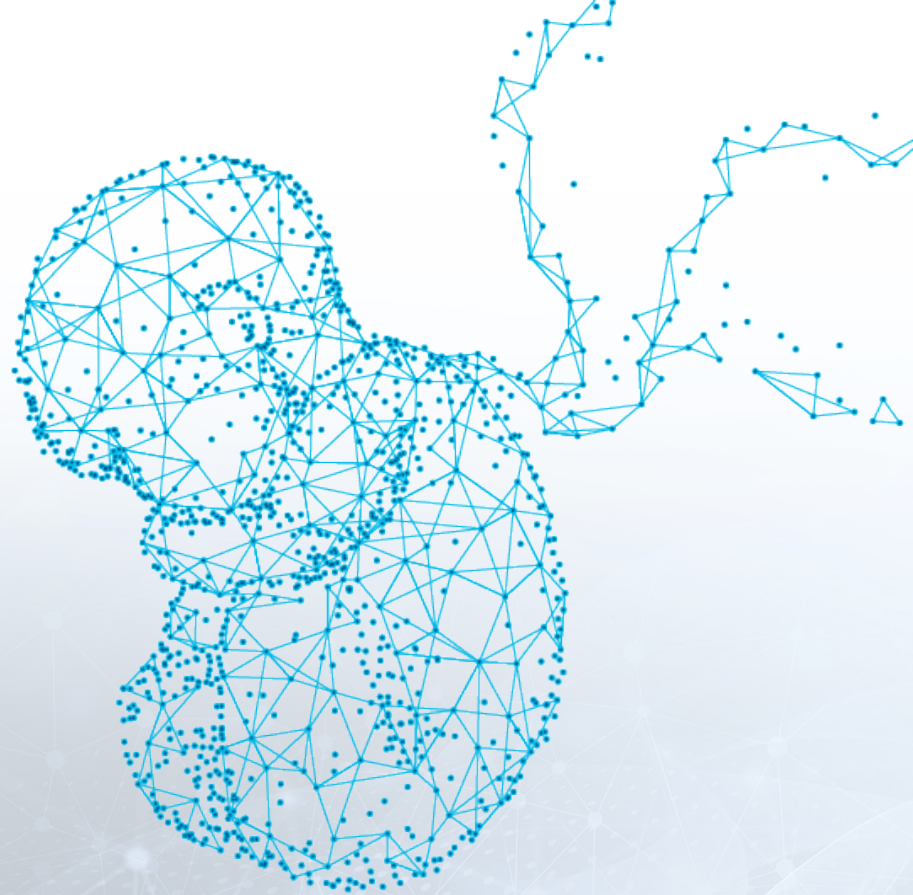




The beat of life
ASX:HMD



Disclaimer

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Leading Pregnancy Home Care

The World's Most Advanced, Smart, Medical Grade, Home Pregnancy Management Platform

Improving Mother & Baby Wellness

Empowering Personalised, Proactive Care

Reshaping Doctor/ Patient Relationship

Providing Better Care at Lower Cost

Company overview

- **HeraMED**

reshaping the pregnancy experience

solving challenges associated with obsolete, episodic and visit-centric solutions, lack of resources, low reliability of analysis and cost.

- **Commercialising**

3 defined business models:

Medical devices – HeraBEAT, ECHO (R&D phase)

SaaS platforms – HeraCARE (R&D phase)

AI capabilities - OrionAI (R&D phase)

- **Partnerships**

with leading medical organisations

including the **Mayo Clinic** and **TEVA Pharmaceuticals**
(NYSE:TEVA / MC: US\$59Bn)

- **Distribution Network**

Building global distribution

with best in class partners, company receiving purchase orders over several countries.

- **Australia**

full commercial launch

in the coming weeks, in partnership with Dale Group and Meerkats.

- **Near term growth**

Multiple growth catalysts pending

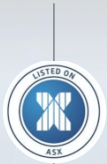
and a clear pathway to commercialisation of all business models over the next 18 months.



Achievements since listing

Considerable progress in commercial and regulatory efforts

HeraMED Completes
Over-Subscribed \$6
Million IPO



12.12.2018

Major Brazilian Health
Care Group Places Initial
Pilot Order



14.02.2019

Dr Arturo Weschler MD
Appointed to Lead
Orion AI Operations



26.03.2019

Meerkats Partners for
HeraBEAT Australian
B2C Launch



16.04.2019

HeraMED Expands
European Distribution
Network in Turkey



8.05.2019



Australian Distribution
Agreement for 9000
HeraBEAT Units



Quasar Manufacturing
Agreement to Deliver Scale &
Efficiency



HeraMED launches
HeraBEAT in the
United Kingdom



HeraMED begins FDA
Approval Process for
HeraBEAT

Corporate overview

Corporate overview:

ASX code:	HMD
Shares on issue:	87.5m
Total holdings:	1 14.8m (fully diluted)
Market capitalisation: (@0.24 per share)	A\$21.88m (12 May 2019)
52 week high – low:	0.15 – 0.33
Debt:	Nil
Cash at bank (31 Mar 2019)	~A\$4.75m

Board & Management

Non-Executive Chairman	Dr Ron Weinberger
CEO & Co-Founder	David Groberman
COO & Co-Founder	Tal Slonim
Non-Executive Director	David Hinton
Non-Executive Director	Doron Birger

Major shareholders:

Holley Pharma Company	10.81%
David Groberman	9.14%
Tal Slonim	9.14%
The Mayo Clinic	0.85%
Board and Management	18.66%
Top 20	64.18%

Price since listing: (12 December 2018 – 10 May 2019)



Ongoing pregnancy care issues

The pregnancy experience hasn't changed since the 50's



DOCTORS/ PROVIDERS

-  Shortage of fundamental services
-  Lack of time and attention
-  Low reliability of analysis
-  Episodic care, not connected

EXPECTING MOTHERS

-  14+ clinical sessions per pregnancy
-  Loss of time away from work / child care
-  Personal anxiety and stress
-  Lack of continuous support

An end-to-end medical grade solution

Data and technology pregnancy home care is the future



PROVIDING CONTINUOUS TRACKING AND TREND BASED ANALYSIS



Affordable
Accessible



Continuous
Connected



Home use
Friendly



Accurate
Reliable



Technology
Data Driven



Personalized
Empowering

Large, addressable and recurring market*

"70% prefer using a digital solution to monitor their health metrics at home."

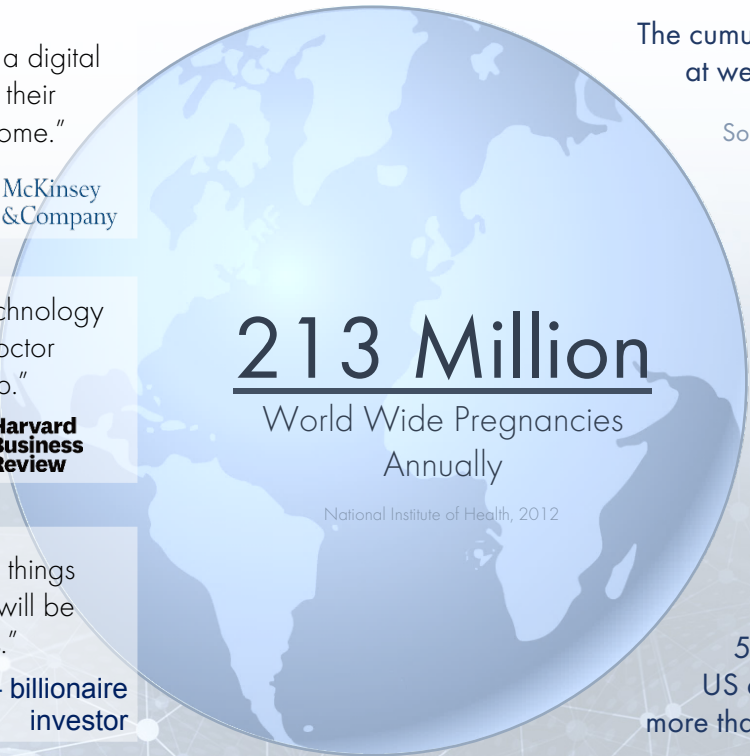
McKinsey
& Company

"Personalized Technology Will Upend the Doctor Patient Relationship."

Harvard
Business
Review

"80 percent of the things doctors do today will be done by machines."

Vinod Khosla – billionaire investor



213 Million

World Wide Pregnancies
Annually

National Institute of Health, 2012

The cumulative costs of childbirth is estimated at well over USD 50 billion annually in the U.S. alone

Source: The New York Times, June 2013

\$50
billion

Global Digital Health Market Expected to Reach USD 423.11 Billion By 2024

Source: Zion Research, July 2018

\$423
billion

the AI in healthcare market is estimated to be valued at USD 2.1 billion in 2018 and is expected to reach USD 36.1 billion by 2025.

