

Company Update

COVID-19 to accelerate global opportunities for HMD's telehealth solution

- The recent outbreak of COVID-19, while being one of the most challenging medical events in recent history and a rolling global tragedy, has also presented HMD with a range of unique opportunities to expedite roll-out of its proprietary in-home maternity care products HeraBEAT and HeraCARE
- Significant surge in demand for tele-health solutions globally following Governments urging self-isolation and hospitals working under extreme pressure, fast-tracking commercialisation
- HeraCARE enables remote, in-home mother and foetal wellbeing monitoring and informed remote doctor consultation, ensuring expectant mothers adhere to isolation advice and minimise the risk of contracting COVID-19 while visiting hospitals and clinics
- HMD has received a significant number of enquiries from healthcare providers globally regarding the rapid deployment and use of its HeraBEAT and HeraCARE platform
- The Company is focused on offering targeted assistance to the most promising leads of healthcare providers within the US, UK, Germany and Australia.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical technology company leading the digital transformation of maternity care with its proprietary in-home maternity care platform, advises that it has received a significant uplift in interest and demand for its proprietary in-home pregnancy monitoring products HeraBEAT and HeraCARE.

HMD's mission is to provide expectant mothers with an accurate, reliable and easy to use in-home pregnancy management solution in order to alleviate concerns and ensure they are properly cared for amid the coronavirus outbreak. In order to achieve this, The HMD team is working around the clock and is determined to help expectant mothers prevent the unnecessary spread of infection and provide value during such uncertain times.

The Company is responding to the significant increase in demand driven by the global COVID-19 pandemic by optimising its strategy focusing on the most promising opportunities in order to satisfy demand and provide an effective telehealth solution for pregnant women.

HMD's proprietary HeraBEAT foetal heartrate monitor is currently in market and captures data by the expectant mother at home in conjunction with a smartphone application which can then be shared with their doctor.

The most advanced, comprehensive and medically validated telehealth solution for the maternity market

HMD's platform, HeraCARE has been developed in collaboration with world leading healthcare providers and leverages artificial intelligence (AI) and its proprietary foetal and maternal heart rate monitor HeraBEAT, to offer medical data collection and prenatal assessment. In doing so, HeraCARE can accurately monitor the pregnancy, predict potential scenarios and decrease the number of pre and post-natal complications.

The utilisation of HMD's technology enables real-time data collection that can be shared and inform remote consults with doctors, providing an efficient and effective solution for the management of vulnerable pregnant women and supporting Government advice on social isolation.

Key features of HeraCARE

- Enables in-home monitoring of the mother and child's wellbeing leveraging AI and patented hardware, HeraBEAT
- Enables remote monitoring by doctors and practitioners, keeping unnecessary hospital visits to a minimum
- Ensures minimal exposure to high risk COVID-19 areas such as hospitals, clinics, waiting rooms and public transport
- Compliant with all global data storage and privacy regulations
- Ecosystem structure with social networking, health and nutrition advice and group pregnancy management functionality

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COVID-19 – a global healthcare crisis with significant upside for HMD

The recent COVID-19 outbreak has presented unprecedented challenges for Governments and medical bodies and hospitals and healthcare facilities are working at capacity and under extreme pressure. This coupled with Governments urging isolation and social distancing offers HMD a unique and significant opportunity to further roll-out its telehealth solution and satisfy the rapidly increasing global demand for remote health solutions.

The Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) has urged pregnant women to do the following in order to minimise the risk of contracting coronavirus¹.

- Reducing, postponing and/or increasing the interval between antenatal visits
- Shortening the duration of antenatal visits
- Using telehealth consultations as a replacement, or in addition, to routine visits
- Avoiding face-to-face antenatal classes
- Limiting visitors (partner only) while in hospital
- Earlier discharge from hospital than would otherwise be planned

HMD is carefully and responsibly adjusting its operational costs keeping a dynamic and flexible approach optimising our ability to go through the crisis. The company further implementing a strict health and safety procedures internally and taking all possible measures to mitigate the challenges of working from home in light of the corona crisis.

In order for HMD to answer the demand and business opportunities mentioned, the Company has expanded its efforts to solve supply chain challenges and utilise suppliers and manufacturers in Israel and globally. While having a fully operational supply chain remains a challenge, these efforts will assist the continuation of business discussions and operations while the Chinese supply chain slowly starts to come back.

CEO and Cofounder Mr David Groberman comments: *“The surge in demand for tele-health solutions has been overwhelming and global healthcare systems are struggling to effectively treat patients at a distance and whilst they are working at capacity. This is where our in-home pregnancy management platform can make a significant difference while providing meaningful, genuine medical value.*”

Pregnant women have been urged to stay home and avoid all interaction unless absolutely necessary and this brings a range of additional concerns and worries for those women. Our mission is to provide those women the tools and support to help alleviate their concerns and ensure they are receiving all the medical assistance they require, in the safety of their own homes.”

How can HeraMED assist

The Company has received a significant number of enquiries from leading insurance and healthcare providers globally regarding the rapid deployment and use of its HeraBEAT and HeraCARE platform and the Company has commenced

¹<https://ranzcof.edu.au/news/covid-19-and-pregnant-health-care-workers>

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discussion with these healthcare providers. HMD will update the market on the progress of these discussions when appropriate.

David Groberman continues: *“The outbreak of COVID-19 is having a considerably detrimental effect on our hospitals and healthcare providers. We have received an influx of enquiries from a large number of world leading healthcare providers and insurance companies regarding the deployment of our product, many of whom we had already commenced discussions with. The outbreak of COVID-19 has not only exponentially progressed many of these discussions but has also significantly fast-tracked testing and commercialisation of our offering.”*

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

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About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical technology company leading the digital transformation of maternity care by revolutionising the pre and postnatal 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, big data and a digital social networking dashboard.

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.