

## Agreement signed with Freeman Road and PHI group to initiate pilots and clinical studies in Australia

- Cooperation agreement signed with Freeman road led by Dr. Paul Porter, Founder of Freeman Road and Associate Professor at Joondalup Health Campus
- Agreement to design, arrange and lead clinical pilot projects and clinical studies for HeraBEAT and HeraCARE
- The protocol for the first study has been written and submitted for ethics committee review. The study will commence at Joondalup Health Campus department of Obstetrics once final approval is obtained.
- The study will examine the usability and acceptability, accuracy, and reliability of the HeraBEAT device in clinic and then at home, before considering use in routine clinical protocols; and
- Agreement and pilots support HMD's commercialisation strategy to align itself with key opinion leaders and top tier healthcare providers to leverage and accelerate adoption of the company's medical-grade solutions.

**HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce it has entered into a cooperation agreement with Freeman Road Pty Ltd to arrange and lead clinical studies in Australia and promote HMD's telehealth and remote monitoring solutions - HeraBEAT and HeraCARE in the health sector.

Freeman Road in cooperation with PHI (Partnering in Health Innovations) represent a well-connected healthcare advisory group, founded by prominent Physician and Researcher Associate Professor, Dr. Paul Porter. The group will be responsible for undertaking pilots and clinical studies of HMD's remote monitoring solutions at the Joondalup Health Campus in Western Australia.

The group has an extensive network of global consultants with diverse expertise and collaborating across several locations, including Perth, Queensland, Singapore, Boston, Oxford, Helsinki, and Israel; In the next stages, there will be potential opportunities for HMD to expand the cooperation through PHI's international network.

Under the terms of this agreement, HMD and Freeman Road will design and manage comprehensive pilots and clinical studies to evaluate the clinical effectiveness and acceptability of remote pregnancy monitoring using the medical-grade HeraBEAT foetal and Maternal heart rate device. Freeman Road will leverage its relationship with The PHI Group, a centre of research excellence in digital diagnostics and integrative healthcare. The trial, once confirmed, will take place at Joondalup Health Campus in WA.

### Design of clinical study at Joondalup Health Centre underway

HMD, Freeman Road and The PHI group are currently in the final stage of submitting the protocols to initiate the study at the Joondalup Health Campus. The primary goals are to examine the usability and acceptability, accuracy and reliability of the HeraBEAT device, initially in the antenatal clinic and then at home before recommending use in routine clinical protocols.

The HeraBEAT device is one of the primary features of HMD's comprehensive HeraCARE SaaS and IoT platform - a holistic, digital hybrid maternity care solution. HMD's proprietary technology has already obtained TGA (Australia) and CE (Europe) approvals for OTC (over the counter) home use as well as FDA 510K clearance for home use under prescription in the US.

The study will be led by an experienced clinical and research team that specialises in innovative technology focused on Obstetrics and Paediatrics:

- Principal investigator A/Professor Paul Porter, **Consultant**, Department of Paediatrics, Joondalup Health Campus and the Lead and scientific founder of PHI.
- The Department of Obstetrics, Joondalup Health Campus.
- The Department of Paediatrics, Joondalup Health Campus

Final ethics approvals are anticipated in the coming weeks and further details will be released to the market once confirmed.

### **Strengthening HMD's footprint within Australia**

Signing this agreement represents a significant operational step forward for HMD. It also fits with the Company's strategy to align itself with leading healthcare providers and medical institutions to gain medical validation and to complement and improve the care currently offered by obstetricians and healthcare providers.

### **Commercial details – Freeman Road agreement**

Conditional upon shareholder approval, consideration to Freeman Road under the terms of the agreement is 5,500,000 Options, exercisable upon achievement of the following milestones.

- 2,000,000 Options – upon commencement of a clinical study or pilot
- 2,500,000 Options – successful completion of the study; and
- 1,000,000 Options – execution of a commercial agreement

The Options will be unlisted with an exercise price of \$0.15 with a term of 24 months.

**CEO and Co-founder Mr David Groberman said:** "I am incredibly proud and excited with this cooperation which represents an important milestone for HeraMED, as it aligns our company with prominent leaders in the Australian medical community.

PHI has set its mission to make a lasting impact on the health of current and future generations, and I believe HeraMED shares the same mission in our maternity ecosystem. This agreement follows extensive due-diligence and these pilots and trials are just the start of our planned collaboration.

I am confident that with this agreement we have created a substantial and professional infrastructure to further support HeraMED's line of products underpinning our medical and clinical positioning.

In parallel, the cooperation will allow HMD and PHI to continue the optimizations of our current solutions, as well as future technologies, based on data, innovation and value based clinical research.

We look forward to working collaboratively with Freeman Road and PHI to develop a long-lasting relationship to make a genuine medical impact and help expecting mothers.

### **Dr Ti Wan Ng, Director of Freeman Road said:**

"Freeman Road is very pleased to be able to work with such an innovative company.

The HeraBEAT device and HeraCARE digital antenatal care package have the potential to significantly improve current pregnancy management in many ways."

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

**-ENDS-**

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### **About HeraMED Limited (ASX:HMD):**

HeraMED is an innovative medical data and 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.