boasts 770,000 births annually and represents HeraMED's largest addressable market entry to date**
- **Launch follows positive feedback from medical institutions, doctors, and users in the UK and Israel**
- **Discussions with hospitals and medical institutions to progress HeraMED's 'top down' strategy also advanced**
- **HeraMED well positioned to continue with international expansion efforts in the coming months**

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to advise that it has entered the United Kingdom, following the launch of its dedicated business to consumer (B2C) website ([www.herabeat.co.uk](http://www.herabeat.co.uk)). The launch follows positive feedback from senior medical executives, hospitals and consumers in the United Kingdom and Israel.

The expansion into the United Kingdom represents the largest addressable market that HeraMED currently has exposure to. The United Kingdom boasts ~770,000 births per annum and potential success in the region will also provide a strong foundation for growth throughout Europe.

HeraMED decided to progress its United Kingdom expansion initiatives following positive feedback it received from discussions with a range of senior obstetricians and gynaecologists at both private hospitals and medical institutions that are part of the UK's National Health Service (NHS).

HeraMED has undertaken a number of meetings and product trials within the medical community in the United Kingdom and is confident of endorsement and potential product uptake in the region. Further, the Company has established a qualified logistics partner, as well as a digital marketing agency to progress growth during an initial soft launch phase.

The Company will advance discussions with medical institutions, private hospitals and government organisations to progress its 'top down' strategy throughout the United Kingdom and Europe more broadly. HeraMED will aim to establish a pilot trial with a hospital in the UK, as well as pursue agreements with distribution partners in the region. The Company looks forward to updating shareholders as these developments materialise.

Following testimonials from consumers in Israel and the broader medical community, HeraMED is confident that its strategy and product offering have the support necessary to progress international expansion. The Company believes that it has also built and refined a cost-effective marketing and branding strategy, which can be replicated in other countries with minimal adjustments.

**HeraMED CEO and Co-founder Mr David Groberman said:** "Entering the United Kingdom is a tremendous coup for the Company. Not only does the region represent our largest addressable market to date, it provides us with a number of potential growth opportunities through private hospitals and other medical organisations.

"Albeit in an early stage of launch, we have received positive feedback about the HeraBEAT device from consumers, doctors, and medical institutions. This leaves the Company well placed ahead of scale up and broader commercialisations throughout the region.

"HeraMED is progressing discussions with a number of parties globally to progress its international expansion. Board and management look forward to updating shareholders on these developments in the coming months."

**-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 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 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.