

ASX ANNOUNCEMENT

2 October 2019

## Collaboration agreement secured with IntMED Software Ltd ME

- Agreement with Brazilian software and technology provider IntMED Software Ltd ME (IntMED) to expedite co-development, geographical adaptation, optimisation and progress HeraCARE product uptake
- IntMED boasts strong partnerships with large medical organisations including Hapvida Saude, one of Brazil's largest healthcare providers
- Other partners include Pague Menos, one of Brazil's largest pharmacy chains and Unimed, Brazil's largest healthcare network
- Agreement furthers strategic shift in focusing on strengthened B2B channels and transition to SaaS recurring revenue model
- Brazil provides considerable opportunity for HeraMED - Brazil has over 2.9m births per year

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to advise that it has entered into a collaboration agreement with leading Brazilian software and technology provider, IntMED Software Ltd ME ("IntMED") ([www.intmed.com.br](http://www.intmed.com.br)).

IntMED is a leading medical software and technology company that builds innovative products and develops on demand solutions for major healthcare providers and medical organisations. IntMED is supported by an experienced management team, all of which boast considerable scientific expertise.

Under the agreement, which is effective for a term of six months or until terminated by either party through written notice of 60 days, HeraMED will integrate its home (development phase) and professional (trial phase) versions of HeraCARE into IntMED's existing software and technology suite. Both parties will refine the solution and optimise HeraCARE for use and scale up across Brazil. IntMED will assist the Company in the adoption of the platform to ensure the best possible opportunity for uptake in the region.

IntMED has partnerships with some of Brazil's largest medical organisations, hospitals, telehealth companies and insurance providers. IntMED are the software solutions provider for Hapvida Saude, one of Brazil's largest healthcare providers and were instrumental in assisting HeraMED integrate HeraCARE into Hapvida's electronic medical records (EMR) (refer ASX announcement: 1 July 2019).

Other partners include Pague Menos, one of Brazil's largest pharmacy chains operating over 1,100 stores in Brazil and the only pharmacy network in all states of the country, as well as Unimed, Brazil's largest healthcare network. Unimed is a cooperative that provides medical care and hospital services in São Paulo.

HeraMED is optimistic that it can leverage IntMED's in country partnerships and network of medical organisations to drive growth and progress uptake of the HeraCARE solution throughout Brazil.

As part of the agreement, IntMED and HeraMED will enter into a revenue sharing agreement for new projects pertaining to HeraCARE and HeraBEAT. HeraMED will offer IntMED one third of any revenue actually received by HeraMED from a prospect which was introduced, engaged and managed by IntMED in regards to the HeraCARE platform. Further, IntMED will also receive 5% of revenues actually received by HeraMED from a prospect which was introduced, engaged or managed by IntMED in regards to HeraBEAT, HeraMED's smart foetal heart rate monitor.

**CEO and Co-founder Mr David Groberman said:** “This agreement with IntMED provides HeraMED with a solid in country partner, as well as a potentially attractive business development pipeline. Further, the agreement allows HeraMED to develop a proof of principle for its HeraCARE business model.

“The Company has an established footprint in Brazil, through its current trial with Hapvida and we look forward to progressing other opportunities in collaboration with IntMED.”

**IntMED CEO and Co-founder Mr João Bosco Ferreira Filho added:** “IntMED is pleased to have entered into this agreement with HeraMED. Both companies are progressing solutions that have the potential to disrupt the pregnancy care space not only in Brazil, but possibly lead the way across South America and on a global basis. We look forward to working with HeraMED’s team to implement their range of solutions into our existing product suite.”

**-ENDS-**

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#### **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.

#### **About HeraCARE:**

HeraCARE is HeraMED’s Digital Pregnancy Monitoring, software-as-a-service (SaaS) platform that is being co-developed with the Mayo clinic for both home and professional use.



### Features:

- Continuous home measurements and self-monitoring **improving pregnancy care.**
- Personalised pregnancy education **creating awareness and mother empowerment** in preparation for childbirth.
- Pregnancy lifestyle guidance **promoting healthy nutrition and exercise.**
- 4/7 midwifery consultancy answering any concerns and enabling **early detection of pregnancy complications.**
- Online social support **reducing stress** and sharing experiences between expecting mothers.



Pregnancy  
management tools



Self  
Monitoring



24/7 Midwife  
Consultancy



Pregnancy  
Education



Community  
Support