



A leading telehealth technology provider for maternity care

Company Presentation

June 2020

This announcement has been approved by the Board of Directors

Transformed Global Outlook for Telehealth

COVID-19 presents an opportunity to fast-track adoption of digital health

- Healthcare globally is experiencing a rapid paradigm shift
- Governments, Insurers and providers are increasingly adopting and reimbursing innovative telehealth solutions
- Regulatory landscape is changing, FDA recently approved Foetal Heart Rate monitoring for home use
- Maternity care represents a substantial opportunity within Telehealth
- Rise of telehealth to lead to a permanent shift in healthcare



¹Source: GM Insights – Telemedicine market survey of 500 US consumers

Cost of maternity complications are significant

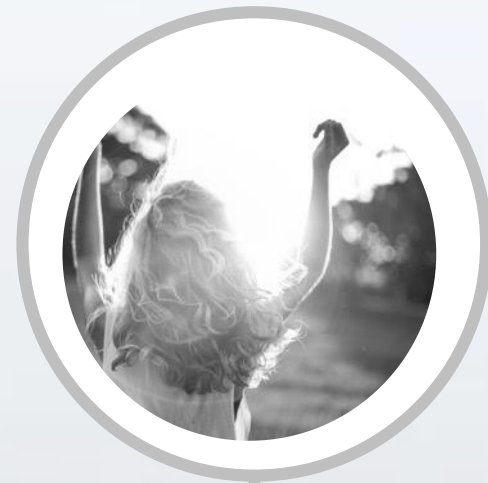
Considerable opportunity exists to reduce costs and improve maternity care

US\$111bn US Maternal Healthcare Market



Postpartum Depression

US\$14bn



Preeclampsia

US\$2.2bn



C-section

US\$9bn



Preterm Birth

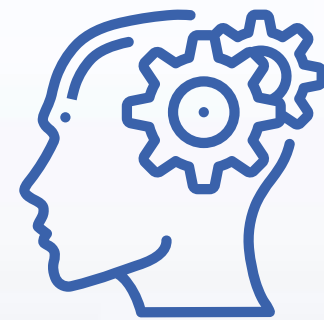
US\$26bn

The HeraMED Opportunity

Well placed to capitalise on significant opportunity in maternal telehealth globally



Proprietary platform using hardware and software



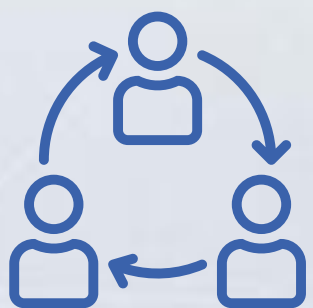
Developed by medical engineers and clinical experts



