

Global distribution progress update

- All required translations nearing completion - app, voice instructions and packaging, follows partner feedback
- Current distribution agreements have allowed HMD to establish a presence in multiple countries ahead of HeraBEAT and HeraCARE (under development) scale up
- HMD progressing discussions with medical organisations, midwife groups, insurance companies and telehealth providers globally to underpin scale up across all product offerings

Medical technology company, **HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”) is pleased to provide an update on its progress in international markets and developments pertaining to its smart foetal heart rate monitor HeraBEAT and its associated smartphone app.

HeraMED advises that it has progressed its entry into the Turkish market with leading distributors of baby and child products Medizane Inc (ASX announcement: 8 May 2019). The Company has finalised all relevant translations for the product, including the required packaging, and smartphone application, which encompassed both text, voice narrative and tone.

The Company is continuing to work with Medizane on a detailed marketing strategy for the country, which will encompass localised collateral, engaging influencers and social media initiatives. Medizane are actively promoting HeraBEAT to its extensive network of pharmacies and retail groups, ahead of a soft launch that will occur in the near term.

HeraMED’s soft launch in Mexico has also progressed through IBL Holdings Ltd (IBL) and its partner company, MacStore (ASX announcement: 15 May 2019). HeraMED advises that the relevant packaging and material associated with HeraBEAT have been successfully translated to Spanish.

IBL and HeraMED are currently finalising the registration procedures with Mexico’s Ministry of Health. This will ensure that the product can be featured and sold through designated MacStore outlets in the country. Following any positive market feedback, HeraMED and IBL will progress a broader uptake in Mexico.

Following the successful translation of all packaging and applications to Spanish, HeraMED is well placed to progress market entries into other Spanish speaking countries. The Company is in discussions with distribution partners in Spain, Argentina and Chile amongst others. HeraMED will update shareholders as developments progress.

Following feedback from distribution partner Duttenhofer (ASX announcement: 12 August), HeraMED has commenced the translation of all relevant product materials, documentation and the associated smartphone application into German. This will enable Duttenhofer to begin promoting the product to its extensive network of retail stores and banner groups across Germany, Austria and Switzerland.

Further, the development allows Duttenhofer and HeraMED to initiate discussions with midwife and medical service providers, institutions and Health Maintenance Organisations (HMOs) as the Company progresses its development and pending rollout of the HeraCARE platform.

HeraMED will focus on securing B2B agreements in the aforementioned markets for both HeraBEAT and HeraCARE. The Company has already initiated discussions with key medical institutions, telehealth providers, insurance providers, physicians and midwife organisations to drive awareness of both solutions.

CEO and Co-founder Mr David Groberman said: “HeraMED has worked closely with its respective international distribution partners to ensure that HeraBEAT is localised to provide a best in class experience for consumers and to ensure maximum HeraBEAT sales in the future.

“The Company will continue its work with partners in each region to closely define and optimise marketing campaigns which will assist in full scale launches and additional market entries.

“HeraMED will continue to focus and progress discussions with leading medical providers and organisations globally in an effort to drive top down uptake of the HeraBEAT device. Any agreements secured, will leave the Company well placed as it rolls out its HeraCARE solution in the future.”



Image one: HeraBEAT packaging and Spanish and Turkish



Image two: HeraBEAT smartphone app translated into Turkish

-ENDS-

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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 challenges associated with the reliability and accessibility of pre-natal care. Through development and utilisation of end-to-end medical grade solutions, HeraMED overcomes the barriers of high-cost and shortage of fundamental services, enabling smart monitoring devices, cloud-based platform and AI capabilities

HeraMED is commercialising its 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.

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