

## Cooperation Agreement secured to add telehealth midwifery services to HeraBEAT in Germany

- Cooperation Agreement with Kinderheldin to add online midwifery service to be HeraBEAT – solution to be offered as HeraBEAT Plus in Germany
- Kinderheldin ([www.kinderheldin.de](http://www.kinderheldin.de)) is a leading telehealth provider that has developed a comprehensive midwife service for expecting parents
- Platform to be accessed via web landing page with HeraMED branding- Kinderheldin midwives will then be able to provide guidance, assistance, and medical support in real time
- Kinderheldin has partnerships with ~50 German insurance companies and 5 major hospitals in the region
- Agreement follows an extensive 6 month model planning and extensive due diligence
- Q12020 launch in collaboration with existing partner, Duttenhofer - work ongoing to configure and optimise system for German market - plans also underway to incorporate HeraCARE into offering

Medical technology company, **HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”) is pleased to advise that it has entered into a cooperation Agreement (“Agreement”) with leading midwife service provider, Kinderheldin GmbH (“Kinderheldin”) and existing distributor, Duttenhofer Group (“Duttenhofer”).

Kinderheldin are a leading midwife service provider, based in Berlin. The group has developed a web based, online platform that offers expecting parents access to midwives through online chat or telephone. Midwives are providing support and consultation, discuss insecurities, everyday problems associated with pregnancy, health issues, nutrition and early childhood development. Kinderheldin’s team of midwives is supported by an experienced medical advisory board, which includes top tier physicians and an in-country software development team.

Under the Agreement, HeraMED, Duttenhofer and Kinderheldin will collaborate to provide Kinderheldin’s web-based online midwife service to expecting mothers using the HeraBEAT smart foetal heart rate monitor. This will culminate in the inaugural release of HeraBEAT Plus. This Agreement furthers HeraMED’s ongoing push into a telemedicine and medical services model. The Agreement has term of two years, unless terminated for cause or early by either party giving three months’ notice.

HeraMED and Duttenhofer will offer the midwife service to consumers using the HeraBEAT device via individual access codes, which will be provided when the device is purchased. The additional midwife service will be complimentary for users who purchase the HeraBEAT device during the launch stage while the planned business model for the next stages involves a transition to a monthly rent and subscription-based payment (suggested recurring revenue model outlined overleaf). Kinderheldin’s midwives will also be able to access data generated from HeraBEAT, which will assist them in making more informed decisions and providing a better duty of care.

Kinderheldin and HeraMED are planning to initiate discussions with medical organisations and insurance companies for use of the device and service. Kinderheldin work with over fifty insurance companies including some of Germany’s oldest and largest. Its partners include Barmer, BKK Mobil Oil and HEK amongst others. The group also has cooperation agreements with five major hospitals in the country.

All parties are working to progress the launch of the solution in time for Duttenhofer’s planned launch of HeraBEAT in Germany as the first of its kind, closed loop home monitoring pregnancy service.

	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 Prenatal 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

### Suggested Recurring Revenue Model

**Dr. Paul Hadrossek, founder and managing director Kinderheldin said:** “The German E-health market holds great potential and is accelerating rapidly, specifically with the new digital care act which paves the way for reimbursement of the costs of digital health solutions under certain conditions.

“By adding Kinderheldin, the proven midwife teleconsultation service and market leader in this field to the HeraBEAT device to launch HeraBEAT Plus, we will enable great synergies in addressing the market potential of ±760,000 pregnancies annually. On top of that, we are excited about combining the great technological know-how of HeraMED and our substantial expertise regarding market access in the highly regulated German healthcare sector for further development.”

**CEO and Cofounder Mr David Groberman said:** “This unique agreement provides HeraMED with a significant differentiator and competitive advantage. Having a midwifery service that expecting mothers and new parents can access as part of our service offering puts the Company in a unique position as it pushes further into telehealth and connected care.

“Kinderheldin are a tremendous partner for HeraMED as they boast strong relationships with some of Germany’s most acknowledged healthcare service providers and medical insurance companies.

“We look forward to progressing discussions with the top tier organisations in their network with the aim to implement HeraBEAT and potentially HeraCARE more broadly.”

**-ENDS-**

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

HeraMED is an innovative medical Data and Technology company leading the digital transformation of prenatal care. HeraMED utilizes the digital health ecosystem including clinical home monitoring devices, cloud computing, artificial intelligence, big data and digital social networking to reshape the Doctor/Patient relationship. The company is revolutionizing the pregnancy experience by empowering personalized, continuous and proactive home monitoring, to deliver better care at a lower cost. Keeping pregnant mothers engaged, informed and well-supported provides reassurance and peace of mind while allowing the healthcare providers to work at their highest levels of ability and enabling early detection of potential risks.