Source: Markets & Markets, Dec 2018

\$36
billion

540,000 babies are annually born preterm in the US alone with a total annual burden of more than US\$26 billion

Source: The National Academy of Medicine

\$26
billion

Product and service offering

2019



HeraBEAT

Proprietary Fetal Heart Rate
Home Monitoring Device

US\$299 MSRP

B2B2C

Commercialisation underway

2020



HeraCARE

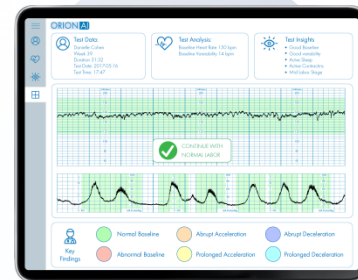
Pregnancy Management
Platform & Service

US\$69 Monthly

~5 Months of use in Average

Preliminary pilot trials
commenced ahead of schedule

2021



Orion AI

A.I. Powered Pregnancy
Monitoring Analysis

Home US\$4.90 (Monthly)

Professional US\$1.90 (Per Session)

Pro – 2B/Hospitals/Providers
Home – B2C

HeraBEAT — revolutionising monitoring



The smart foetal heart rate monitor

- Multi-sensor, medical grade fetal heart rate monitoring at home.
- Clinical proven and approved by regulatory bodies including TGA (Australia), CE (Europe), MOH (India) and AMAR (Israel).
- FDA 510K process has begun for US market entry.
- Building a significant global distribution with best in class partners, company receiving purchase orders over several countries.



Peace of
Mind



Accurate
& Reliable



From Home

Proprietary technology

Hardware, Sensor IP and anticipated features



Foetal HR
Optimized
Doppler



Maternal HR
Optical Sensor



Hypersensitive
Ultrasound



Motion
Detection
Sensors

13 Pending
patents



Software and Algorithm IP



Hospital Quality
Foetal Strip



"Smart Search"
For Foetal HR



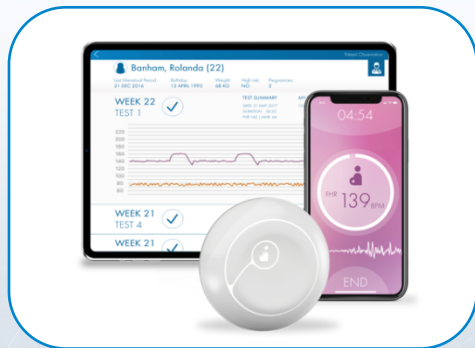
Data Sharing
HIPAA-Compliance



Trend Analysis
Of
Data Records

HeraBEAT – Competitive edge

Considerably more advanced than existing offerings



VS.