The only medical grade, clinically validated, digital maternity care platform



Patent pending protected hardware, software and algorithms



End-to-end solution drives value for all stakeholders



US\$111bn US maternal healthcare market



First paying customers anticipated in CY'20



Multiple licensing agreement discussions underway globally

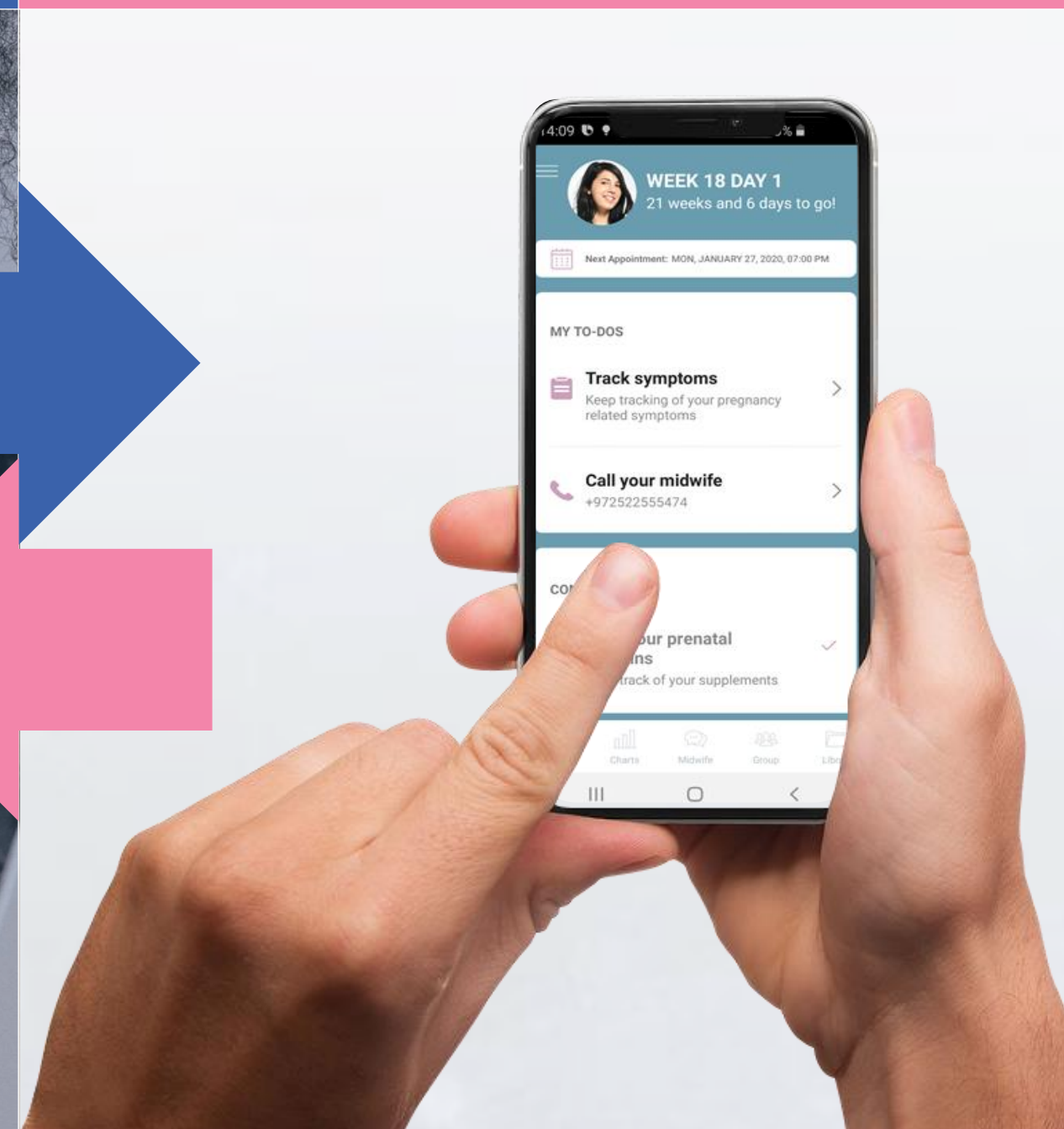
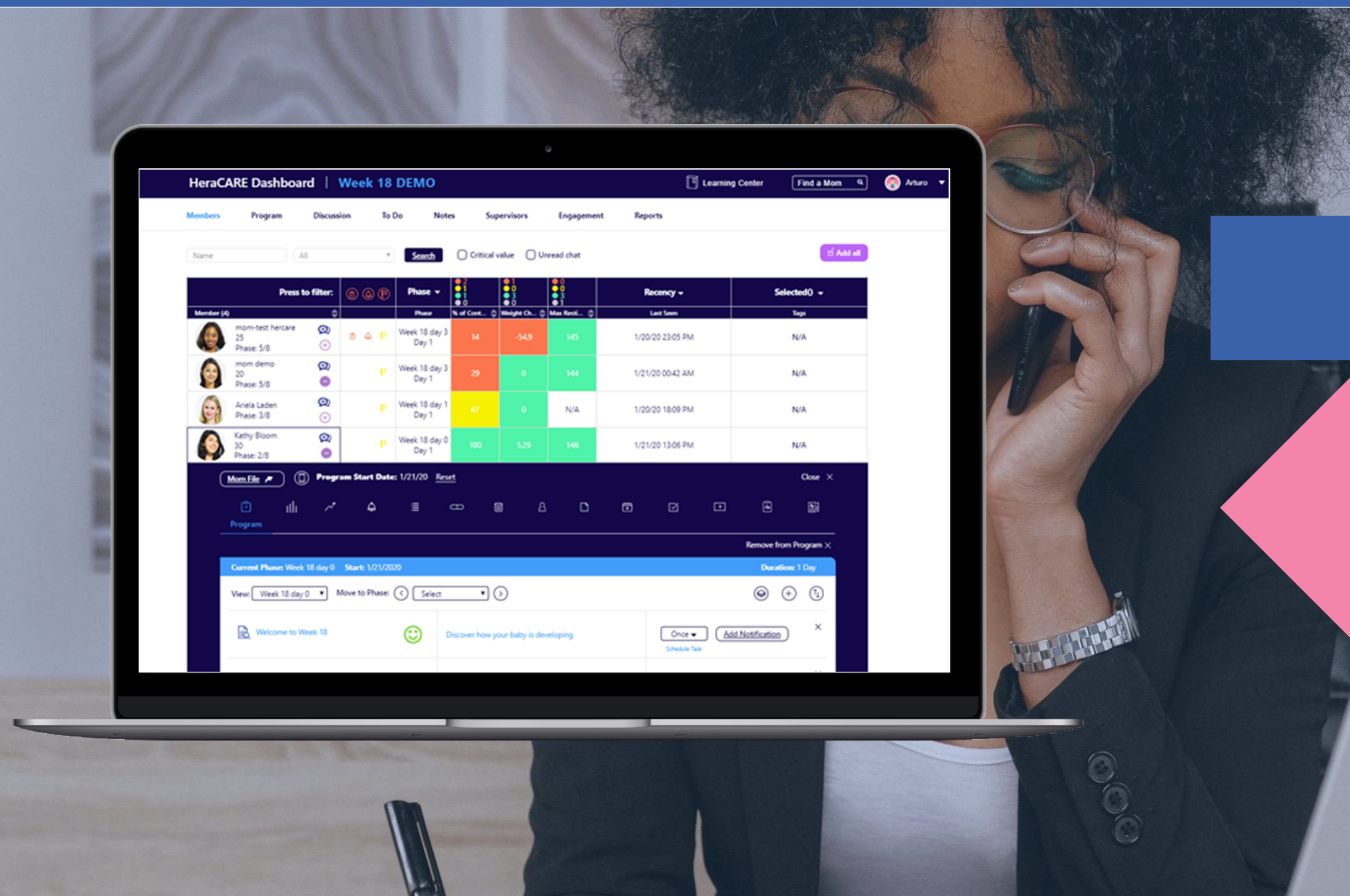
HeraCARE: Digital Pregnancy Monitoring Platform

