



Leading the Digital Transformation of Maternity Care



Disclaimer

Important notice regarding forward looking statements

This document contains a general summary of the company and is provided for information purposes only. For full details please review HeraMED Limited ACN 626 295 314 (HeraMED) ASX page -

<https://www.asx.com.au/asx/share-price-research/company/HMD>

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Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, and business and operational risk management. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events



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HeraCARE interweaves technology procedures and activities to **improve prenatal and postnatal care** by empowering expectant mothers and their support system to become engaged in a collaborative process designed to manage the medical, social and mental aspects of **Maternity Care**.



HeraCARE

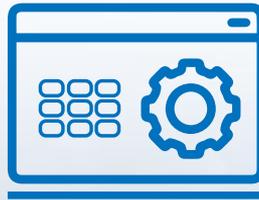
Software platform for the creation and implementation of digital health solutions for maternity care management

Mom



Hera

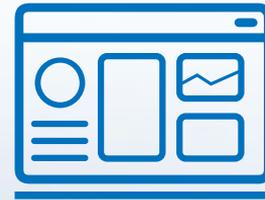
The first digital pregnancy companion



Maternity Care Composer

Configuration platform for management solutions

Care Manager



Supervision Dashboard

Monitoring and communication dashboard for healthcare providers

The HeraCARE Platform

Designed Based On Clinical Research

Care Manager Dashboard



Social Network

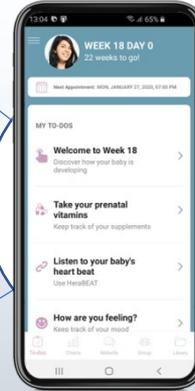


Powered by
ORION AI



Communication

HERA
Pregnancy Companion



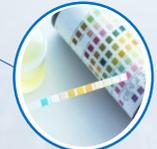
HeraBEAT



Fetal HR Monitor



Activity Tracker



Urine



Weight



Educational
Materials



Blood Pressure

HeraBEAT – Revolutionising Monitoring



The smart fetal heart rate monitors

- Multi-sensor, medical grade fetal heart rate monitoring at home.
- Clinical proven and approved by regulatory bodies including:
 - US - FDA 510(K) for professional use
 - Medical CE by BSI and ISO 13485 (Europe)
 - TGA (Australia)
 - MOH (India)
 - AMAR (Israel)
- Building a strong, professional global distribution with best in class partners.



Peace of
Mind



Accurate
& Reliable



From Home



Care Manager Dashboard

Dashboard Driven By Medical Evidence

A professional dashboard enabling real-time data driven decision support providing connected care and secured communication channels