Ultra Wide
Beam Doppler



Narrow Beam

Smart Detection
Fetal | Maternal



False Positive
Confusion
Fetal | Maternal

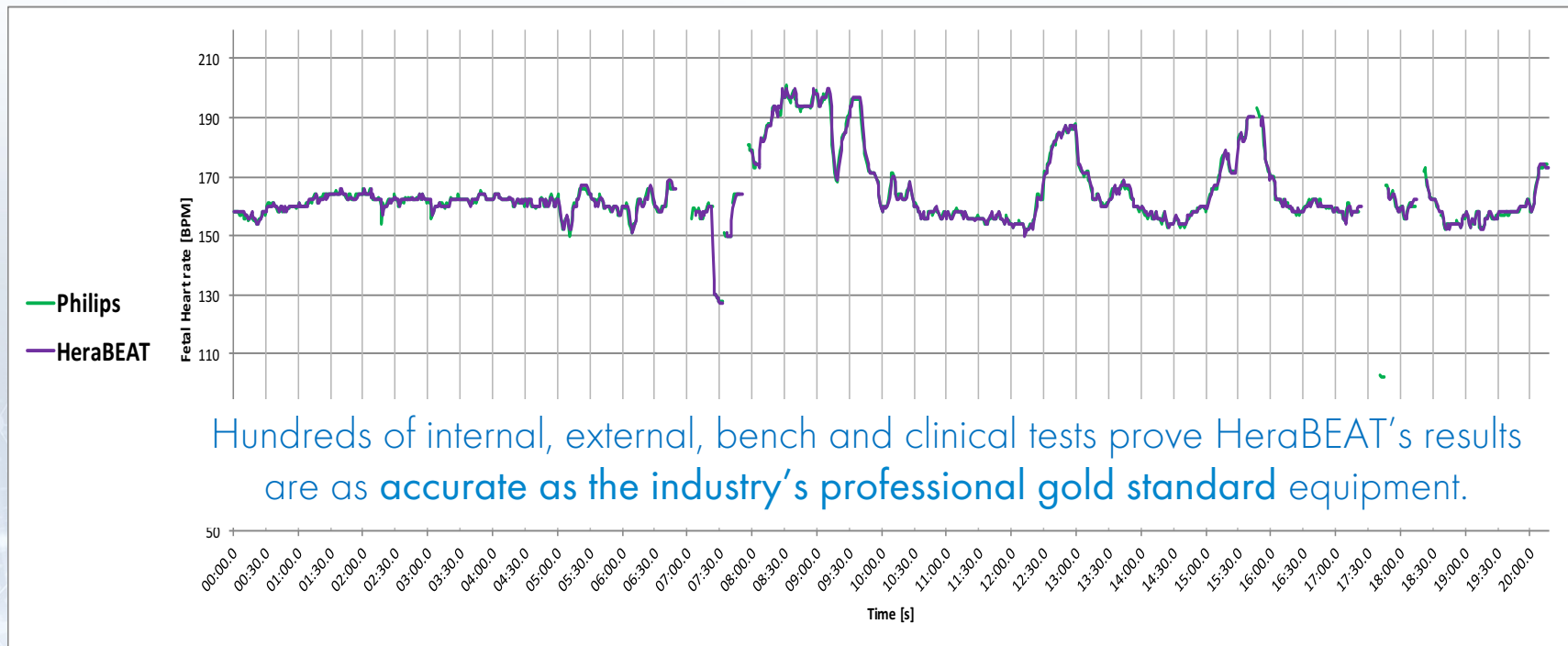
Guided Search
Supporting App



No Guidance
Offline

Providing a hospital grade standard for home

External lab comparison with leading multinational, hospital grade monitoring machine



Endorsement from Industry Leaders

“

The HeraBEAT device is a **potential game-changer** in empowering pregnant women to better manage their pregnancies, especially for those with a greater number of risk factors such as older mums. The user interface is highly intuitive, an essential feature required for widespread adoption.

This device is going to help positively transform midwifery and obstetric services across the globe.



Dr. Michael Stein MD,
an experienced digital
healthcare entrepreneur.

“

The HeraBEAT device is by far the best home monitor that I **have come across.** The level of accuracy of the heart rate measurement does not fall short of the most expensive monitors we have in the labor and delivery rooms.



Dr Josef Tovbin MD,
Head of Labor and
delivery at Assuta
Ashdod University
Hospital.

“

OrionAI's technology will potentially enable the healthcare community with the ability to develop **preventive and personalized pregnancy care models**, while also offering healthcare providers the opportunity to work at the highest level of efficiency.



Prof. Paul A. Friedman MD
Chair of the Department
of Cardiovascular
Medicine at Mayo Clinic.

Testimonials – Expectant Mums

“

You can find the pulse of the baby, **check that everything is okay, and send it off to your doctor;** all in the palm of your hands, at home. It's amazing!



Gabriella Fogel Katz
Third time mum

“

That moment when the heartbeat appears on the screen is a moment like no other. **Finally, there's an opportunity to experience this at home, in your own privacy** - to feel the baby and be able to know what's going on at any given moment.



Liraz Palachi,
First time mum

“

The experience of using HeraBEAT together with my older children was magical. The pregnancy became more tangible.



Dr. Noa Glick Fishman
Third time mum

Current distribution footprint

Considerable progress made to date in expanding HMD's distribution network.

HeraMED has secured distribution agreements in 5 countries.

Discussions with medical organisations and distribution partners remain ongoing.



Robust and replicable marketing strategy powered by **meerkats**

Strategising with best in class agencies in each country to ensure a defined plan for product launch



Australian launch expected June 2019

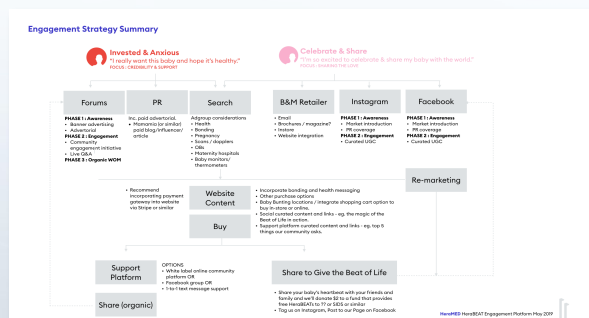
Defined strategies outlined for Australia

	 Heist & Private "I'm a bit unsure about motherhood."	 Celebrate & Share "I'm so excited to celebrate & share my baby with the world."	 Track & Control "I'm going to do this my way."	 Invested & Anxious "I really want this baby and hope it's healthy."
Identity	Uncertain how motherhood will change her life, feelings and relationships.	Super excited to finally be having a child and becoming a mum.	Not 100% comfortable with the idea of pregnancy but wants to figure it out.	Having a baby is her world, but also her worry.
Anxious about...	• Bonding with her baby • If she's for good mother • How her life will change • Knowledge after the trauma	• Health of baby if everything goes wrong • Husband, family & friends feeling with her	• Bonding with baby • If she's successful at motherhood • Health of baby - is she the perfect?	• Health of baby - may be older, experienced prior loss, trouble conceiving or other from anxiety/depression.
Sharing	Reluctant share • her story • all hard emotions in association with her life • how her life is changing	Public share • celebrate announcements, & gender reveals • weekly bump shots • meeting family and friends • baby photos • couple shots • movement videos	Shares "progress" & calls against the pregnancy experience • her drama • baby scans • health challenges • cultural/family challenges • pregnant and call... it • medical industry	Shares when confident baby's going to be ok. • Weekly bump shots & key dates • Baby scans & health milestones
HerMe4U Primary role	Help me bond with baby & make it "my". (but gently, gently)	Help me celebrate & share my baby with the world. Help husband, siblings, family & friends meet baby.	Track my baby's health Help me bond "right"	Relief from worry about baby's health

