

A\$1.42m strategic placement completed to expedite US market entry

- **A\$1.42m strategic placement to sophisticated and institutional investors at A\$0.155 per share completed to pursue growth opportunities**
- **Funds to be used to progress business development efforts and strategic planning for US market expansion**
- **HeraMED to expedite pilots and clinical trials for HeraCARE and HeraBEAT US solutions with the Mayo Clinic**
- **Funds will also support rollout and adoption in key markets including Germany, Brazil and India**

Medical technology company, **HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”) advises that it has received binding commitments from sophisticated and institutional investors for the placement of 9,184,076 fully paid ordinary shares at a price of A\$0.155 per share to raise A\$1,423,531 (before costs).

Funds raised from the offer will be utilised to progress business development initiatives and strategic planning ahead the Company’s imminent US market entry. HeraMED will increase its focus on expanding partnerships with top-tier medical organisations and progress agreements with insurance companies throughout the United States with the aim of driving product uptake through these channels.

Further, capital will be deployed to expedite pilot and clinical trials in the USA for the Company’s digital monitoring platform, HeraCARE and its recently FDA-approved medical grade foetal heart rate doppler, HeraBEAT.

The Company will also utilise the funds to continue the development of its intellectual property suite and new technologies including OrionAI and the second-generation foetal heart rate monitor, EchoBEAT. As well as support rollout and adoption of its solutions in Germany, India, Brazil and other key markets.

Shares under the placement will be issued within the Company’s existing capacity under ASX Listing Rules 7.1. HeraMED advises that it received bids that considerably exceeded its existing capacity under the listing rules. Twenty1 Corporate Pty Ltd acted as lead manager and book runner and Etchell Capital Limited as Corporate Advisor. As part of placement fee, a total of 2.25m unlisted options will be issued to Twenty1 Corporate Pty Ltd and Etchell Capital Limited or their nominee(s). Options will be issued subject to shareholder approval, which will be sought at a General Meeting of shareholders in January 2020. The options will be exercisable at a price of A\$0.25 for each share and will have an expiry date of two years after the date of issue.

CEO and Cofounder Mr David Groberman said: “We are pleased to have received such strong support from investors and welcome a number of new shareholders to the register.

“This funding allows HeraMED financial flexibility to expedite its US market entry and progress relationships with key medical organisations and insurance companies. Further and importantly, the capital raised will also assist HeraMED to progress pilots and clinical trials for the HeraBEAT US and HeraCARE solutions with the Mayo Clinic, as well as assist uptake in key markets such as Germany, Brazil and India. Discussions regarding these trials are well progressed and HeraMED looks forward to updating shareholders as these matters progress.”

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

-ENDS-

HeraMED Limited
CEO and Co-Founder
David Groberman
M: +972-52-6991188
E: david@hera-med.com

Company Secretary
Stephen Buckley
T: +61 (0) 8 6189 1155
E: stephen@companysecsol.com.au

Released through: Henry Jordan, Six Degrees Investor Relations, +61 431 271 538

About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical Data and Technology company leading the digital transformation of prenatal care. HeraMED utilises 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 revolutionising the pregnancy experience by empowering personalised, 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.

For personal use only