Delivering medical grade technology supported by qualified healthcare professionals

Care Manager Dashboard

Secure
Comms
Channels

Maternity Companion App



HeraBEAT foetal heart rate monitor



Activity Tracker



Urine testing



Weight Measurement



Blood Pressure



Educational Materials

Qualified maternal care managers, with full access to real time data, provide personalised consultation

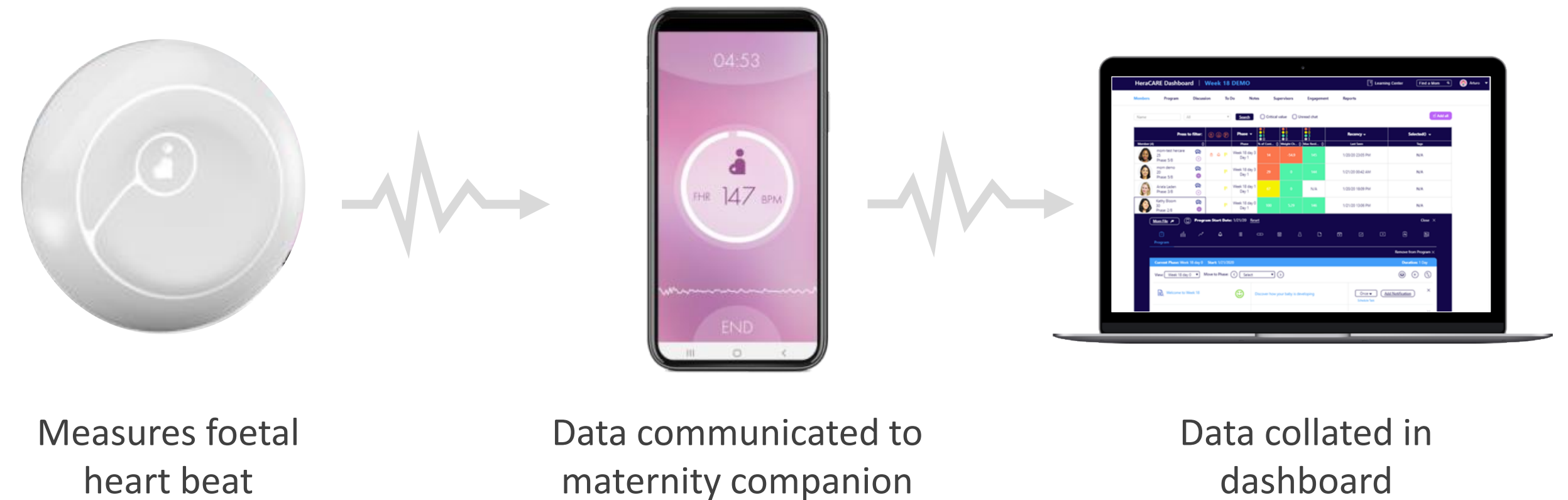
Expectant mothers track key testing data throughout pregnancy, communicating directly with maternal care managers via app

HeraBEAT Device

Medical grade foetal & maternal heart rate monitor for home use

- Foetal & maternal heart rate monitoring to same standard and accuracy as hospitals
- FDA cleared connected device, approved for use at home
- Device guides mother to locate foetal heart rate, ensuring accurate measurements
- Data uploads in real-time to HeraCARE platform for professional analysis and support
- Backed by 13 pending patents covering hardware, software and underpinning algorithms

An innovative connected device that is accurate, affordable and scientifically optimised



Regulatory Approvals:

FDA

USA

CE & ISO13485

Europe

TGA

Australia

MOH

India

AMAR

Israel

HeraMED Value Proposition

End-to-end solution drives value for multiple stakeholders



Expectant Mothers

Empowerment
Convenience
Peace of Mind



Clinical Staff

Improved outcomes
Patient satisfaction
Reduced burden



Hospitals

Operational Efficiencies
Customer Loyalty
Innovation Identity



Employers

Employee experience
Financial savings
Enhanced employee health



Insurance Companies

Decreased cost
Proactive management
Member experience



Researchers

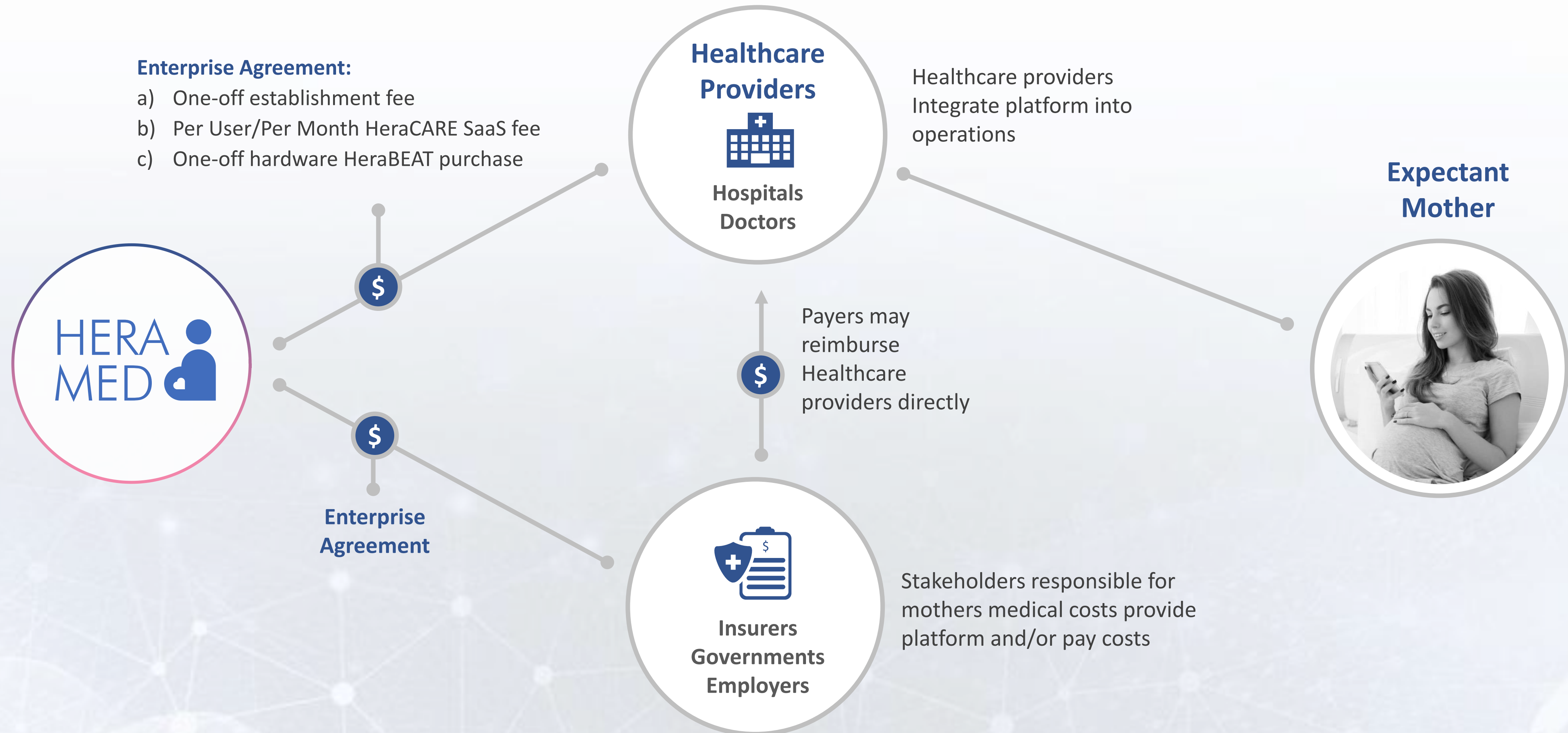
Richer data sets
Deeper engagement
New study methods

HeraCARE Business Model

HeraCARE will be sold through a strategic range of channel partners

Enterprise Agreement:

- a) One-off establishment fee
- b) Per User/Per Month HeraCARE SaaS fee
- c) One-off hardware HeraBEAT purchase






Commercialisation Strategy – B2B2C

Partnership model to fast-track adoption of HeraCARE

Strategic pathway		Progress
1	Build best in class proprietary solution with leading healthcare providers	Complete
2	Pilots and clinical validation trials	Well Progressed
3	Align with key opinion leaders in the industry to drive adoption	Progressing
4	First paying customers - Health Care Providers / Payers (Insurance) / Employers	Anticipated CY20
5	Grow market share through multi-channel expansion, better clinical outcomes	Anticipated CY21 and beyond