- Deep, qualitative audience knowledge and market segmentation

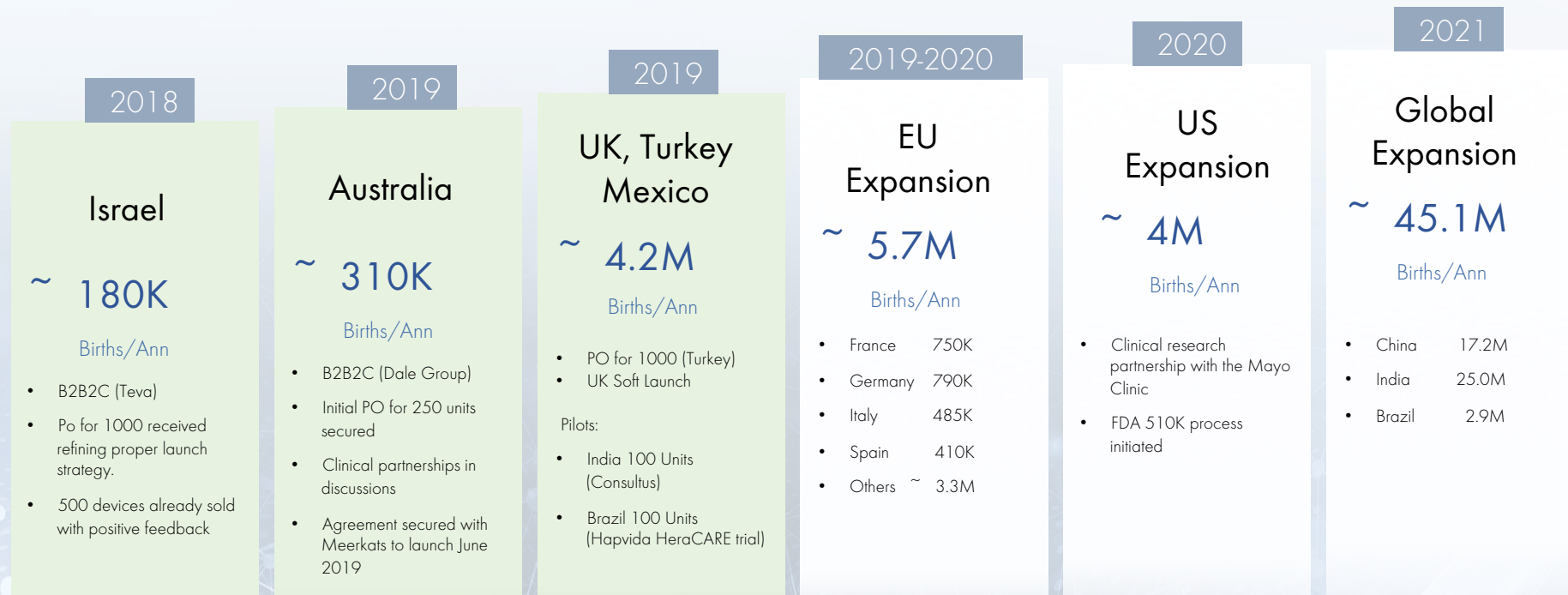
Engagement Strategy Map				
	Reach	Act	Convert	Engage
	Invested & Anxious "I really want this baby and hope it's healthy." (Goal: Observe & listen)	Celebrate & Share "I'm so excited to celebrate & share my baby with the world." (Goal: Celebrate & share)	Track & Control "I'm going to do this my way." (Goal: Track & control)	Invested & Anxious "I really want this baby and hope it's healthy." (Goal: Observe & listen)
Doing	• Research pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Researching pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Researching pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Researching pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?
Think & feel	• I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood.	• I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world.	• I'm going to do this my way. • I'm going to do this my way. • I'm going to do this my way. • I'm going to do this my way.	• I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy.
Objectives	Research pregnancy	Research pregnancy	Research pregnancy	Research pregnancy
Message	A little piece of me is on the way. • I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood. • I'm a bit unsure about motherhood.	I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world. • I'm so excited to celebrate & share my baby with the world.	I'm going to do this my way. • I'm going to do this my way. • I'm going to do this my way. • I'm going to do this my way. • I'm going to do this my way.	I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy. • I really want this baby and hope it's healthy.
CTA	• Research pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Research pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Research pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?	• Research pregnancy • Consulting GP/Ob • Doing scans at weekly 12 weeks • Researching what movement feels like • What's normal? What's not? • What's the doctor's advice? • What's the doctor's advice?
Channel Requirements	Research pregnancy Consulting GP/Ob Doing scans at weekly 12 weeks Researching what movement feels like What's normal? What's not? What's the doctor's advice? What's the doctor's advice?	Research pregnancy Consulting GP/Ob Doing scans at weekly 12 weeks Researching what movement feels like What's normal? What's not? What's the doctor's advice? What's the doctor's advice?	Research pregnancy Consulting GP/Ob Doing scans at weekly 12 weeks Researching what movement feels like What's normal? What's not? What's the doctor's advice? What's the doctor's advice?	Research pregnancy Consulting GP/Ob Doing scans at weekly 12 weeks Researching what movement feels like What's normal? What's not? What's the doctor's advice? What's the doctor's advice?

