



**ASX ANNOUNCEMENT**

**16 April 2019**

## **HeraMED partners with Meerkats for HeraBEAT's Australian B2C launch**

- **HeraMED secures partnership with Meerkats to progress B2C launch of HeraBEAT in Australia by May 2019**
- **Meerkats is a leading creative agency helping organisations grow through creativity and innovation - Meerkats will be charged with branding, digital marketing, media and social media initiatives for Australia**
- **Meerkats will receive a pre-negotiated commission from Australian distributor Dale Group International for each device sold - providing an incentive to drive sales**
- **Dale Group and Meerkats to work together to contribute to optimising HMD's positioning, branding and market strategy**
- **Partnership follows extensive product and market due diligence from both parties to ensure best possible case for device uptake**
- **As part of the agreement HeraMED has received its first purchase order of 250 units from Dale Group International**

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to advise that it has entered into a partnership with Australian creative agency, Meerkats to progress the business to consumer (B2C) launch of HeraMED's medical grade foetal heart rate monitor, HeraBEAT in Australia.

Meerkats is a leading Australian creative agency that has been assisting organisations to grow through creativity and innovation for 15 years. Boasting a national footprint, Meerkats services a range of top tier companies including St John Ambulance and iiNet amongst others.

As part of the agreement, Meerkats will provide strategic consulting services in relation to HeraMED's branding, digital marketing, media strategy and social media initiatives in Australia. Both parties will collaborate to develop an extensive digital marketing campaign, expected to launch in May 2019.

The partnership follows an extensive due diligence process undertaken by Meerkats into the HeraBEAT device and the Australian market. Following this process, Meerkats have chosen to undertake the project through its 'Meerkats Ventures' approach, which sees the agency being remunerated via a small percentage of each device sold.

Meerkats will receive a pre-negotiated commission from HeraMED's exclusive Australian distributor Dale Group International for each device sold in Australia. HeraMED believes that this development provides considerable validation of the HeraBEAT device and that this remuneration structure will incentivise Meerkats to drive product uptake throughout the region.

The Company advises that it has also received its first purchase order from the Dale Group International, comprising of 250 devices units. This order marks the inaugural order in HeraMED's binding, exclusive distribution agreement with Dale Group International which stipulates the distributor satisfy a minimum of 9,000 units generating \$1.9m over a three year period (ASX release: 14 January 2019).

**HeraMED CEO and Co-founder Mr David Groberman said:** "To have secured a partnership with an agency of Meerkats calibre is a tremendous achievement for HeraMED. However, to have Meerkats add the campaign to their Meerkats Ventures approach speaks volumes about their confidence in the HeraBEAT device and its potential in the Australian market.

"HeraMED has received its first purchase order in Australia and following an extensive digital marketing campaign and structured media program, we look forward to accepting ongoing orders as product uptake grows."

**Meerkats CEO, Gavin Bain said:** “The Meerkats Team is excited to be working with the innovative team at HeraMED. The quality of the technology, the passion of their team and the opportunity to provide the parents of Australia with peace-of-mind during such an important time in their life made it an easy decision for us to add it to our portfolio of success based brands through Meerkats Ventures. The Meerkats Ventures approach sees Meerkats share in the financial success of products we help take to market. HeraBEAT is a great addition to that portfolio”.

**-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.