

Product Development Update

HeraMED's Hybrid Maternity Care Platform, HeraCARE poised for beta testing

- The development of HMD's proprietary hybrid maternity care solution, HeraCARE completes beta stage significantly ahead of schedule and is poised to commence pilot testing and clinical trials
- HeraCARE is a fully integrated in-home holistic pregnancy management platform encompassing hardware and software set to transform the prenatal care market with the use of state-of-the-art technology
- Platform developed in collaboration with leading healthcare providers and medical professionals, leveraging innovative care models and over 10 years of clinical research
- HMD plans to commence clinical trials and pilot projects of its transformational four-dimensional full service HeraCARE platform in the near term.
- Full commercial launch expected in CYH2 2020 with initial focus on USA, Australia and Germany as regions of key strategic importance and significant growth opportunities

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is delighted to announce it has fast tracked development of its proprietary hybrid maternity care platform, HeraCARE and the platform is now fully functional and poised to shortly commence pilot testing and clinical trials. The clinical trial details will be announced when the trial structure has been determined.

The HeraCARE solution is a fully integrated in-home holistic pregnancy management platform comprised of state-of-the-art technology specifically engineered to offer accurate medical data collection, prenatal assessment and an interactive dashboard. The platform has been designed to improve prenatal and postnatal care by empowering expectant mothers and their support system to become engaged in a collaborative process focused on managing the medical, social and mental aspects of maternity care.

The platform encompasses hardware and software that leverages the capabilities of its proprietary HeraBEAT foetal and maternal heart rate monitor and uses the data collected to create an entire pregnancy management ecosystem.

The platform is designed to transform the prenatal care market by using patient data to accurately monitor the pregnancy, predict potential scenarios and decrease the number of pre and post-natal complications.

Key features of the HeraCARE platform

- Developed in collaboration with world leading healthcare providers across the globe, leveraging years of obstetric research
- Fully integrated hybrid pregnancy management platform combining high-tech with high-touch
- Utilising hardware and software to provide more accurate results
- AI and Machine learning engine designed to provide meaningful & actionable insights (currently under R&D)
- Ecosystem structure with social networking, health and nutrition advice and group pregnancy management functionality
- Provides mother and physician and clearer and fuller understanding of both the mother's and baby's health and wellbeing
- Compliant with all global data storage and privacy regulations
- Professional 24/7-support service personalised according to best practice and the specific physiological and emotional status of each expected mother



The solution further incorporates an AI powered algorithm and a combination of a digital platform and smart connected devices to assist expecting mothers as well as healthcare professionals to accomplish the triple aim goal of:

- **Cost reduction:** optimising pregnancy outcomes, reduction of unscheduled prenatal visits and reduction of pregnancy-related absenteeism and presenteeism.
- **Better clinical outcomes:** lower rates of prematurity and low birth weight, reducing postpartum depression, fewer cesarean deliveries and improved breastfeeding outcomes
- **Increase maternal satisfaction** throughout the pregnancy, delivery and first months postpartum

Proven technology with significant global growth opportunities

Completion of development of the HeraCARE platform follows the Company joining forces with Mayo Clinic to co-develop a new platform based on Mayo Clinic successful OB Nest project, as announced on the 17th September 2019.

OB Nest is a service model that was designed by Mayo Clinic Department of Obstetrics and Gynaecology, and the Centre for The Science of Health Care Delivery. Ob Nest Clinically validated increased patient satisfaction, reduced stress levels and reduced number of visits. The program offers a tailored approach to in-home monitoring of patients leveraging technology and providers expertise.

HeraCARE growth strategy

The company will now focus on initiating pilot projects, beta testing and clinical trials for its proprietary, fully integrated hybrid maternity care platform several months ahead of schedule following the early completion of the development and initial testing phases.

Commercial launch of the HeraCARE platform is expected in H2 CY 2020, following the completion of all clinical trials and pilot projects. The platform will be available globally and HMD will initially focus on USA, Australia and Germany as regions of strategic importance with strong growth opportunities.

The Company will continue to work closely with its professional distribution network to build relationships and integrate with hospitals and healthcare centres globally in order to fully integrate its four-dimensional HeraCARE platform.

CEO and Cofounder Mr David Groberman said: "I am extremely proud of our team who has been working with tremendous diligence, devotion and persistence to deliver a unique, proprietary and clinically-backed platform in record time.

We believe this is the first, successful and crucial step in our transition from being a hardware-only offering to a much wider, comprehensive service-based and recurring revenue company.

We have been working closely with our medical and professional partners to ensure the platform is developed in line with their needs and feedback. We have also made a substantial effort to create a flexible and configurable solution which can be seamlessly integrated into existing IT systems within global healthcare organisations as well as be optimised and localised to adhere to geographic and organizational prenatal care guidelines.

We are excited to move to the next monumental stage and start piloting the platform in real world scenarios while increasing our business and commercial focus to initiate deployment of the solution right after that."

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
Jonathan Hart
T: +61 2 8379 2961
E: jonathan@hera-med.com

Media Enquiries
Melissa Hamilton
Media & Capital Partners
M: + 4 1775 0274
E: Melissa.hamilton@mcpartners.com.au

About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical Data and Technology company leading the digital transformation of maternal care. HeraMED utilises the digital health ecosystem including clinically validated home monitoring connected sensors, 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 and prevention of potential risks.