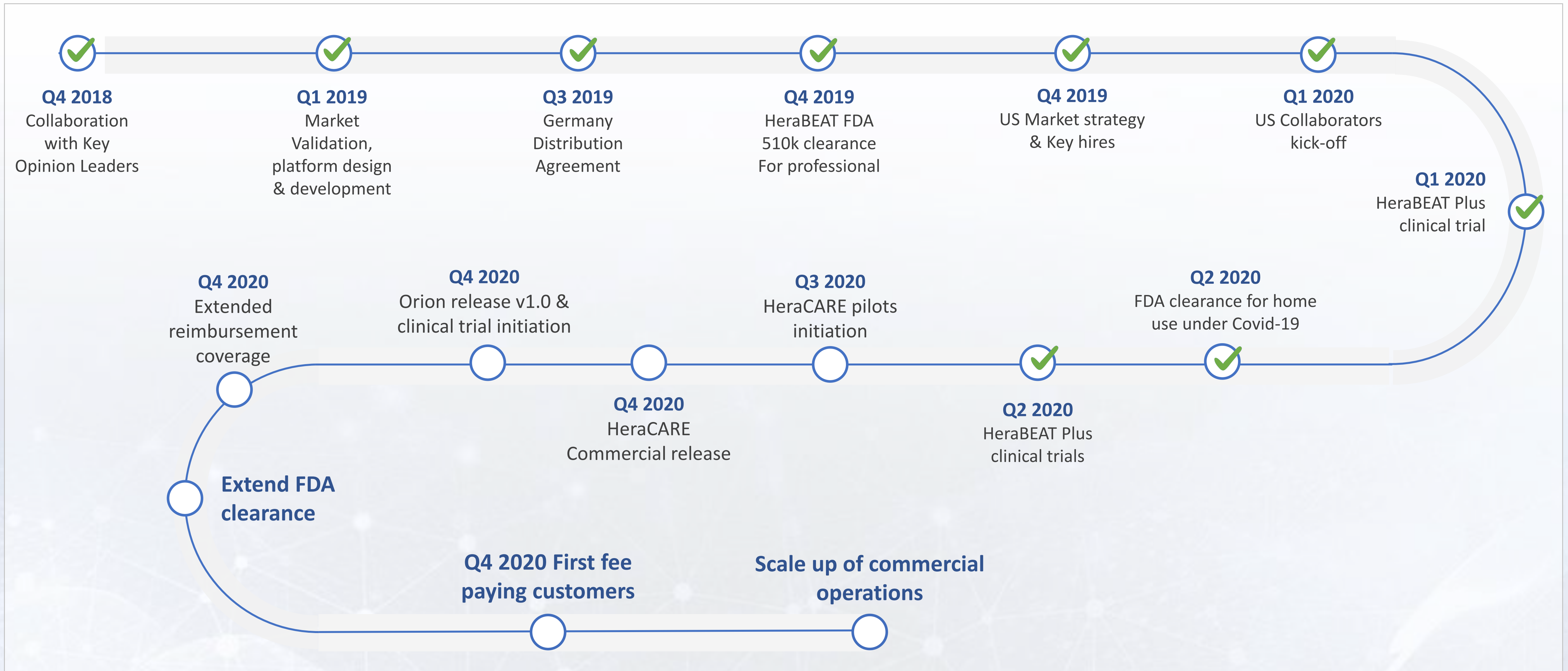
Route to Success

Align with global leading healthcare providers & key opinion leaders in maternity care