Key Features

Tracking of Usage/ adherence

Alerts and notifications

Personalized patient management

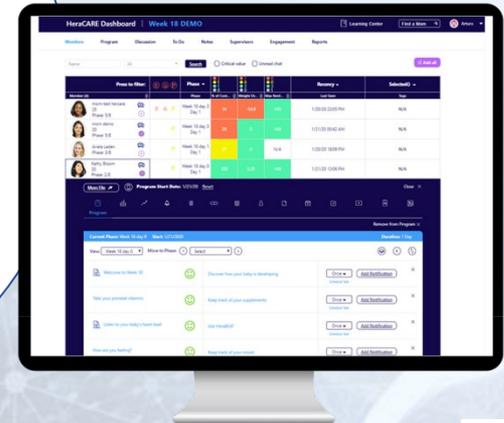
Monitoring of remote measurements

Synchronic and a-Synchronic Communication

Protocols and Guidelines



Care Manager Dashboard



HeraCARE's fundamental pillars

Enabling a high-tech, high-touch - maternity care hybrid model



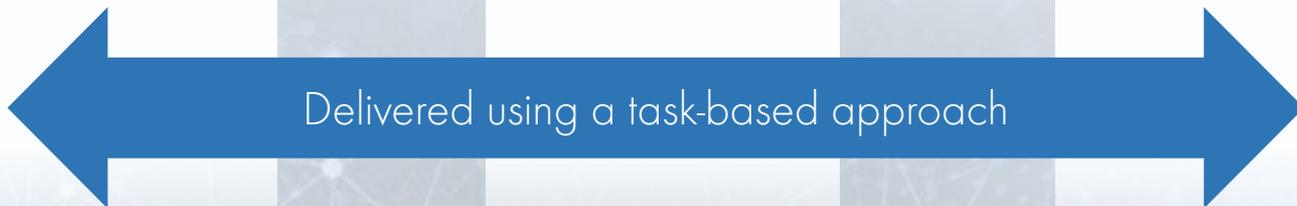
Interactive
Content

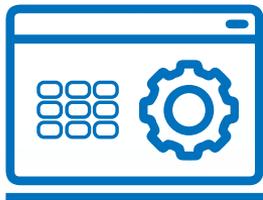


Supervised
Self Tracking



Personalized
Relationships





Maternity Care Composer

A configuration
system for
Maternity Care
Guidelines

A 40 weeks journey defined by 3 layers of
Configurable building blocks:

Plans & Programs	Presented to the user as tasks to complete
Tracking & Markers	Tracking data and measurements (Weight, Blood Pressure, Proteinuria / UTI, Mood, Physical Activity, Nutrition, etc')
Interactive Content	Pregnancy education via content quizzes and other interactive formats per relevant weeks

Configurable and flexible according to
country specific medical standards

A sample week journey with HeraCARE

Day 0



Main Experience:

Listen to your baby's heart rate

Additional tasks

- Prenatal vitamins
- Read about pregnancy week
- Mood tracking

Day 1



Main Experience:

Talk to your midwife

Additional tasks

- Prenatal vitamins
- Symptom tracking

Day 2



Main Experience:

Track blood pressure and weight gain

Additional tasks

- Prenatal vitamins
- Symptom follow up question

Day 3



Main Experience:

Join the informative group discussion

Additional tasks

- Prenatal vitamins
- Sleepiness assessment

Day 4



Main Experience:

Meditate and practice peace of mind

Additional tasks

- Prenatal vitamins
- Read tips for reassurance

Day 5



Main Experience:

Take a belly photo for fun

Additional tasks

- Prenatal vitamins
- belly photo share

Day 6



Main Experience:

Join the emotional group discussion

Additional tasks

- Prenatal vitamins

The Maternity Care Journey with HeraCARE



First Trimester

Week 1-12



Second Trimester

Week 13-26



Third Trimester

Week 27-40



Fourth Trimester

6 Weeks
Post Delivery

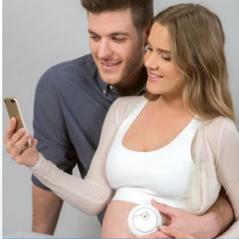
Lifestyle Management (Physical Activity, Sleep, Nutrition, Weight Gain)

Psychosocial Care (Mood, Stress, Depression)

Medical Care (Providing another layer of continuous care between visits)

Mom Companion App – Week 18 / Day 0

Day 0

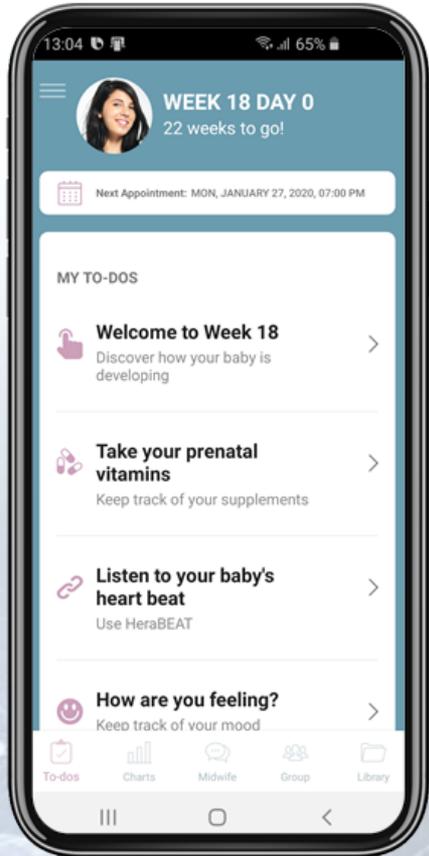


Main Experience:

