



ASX ANNOUNCEMENT

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HeraMED Expands European Distribution Network

- HeraMED secures binding MOU (“MOU”) with leading baby and toddler product distributor, Medizane Inc (“Medizane”) to enter Turkey
- Medizane to distribute the HeraBEAT foetal heart rate monitor to their established network of hospitals, pharmacies and retailers
- Binding MOU includes the initial purchase order of 1,000 units - minimum annual order quantities are also required to be met to retain exclusivity
- HeraMED to continue to build its global distribution network underpinning the commercial deployment of HeraBEAT.

Medical technology company, HeraMED Limited (ASX:HMD) (“HeraMED” or the “Company”) is pleased to advise that it has broadened its global distribution network by entering into a binding Memorandum of Understanding (MOU) with leading Turkish baby and toddler product distributor, Medizane Inc. Under the MOU Medizane will distribute HeraMED’s medical grade foetal heart rate monitor HeraBEAT, in Turkey.

Medizane is a distributor of baby and child products, based in Istanbul. It focuses on baby and child products which have been proven and recommended following strict commercial and clinical due diligence. Medizane distribute products to an established network of pharmacies and retail groups. Medizane also has a strong presence and proven expertise in online sales platforms.

The MOU includes an initial purchase order of 1,000 HeraBEAT units as part of a soft launch phase. Medizane is also required to maintain minimum annual order quantities to retain exclusivity. Both parties are collaborating to establish a broader strategy to progress sales which will include market assessments, a detailed marketing strategy and subsequent product launch.

According to the UN Department of Economic and Social Affairs, Turkey represented approximately 1.2 million live births in 2017. It is expected that this number will increase, providing a potentially lucrative market for HeraMED.

HeraMED remains focused on expanding its network of distributors with a focus on Europe, the UK and the USA ahead of commercial deployment of the HeraBEAT device. Establishing a broader international distribution footprint with best in class operators will leave HeraMED well placed for growth.

CEO of Medizane Can Imir said: “Medizane is a leading distributor in the Turkish market offering a variety of high-quality products for medical use as well as baby and infant care. Since 2012 we have specialised in introducing innovative products to the Turkish market, harnessing our unique knowledge, capabilities, and network.

Before signing the binding MOU we conducted thorough due-diligence on the HeraBEAT device, testing it in some of the most acknowledged hospitals in the country in which the feedback was phenomenal. This also validated the business model and commercial uptake. We are excited, motivated and looking forward to a long-lasting successful relationship with HeraMED”

HeraMED CEO and Co-founder Mr David Groberman said: “To secure a binding MOU with Medizane is a great achievement for HeraMED. Medizane are focused on delivering product which have stood up to the rigour of clinical trials and genuinely improve the lives of those that use them, so we are thrilled to be working with them.

“The agreement further builds out our ever-growing international distribution footprint. HeraMED will continue its efforts to expand this network, so that the Company has a strong foundation to leverage its next phases of commercialisation.”

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-ENDS-



Image one: HeraMED's current distribution network and potential strategic markets

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About HeraMED Limited (ASX:HMD):

HeraMED Limited is an innovative medical technology company delivering smart pregnancy monitoring solutions for home and professional use. HeraMED provides peace of mind to expecting parents by solving problems associated with the reliability of pre-natal analysis, as well as the cost and shortage in fundamental services through end-to-end medical grade solutions utilising monitoring devices, cloud based platforms and AI capabilities.

HeraMED is commercialising the worlds most advanced, smart medical grade ultrasound monitoring device HeraBEAT. The device has passed multiple clinical trials and secured approval by key regulatory bodies including TGA (Australia), CE (Europe) and AMAR (Israel) for commercial sale.

The Company has partnerships with two leading medical organisations, the Mayo Clinic and TEVA Pharmaceutical Industries Inc. (NYSE: TEVA). HeraMED diversifying its product range and services with the launch of SaaS services and cloud based monitoring systems.