- Audience differentiated, contextual message strategy to drive whole conversation pathway to point of purchase, and beyond



- Social strategy to maximise sharing of organic, user generated content, reducing long term cost and driving higher engagement

Strong commercial growth pipeline globally



HeraCARE

Leading the digital transformation of prenatal care



- Data driven home care pregnancy management platform.
- Preliminary pilot with Hapvida initiated 12 months ahead of schedule for 100 HeraBEAT devices.  is one of Brazil's largest medical organisations. (Circa. 100 Hospitals, 1000 Clinics, 6.8 Million clients).
- Highly scalable cloud based recurring subscription model.
- Data to be collected from HeraBEAT devices globally and collated for leading analysis.
- To be integrated with medical organisations electronic medical records allowing for broader data capture.



Data
Driven

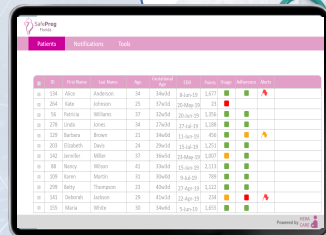


Integrated
Analysis



Professional
Service

Providing peace of mind from a home care perspective



OrionAI



ORION AI

- Machine learning analysis for pregnancy monitoring.
- Being developed in collaboration with esteemed US medical organisation, the Mayo Clinic.
- Technology harnesses big data to analyse and evaluate thousands of record in real time, potentially allowing for unprecedented accuracy.
- OrionAI has the potential to detect pregnancy complications before they become a problem, potentially having a dramatic impact on the lives of expecting mothers.



AI
Powered

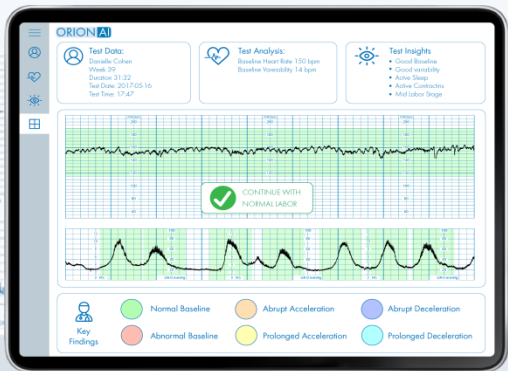


Analysis
Insights



Remote
monitoring

Potential sector changing impact



Machine Learning

Machine learning, AI software, evaluating millions of data records, enabling **unprecedented analysis accuracy**



Fully Automated

SaaS, cloud based, **fully automated**, easily implementable



Objective & Accurate

Immediate, **objective and accurate** interpretations



Outperforming Experts

Predicts physician analysis and annotation as well as clinical outcomes, **outperforming human capabilities**



Early Detection

Orion is trained to detect precursors which can indicate possible pregnancy complications **before they become a problem.**

The Mayo Clinic – R&D Collaborator



- Mayo Clinic is one of the **leading medical institutions in the world.**
- A non-profit medical practice and medical research group based in Minnesota. employs more than 4,500 physicians and scientists and 58,400 administrative and allied health staff.
- World Wide exclusive license within the field of fetal monitoring analysis.
- **Key Personnel:**



Co R&D of Orion AI, Team lead by Prof. Paul Friedman MD –
Head of Cardiology and a world renowned researcher and inventor in the field of Medical AI



Prof. Abimbola Famuyide, M.B.B.S
Chair, Department of Obstetrics and Gynecology



Arturo Weschler, MD, HeraMED VP Innovation and Project Leader
Former CIO Ichilov medical Center, Former CMO Medial

Global impact

Revolutionising pregnancy monitoring standards to significantly impact pregnancy outcomes, preterm rates and related costs



Reduce Costs

Dramatic improvement in pregnancy complications & preterm birth recognition.