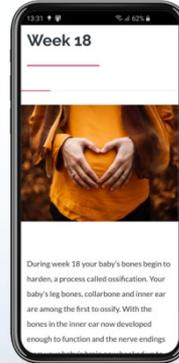
Listen to your baby's heart rate

Additional tasks

- Prenatal vitamins
- Read about pregnancy week
- Mood tracking



1



Interactive content

3



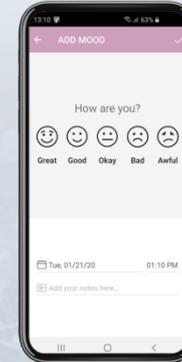
Fetal heart rate measurement

2



Supplements reminders

4



Mood tracking

Care Manager Dashboard – Week 18 / Day 0

HeraCARE Dashboard | Week 18 DEMO

Members Program Discussion To Do Notes Supervisors Engagement Reports

Name: [Search] Critical value Unread chat Add all

Member ID	Phase	% of Care	Weight CR	Max Rest	Last Seen	Selected
mom-test hercare 25 Phase: 5:0	Week 18 day 3 Day 1	14	-54.9	145	1/20/20 23:05 PM	N/A
mom demo 20 Phase: 5:0	Week 18 day 3 Day 1	29	0	144	1/21/20 00:42 AM	N/A
Ariela Laden Phase: 3:0	Week 18 day 1 Day 1	67	0	N/A	1/20/20 18:09 PM	N/A
Kathy Bloom Phase: 2:0	Week 18 day 0 Day 1	100	-5.29	146	1/21/20 13:06 PM	N/A

Member View: mom-test hercare 25

Program Start Date: 1/21/2020

Current Phase: Week 18 day 0 Start: 1/21/2020 Duration: 1 Day

View: Week 18 day 0 Move to Phase: Select

- Welcome to Week 18: Discover how your baby is developing. Once Add Notification
- Take your prenatal vitamins: Keep track of your supplements. Once Add Notification
- Listen to your baby's heart beat: Use HeraBEAT. Once Add Notification
- How are you feeling?: Keep track of your mood. Once Add Notification

Welcome to Week 18

Take your prenatal vitamins

Listen to your baby's heart beat

How are you feeling?

Task adherence

Folic acid 10:00 AM

Iron 10:00 AM

Supplements adherence

Measurement Summary

Days: 18
Pregnancy Week: 18
Measurement Number: 6
Measurement Date: 21 Jan 2020
Measurement Start: 13:07
Measurement End: 13:09

Measurement Highlights
Total Measurement Duration: 00:02 Min
Total Search Duration: 00:11 Min
Total Measured FHR: 01:14 Min
Largest Continuous FHR Segment: 01:14 Min
Number of FHR Segments: 1
Avg HR: 144 BPM

Graph showing FHR over time from 8:00 AM to 10:00 PM.

Fetal heart rate measurement report

TUESDAY January 21, 2020

- Logged Mood: Okay
- Logged Heart Rate: 144 bpm, resting
- Viewed Link: Use HeraBEAT
- Viewed Content: Discover how your baby is developing

Full Activity log

Mom Companion App – Week 18 / Day 1

Day 1

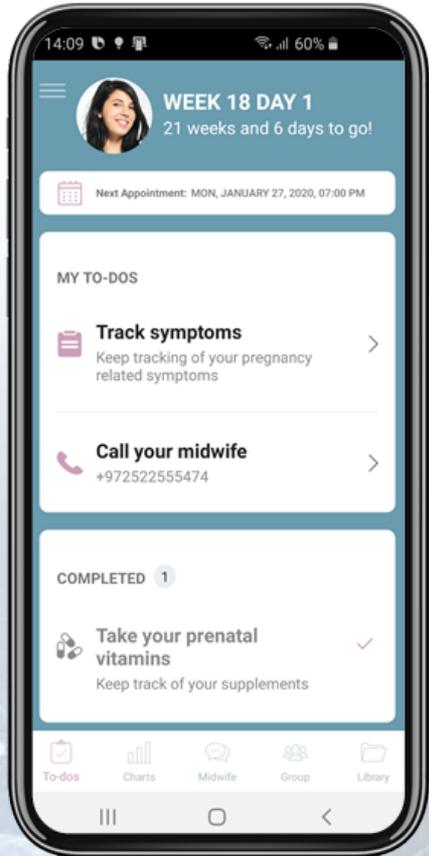


Main Experience:

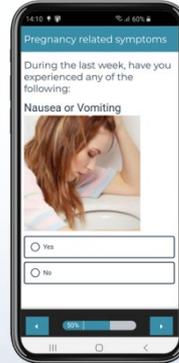
Talk to your midwife

Additional tasks

- Prenatal vitamins
- Symptom tracking
-



1



Symptom Tracking

3



Midwife weekly session

2



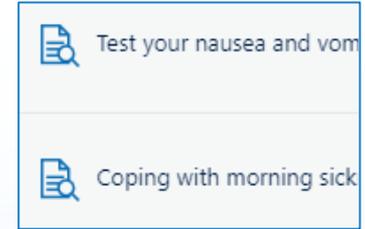
Supplements reminders

Care Manager Dashboard – Week 18 / Day 1

The screenshot shows the HeraCARE Dashboard for 'Week 18 DEMO'. It features a navigation menu with options like Members, Program, Discussion, To Do, Notes, Supervisors, Engagement, and Reports. A search bar is at the top right. Below the menu is a table with columns for Member ID, Name, Phase, % Content, Weight Ch., HR, Recency, and Selected. Two members are listed: 'mom-test hercare' and 'mom demo'. A 'Program Start Dates' pop-up window is open, showing 'Current Phase: Week 18 day 2' and 'Start: 1/27/20'. It lists several tasks with 'Add Notification' buttons, such as 'Test your nausea and vomiting severity', 'Coping with morning sickness', and 'Take your prenatal vitamins'. On the right side of the dashboard, a 'Chats' window is open, showing a conversation with 'Mom Demo' about a video call and missed calls from 'AnielCare'.



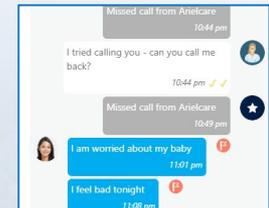
Symptom alerts



Conditional tasking



Virtual visit documentation



Communication sentiment analysis

Mom Companion App – Week 18 / Day 2

Day 2

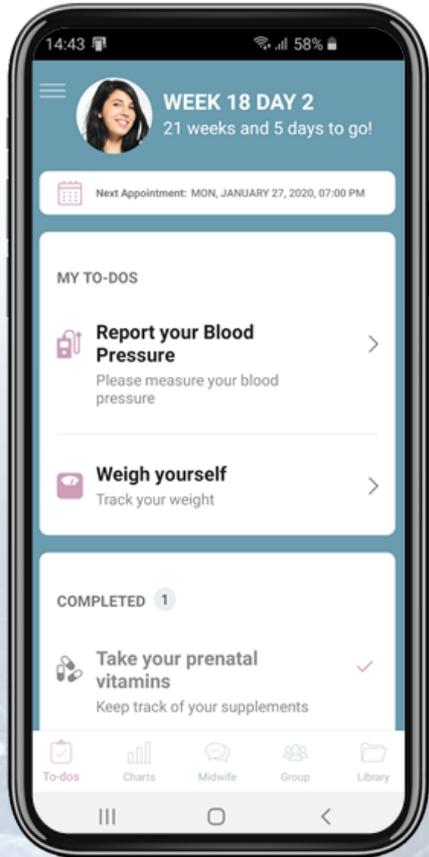


Main Experience:

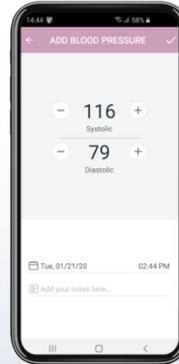
Track blood pressure and weight gain

Additional tasks

- Prenatal vitamins
- Symptom follow up question

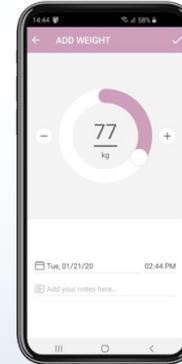


1



Blood pressure

3



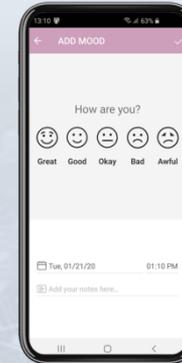
Weight gain

2



Supplements reminders

4



Symptom Follow up

Disrupting a global industry via digital transformation

The pregnancy experience hasn't changed since the 50's



DOCTORS/ PROVIDERS

-  Shortage of fundamental services
-  Lack of time and attention
-  Low reliability of analysis
-  Episodic, Reactive, not connected

EXPECTING MOTHERS

-  14+ clinical sessions per pregnancy
-  Loss of time away from work / childcare
-  Personal anxiety and stress
-  Lack of continuous support

HeraMED Mayo Clinic collaboration*

- HeraMED and the Mayo Clinic have joined forces to co-develop a new platform based on the Mayo's Clinic successful OB Nest program.
- OB Nest is a service model developed to combine traditional maternity care office visits with connected care visits and in home monitoring.
- The program offers a tailored approach to in-home monitoring of patients leveraging technology and professional health providers expertise.
- The program will deploy AI-algorithms, a combination of digital tools and smart connected devices to assist expecting mothers and healthcare professionals to optimise pregnancy care.
- Both parties will develop the 'Hera' companion app, leveraging machine learning algorithms that will potentially enable better management of diversified pregnancy situations allowing better care at a lower cost.
- The solution will include professional 24/7 support services with optimised human interaction to ensure best practise.
- The platform is under development and is planned to be deployed during 2020.



* as announced on September 17th 2019

OB Nest Maternity Care Model



CLINICALLY VALIDATED
5 YEARS OF RESEARCH 2011-2016



14 MATERNITY CARE OPTIONS
TRIALED & TESTED



DEPARTMENT OF OBGYN
& MC CENTER OF INNOVATION



OB Nest aimed to de-medicalize the experience of pregnancy by providing a supportive and empowering experience that fits within patients' daily lives.

Self Monitoring

Text-Based Communication

Online Communities

<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>

OB Nest Maternity Care Model

STUDY RESULTS

REDUCED
COST OF
CARE



IMPROVED
PATIENT
SATISFACTION

14



8

REDUCED

Visits From 14 to 8

1.41



1.34

LOWERED

Pregnancy Stress

95%



77%

IMPROVED

patient satisfaction

THE HOLY GRAIL
OF MATERNITY
CARE



STANDARD
OF CARE
SINCE 2016

https://journals.lww.com/greenjournal/Abstract/2016/05001/OB_Nest_A_Novel_Approach_to_Prenatal_Care_21_21.aspx

HeraMED's Triple Aim

Our services are offered through health care providers, insurers and employers to their pregnant audience to achieve the triple aim



Cost Reduction

Reduction of both scheduled and unscheduled clinic visits.

Reduction of pregnancy related absence from work.



Increased Satisfaction

Reassurance and peace of mind

Digital personal pregnancy companion

24/7 access to midwife consultants

Dedicated social reinforcement network



Better Outcomes

Stress and depression reduction

Better adherence to maternity care guidelines

Early detection of potential complications

Large Addressable Potential Market*

"70% prefer using a digital solution to monitor their health metrics at home."

McKinsey & Company

"Personalized Technology Will Upend the Doctor Patient Relationship."

Harvard Business Review

"80 percent of the things doctors do today will be done by machines."

Vinod Khosla – billionaire investor

213 Million

World Wide Pregnancies Annually

The cumulative costs of childbirth is estimated at well over USD 50 billion annually in the U.S. alone

Source: The New York Times, June 2013

\$50 billion

Global Digital Health Market Expected to Reach USD 423.11 billion By 2024

Source: Zion Research, July 2018

\$423 billion

the AI in healthcare market is estimated to be valued at USD 2.1 billion in 2018 and is expected to reach USD 36.1 billion by 2025.