	Mayo Clinic	MedTech Edge	Hapvida
			
About	One of the largest not-for-profit, academic health systems in the U.S., with \$14 billion in annual revenues and 65,000 employees Ranked #1 in the nation by U.S. News and World Report.	Privately owned global trading company specialising in state-of-the-art medical solutions for Australia, NZ	One of Brazil's largest healthcare providers and hospital owners. A network of approx. 100 hospitals and 1000 clinics.
Status	Collaboration underway	Agreement signed May 2020	Agreement signed Q3 2019
Future	Key industry collaborator	Agreement to accelerate roll out and commercialisation of HeraCARE	Expand collaboration via network

Strategy & Milestones

HeraMED has a clear execution strategy, with multiple short & medium-term milestones



Investment Highlights

HeraMED is well placed to capitalise on strong growth in maternity care telehealth



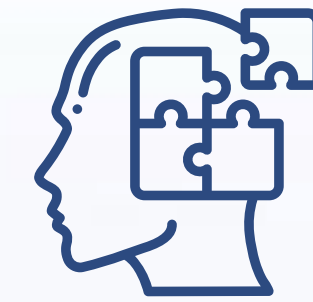
COVID-19 presents opportunity to fast-track adoption of telehealth solutions



Value created for all stakeholders underpins business case



Only medical grade, clinically validated, maternity care platform



Clear competitive advantage with significant barriers to entry



Sizeable market opportunity exists globally



Collaboration with Mayo Clinic on new HeraCARE platform



Exclusive agreement with leading Australian distributor MedTech Edge



First paying customers anticipated in CY'20

Appendix



Capital Raising Details

Intention to raise \$2.32m, with an additional \$1.5m Share Purchase Plan offered to existing shareholders

Use of Funds

- Funds will be used to accelerate commercial rollout of HeraCARE digital pregnancy monitoring platform



TRANSACTION OVERVIEW			
Offer Price	A\$0.090 per share (21.7% discount to last close price of \$0.115)		
Placement Shares	25,804,659	Offer Size	\$2.32m
Existing Shares	103,877,677	Market Cap ¹	\$11.94m
Share Purchase Plan (SPP)	Intention to offer to existing shareholders up to \$1.5m in shares at \$0.09 ²		
1. Last close price, prior to announcement of placement			
2. Lead Manager has the right to place the SPP shortfall			
INDICATIVE TIMETABLE ³			
Trading Halt		Monday 1 st June 2020	
Final Bids Due		By 4pm AEST, Wednesday 3 rd June 2020	
Placing Letters Due		By 10am AEST, Thursday 4 th June 2020	
Announcement of Placement & Share Purchase Plan		Friday 5 th June 2020	
Settlement & Allotment of Placement		Friday 12 th June 2020	
Closing Date for SPP		Friday 26 th June 2020	
Notification of SPP Shortfall		Monday 29 th June 2020	

3. The Lead Manager and the Company reserve the right to close the book early and without notice, impacting the indicative timetable

Capital Structure

Capital Structure		
Shares on Issue	103.9m	
Share Price (29 May 2020)	\$0.115	
12-month Range	0.33 / 0.06	
Market Cap	A\$11.94m	
Cash Balance (31 March 2020)	USD \$1.2m	
Top 5 Shareholders	Holding	(%)
Altshuler Shaham Trusts Ltd <Holley Pharma Co Ltd A/C>	10,857,385	10.45
Altshuler Shaham Trusts Ltd <Tal Slonim A/C>	9,245,418	8.90
Altshuler Shaham Trusts Ltd <David Groberman A/C>	9,245,418	8.90
Freeman Road Pty Ltd <The Avenue A/c>	3,579,032	3.45
Altshuler Shaham Trusts Ltd <Exit Valley Investors A/C>	3,550,421	3.42
Top 20 Shareholders	59,693,956	57.47
Top 30 Shareholders	65,061,990	62.63



Board of Directors



Dr. Ron Weinberger – Non-Executive Chairman

- Highly experienced business executive, with strong scientific background and international span | Former Board Director, President and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~\$2 Billion | CEO and Managing Director of EMVision Ltd. ASX:EMV | Non-Executive Chairman of CleanSpace Technology Pty. Ltd.



