

New contract signed with leading private Obstetrics and Gynaecology Group in Perth

- Binding three-year agreement signed with the Joondalup Obstetrics and Gynaecology Group (JOGG), to deploy HeraCARE for 120 pregnancies annually;
- JOGG, a private practice group provides Obstetrics and Gynaecology services, such as antenatal care, childbirth, postnatal care, and high-risk pregnancies;
- Under the agreement JOGG will pay a licencing fee of AUD690 per pregnancy to include the HeraCARE platform licence and HeraBEAT device, and
- Represents the second private obstetrician practice to deploy HeraCARE, following the Melbourne Mothers private practice that signed an agreement in November 2022.

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 that a new contract has been signed with Joondalup Obstetrics and Gynaecology Group (JOGG), based in Perth’s northern suburbs.

The private practice group, is comprised of Senior Obstetricians including Dr Mike Kamara, and offers a range of private and public obstetric services across Joondalup Private Hospital, Joondalup Health Campus, and Fiona Stanley Hospital.

The agreement includes an initial purchase of 120 HeraCARE licences and HeraBEAT devices in the first 12 months. An immediate deployment is planned as part of the new standard of care for the Group.

HeraMED collaborates with private obstetrics clinics, recognizing them as crucial stakeholders and influencers in the private healthcare sector. By partnering with these clinics, we can refine and improve our solutions to better meet the needs of the demographic they serve, gain additional insights from a different data point, and identify and address any gaps in the healthcare system.

There are several reasons why private OB clinics may choose to adopt HeraMED’s innovative technology solution including:

- By empowering pregnant women to monitor their health remotely, private clinics can offer personalized, high-quality care to their patients while enabling some of the in-person visits to switch to telehealth and RPM-based virtual meetings;
- Increasing the number of vital measurements and data points, while in parallel reducing the number of physical appointments can increase patient capacity and satisfaction, allowing private clinics to serve more expectant mothers while maintaining a high standard of care;
- HeraCARE's real-time data-sharing and smart alert capabilities enable obstetricians to closely monitor their patients, allowing for early identification of potential complications, optimized treatment plans, and improved patient satisfaction, retention, and clinical outcomes;

- Marketing and positioning advantage - Clinics adopting the HeraCARE technology may be able to differentiate themselves in the market and potentially gain new clients by providing the company's advanced remote pregnancy monitoring solution. This could increase their patient base and lead to higher revenues and growth for the clinic; and
- HeraCARE's RPM and telehealth capabilities of the platform are proven to optimize productivity and save significant time for doctors and their supporting medical and administrative staff. Increased efficiency allows them to provide high-quality care to more patients without the need for additional staff, further enhancing clinic effectiveness and profitability.

HeraMED Director of Strategic Partnerships, Australia & New Zealand Anoushka Gungadin said: "The deployment of HeraCARE amongst private practice groups represents an important pillar in our go-to-market and engagement strategy, and we welcome the addition of JOGG as our latest partner. I am delighted to be working with Dr Kamara who shares our passion of delivering a mother-centered experience in a collaborative continuous model of care," she said.

JOGG partner and obstetrician Dr Mike Kamara, said: "Since I first encountered the HeraCARE technology and HeraBEAT device as a senior OB at JHC, I recognised that it had the potential to redefine the future of remote pregnancy monitoring and I am very looking forward to deploying the technology in our private practice.

"One of the principal reasons that we began our private practice in 2021 was to offer pregnant women continuity of care throughout their pregnancy. The HeraCARE technology represents a significant improvement to this offering as it will be the first time that we can offer remote monitoring of the fetal heart rate as well as several other important indicators, all supported by the HeraCARE platform and regular telehealth appointments," he said.

About Joondalup Obstetrics and Gynaecology Group

The Joondalup Obstetrics and Gynaecology Group is based in Perth's northern suburbs and prides itself as a family practice, best known for excellence in women's health care. Led by two highly experienced obstetricians, Dr Mike Kamara and Dr Barton Smith, the group offers a full range of services to pregnant women.

-ENDS-

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

HeraMED Limited

CEO and Co-Founder

David Groberman

M: +972 52 6991188

E: David@hera-med.com

Company Secretary

Jonathan Hart

T: +61 2 7251 1888

E: Jonathan@hera-med.com

Investor Relations

Tim Chapman

T: +61 419 897 062

E: tchapman@claritycap.com.au

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, and big data.

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.