Source: Markets & Markets, Dec 2018

\$36 billion

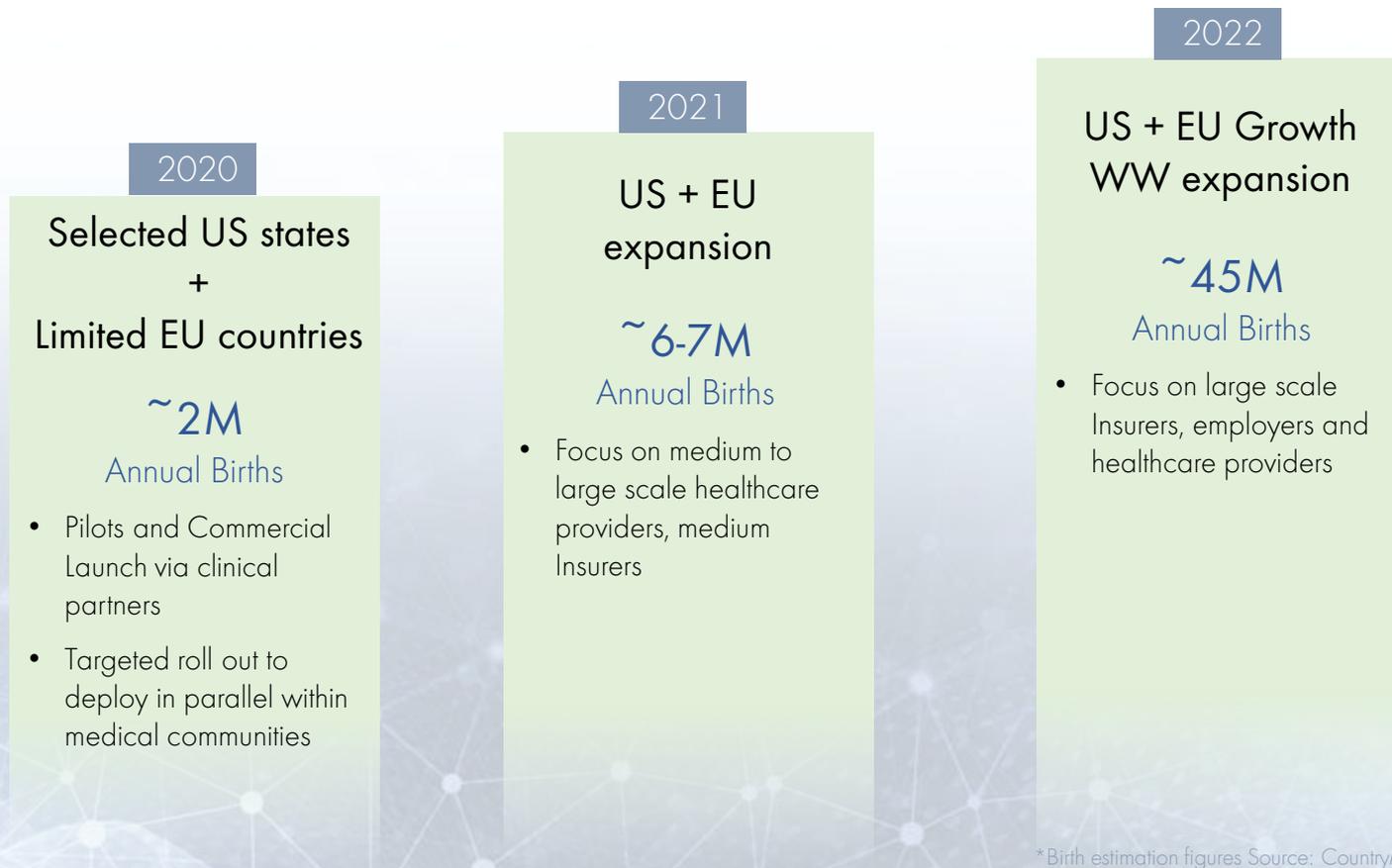
540,000 babies are annually born preterm in the US alone with a total annual burden of more than US\$26 billion