Diagnose Preterm Births

~45% of preterm births are caused due to unknown reasons; most **can be diagnosed and identified.**



Optimize Healthcare Standards

to provide the highest level of service by making healthcare providers far more informed and effective



Empower OB/GYNs

offering the opportunity to minimize the work load associated with data analysis.



Early Detection

early detection is the most acute and significant factor enabling immediate and proactive treatment

Near term growth drivers



HeraBEAT

- Ongoing hardware and functionality optimisation
- Manufacturability and cost-reductions
- Multiple near term market entries pending
- Secure distribution agreements with best in class operators
- Full scale product launch in Australia and the United Kingdom expected near term
- Progress clinical trials with best in class medical institutes
- Updates on regulatory approval processes including FDA and others



HeraCARE

- Preliminary pilot trial with Hapvida - results expected by end of 2019
- Ongoing product and functionality enhancements based on feedback and trials
- Leverage networks of established partners to secure additional trials
- Finalise a scalable and easily reproducible business model to drive growth



Orion AI

- Finalise clinical trials with the Mayo Clinic
- Progress additional clinical trials with leading medical entities globally
- Increase in data access points underpinning analysis accuracy



David Groberman
CEO & Co-Founder
Mobile +972-52-6991188
David@Hera-Med.com

Appendix 1: Board of Directors



Dr. Ron Weinberger – Non-Executive Chairman

Highly experienced business executive, with strong scientific background and international span |
Ex president and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~A\$1.35Bn



David Groberman – CEO, Co-Founder and Executive Director:

Serial Entrepreneur | Mechanical and Bio-medical expertise | Ex CTO & Co-Founder of Meytar R&D |
Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude TAU | Alumni IDF elite computer division



Tal Slonim – COO, Co-Founder and Executive Director:

Serial Entrepreneur | Operations, Mechanical and management expertise | CEO & Co-Founder of Meytar R&D |
Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude BGU, MBA BIU | Naval officer IDF



David Hinton – Non-Executive Director

Senior company executive | Vast experience in the communication and IT sector | CFO and Company Secretary of Empired Limited ASX:EPD (\$200 million revenue) | 2005-2015 CFO AMCOM and involved in a \$1.6 Billion merger with Vocus Group |
Bachelor of Business and qualified Accountant



Doron Birger – Non-Executive Director

Distinguished leader of the Israeli MedTech industry | Ex chairman of Given Imaging Nasdaq/TASE: GIVN (2014 - acquired by Medtronic for ~\$US1 Billion) | Ex president & CEO of Elron Nasdaq/TASE: ELRNF (investing more than \$US350 Million with a focus on Medical Device) | BA and an MA in economics from the Hebrew University