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

Route to Market

Align with global leading healthcare providers & key opinion leaders in maternity care



CLINICALLY VALIDATED
5 YEARS OF RESEARCH 2011-2016

14



8

REDUCED

Visits From 14 to 8

1.41



1.34

LOWERED

Pregnancy Stress

95%



77%

IMPROVED

patient satisfaction

OB NEST



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

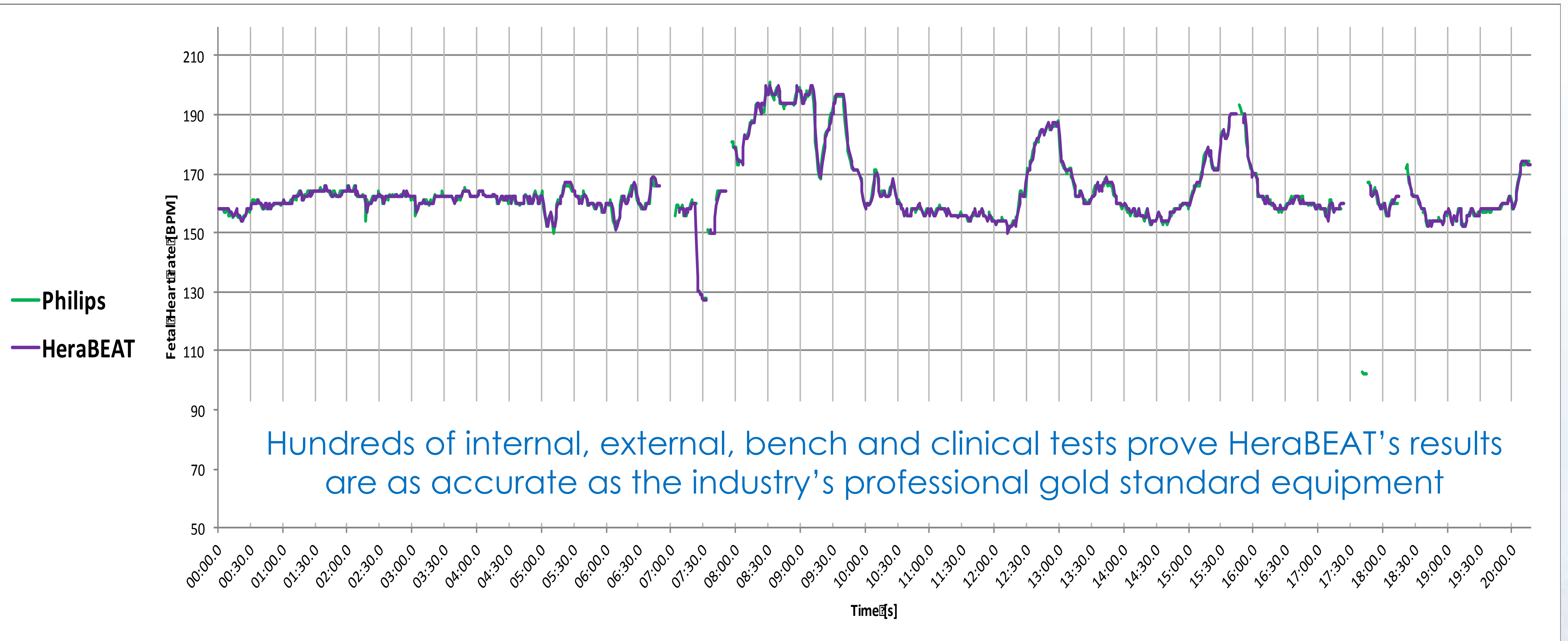
Self Monitoring

Text-Based
Communication

Online
Communities

Providing a hospital grade standard for home

HeraMED technology mirrors the gold standard, hospital grade monitoring machine



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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