Source: The National Academy of Medicine

\$26 billion

*See Appendix 2 for sources

Potential Geographic Expansion



*Birth estimation figures Source: CountryMeters.info

HeraCARE Scalable Recurring Pricing Model

Features	LICENSE fee	HeraBEAT Plus US\$299 / Purchase	HeraCARE PREMIUM US\$69 / Month or US\$199 / Pregnancy	HeraCARE GOLD US\$99 / Month or US\$399 / Pregnancy
 Task Based maternity Care		NA	Included	Included
 Social Support Network		NA	Basic	Enhanced
 Patient Education		NA	Basic	Personalized
 Midwife consultancy		Working Hours Chat, Hot line limited to 3 calls	Working Hours Chat, Hot line unlimited	24/7 Hot Line/ Chat/Video
 Self Monitoring (Connected Devices)		HeraBEAT	HeraBEAT (Rent)	HeraBEAT+ BP + Weight Scale + Urine (Rent)
 Points Based Rewards		NA	Basic	Advanced

Defined Cooperation Model

Allows for rapid scalability through partners

- Provide a base service offering to existing clientele on a month to month subscription model ensuring recurring revenue for all parties
- Flexible and Tailored platform for Healthcare providers, commercial telemedicine medical insurance and government reimbursement
- Rev-Share based cooperation model
- HMD to provide all hardware and other equipment
- HMD to integrate platform and provide necessary technical support – cloud/software/integration/SDK's on SaaS model
- Local partner provides leadership, management, staff and preliminary funding



Value Proposition



Insurers/ Healthcare Providers

- Reduce unnecessary clinic visits
- Empower professionals to be more informed & efficient patient advocates
- Reduce costs
- Strategic advantage and engagement with household decision makers.
- Increase patient satisfaction
- Early detection of complications
- Better clinical outcomes



Employers

- Reduce absence from workplace
- Enhance focus and work engagement during pregnancy
- Reduce costs
- Increasing loyalty among satisfied employees
- Positive positioning as “employee centric” “Innovative” and “Digital”

Thank You For
Your Time



Appendix 1: Board of Directors



Dr. Ron Weinberger – Non-Executive Chairman

Highly experienced business executive, with strong scientific background and international span | Ex president and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~\$AUD 1.35 Billion



David Groberman – CEO, Co-Founder and Executive Director:

Serial Entrepreneur | Mechanical and Bio-medical expertise | Ex CTO & Co-Founder of Meytar R&D | Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude TAU | Alumni IDF elite computer division



Tal Slonim – COO, Co-Founder and Executive Director:

Serial Entrepreneur | Operations, Mechanical and management expertise | CEO & Co-Founder of Meytar R&D | Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude BGU, MBA BIU | Naval officer IDF



David Hinton – Non-Executive Director

Senior company executive | Vast experience in the communication and IT sector | CFO and Company Secretary of Empired Limited ASX:EPD | 2005-2015 CFO AMCOM and involved in a \$1.6 Billion merger with Vocus Group | Bachelor of Business and qualified Accountant



Doron Birger – Non-Executive Director

Distinguished leader of the Israeli MedTech industry | Ex chairman of Given Imaging Nasdaq/TASE: GIVN (2014 - acquired by Medtronic for ~\$US1 Billion) | Ex president & CEO of Elron Nasdaq/TASE: ELRNF (investing more than \$US350 Million with a focus on Medical Device) | BA and an MA in economics from the Hebrew University

Appendix 2: References

Slide 22:

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<https://www.wired.co.uk/article/doctors-replaced-with-machines>

The New York Times – Elisabeth Rosenthal:

<https://www.nytimes.com/2013/07/01/health/american-way-of-birth-costliest-in-the-world.html>

Zion Market Research – Global Digital Health Market Report 2017:

<https://www.globenewswire.com/news-release/2018/07/13/1537140/0/en/Global-Digital-Health-Market-Expected-to-Reach-USD-423-11-Billion-By-2024-Zion-Market-Research.html>

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<https://www.marketsandmarkets.com/PressReleases/artificial-intelligence-healthcare.asp>

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www.biospace.com

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