Appendix 2: Market segments

Global vertical impact

HEMOCARE

Improve Mother/Baby Wellness

Empower Pregnant Woman
& Reduce Anxiety

Early Warning In Case Of
Complications

HOSPITALS / CLINICS

Reduce Unnecessary Clinic Visits

Let Professionals Practice
"Real" Medicine

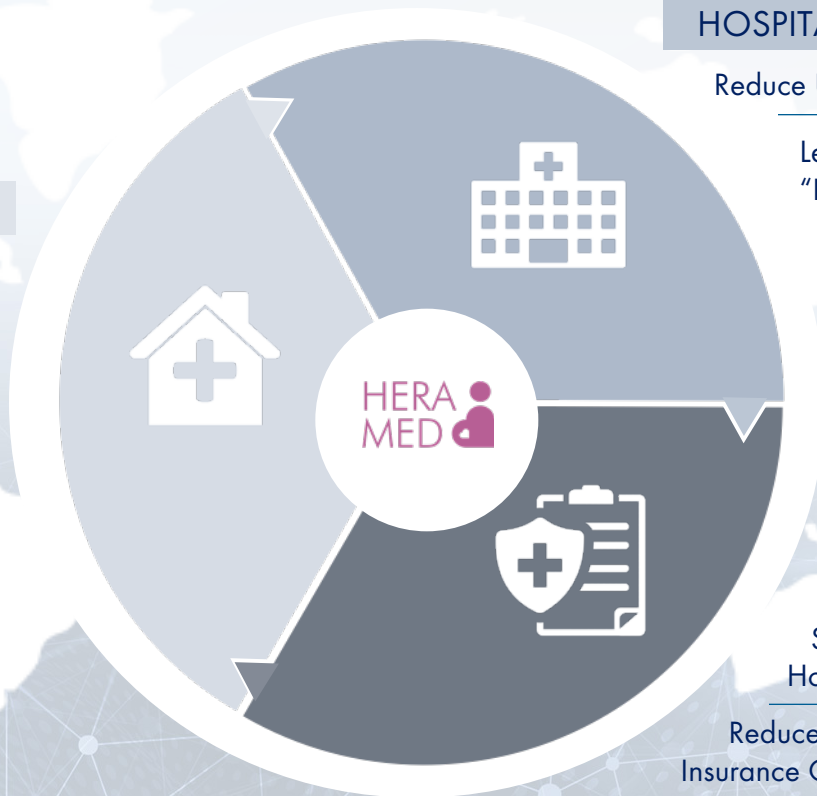
Increase Patient
Satisfaction

HMOS/ INSURERS

Save Expenses

Strategic Engagement With
Household Decision Makers

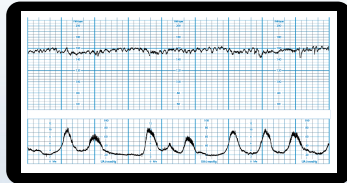
Reduce Litigation Risk And
Insurance Cost



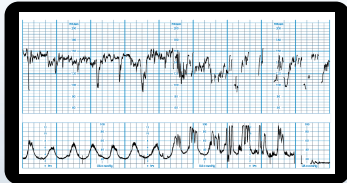
ORION AI DEMO

Machine Learning Analysis For Pregnancy Monitoring

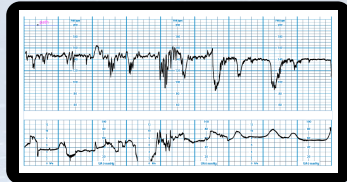
Sample Case Studies



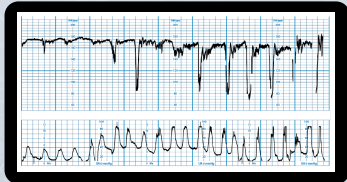
Normal Contractions



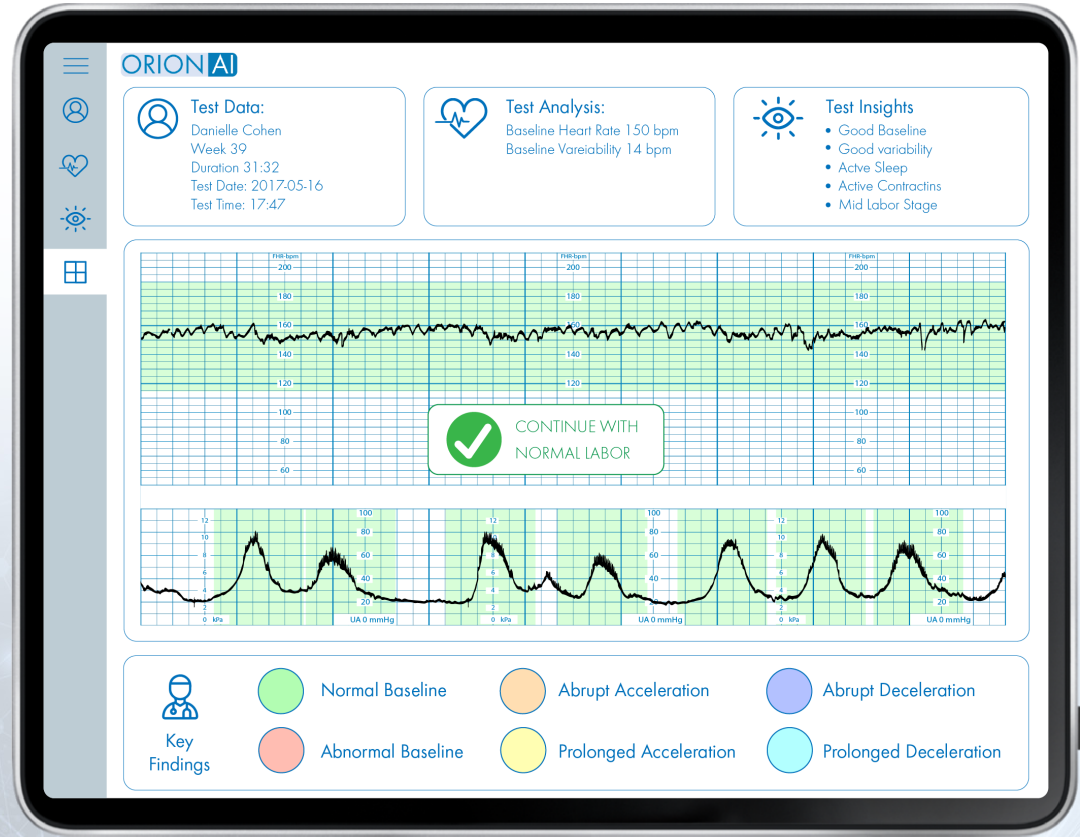
Hyper Stimulation



Minimal FHRV



Deceleration and Recuperation



Appendix 4: References

Slide 9:

Wired – Liat Clark:

<https://www.wired.co.uk/article/doctors-replaced-with-machines>

The New York Times – Elisabeth Rosenthal:

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