HERA MED

ASX ANNOUNCEMENT

11 June 2024

TERMINATION OF FEMBRIDGE PARTNERSHIP

- HeraMED (HMD) and Fembridge have been unable to reach agreement on proposed restructured commercial terms of the Strategic Partnership agreement entered into March 2024;
- On 10 May 2024, HeraMED announced a Four-Point Strategic Plan and new leadership;
- As part of this new Strategic Plan; HeraMED sought to revise the terms of the Fembridge partnership to amend the US-market exclusivity and include performance indicators tied to the monthly retainer;
- The failure to agree on these terms has resulted in the immediate termination of the partnership between the two companies;
- HMD will continue its commercialisation strategy in the USA through aligning with, and supporting other existing channel partners to its Four-Point Plan as well as key customers including hospital systems in its direct pipeline.

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced with immediate effect the termination of its partnership with US-based Fembridge (FB) following both parties being unable to agree on revised commercial terms.

The Strategic Partnership with Fembridge was announced on 13 March 2024 to develop a maternity care solution prior to the recent restructure that has taken place at HeraMED. Under the agreement, HeraMED had provided Fembridge with a broad exclusivity over the US market and agreed to initially pay FemBridge US$40,000 per calendar month for provision of business development, sales, and marketing services.

Subsequently, on 10 May 2024, HeraMED announced a well-defined Four-Point Strategic Plan and restructure.

HeraMED's new Executive team sought to amend the terms of the Fembridge partnership, in particular the exclusivity over the US market and the performance measures tied to the monthly retainer in order to improve the commerciality of the agreement and ensure mutual benefit. Unfortunately, the two parties were unable to agree new terms, so the agreement has been terminated.

Anoushka Gungadin, MD & CEO of HeraMED said, *"HeraMED remains committed to delivering innovative healthcare solutions that improve patient outcomes and enhance the quality of care. While the termination of the partnership with Fembridge is disappointing, the Company is determined to continue to execute is commercialisation strategy with strategic partners who share its vision and can provide the necessary support to drive the adoption of HeraCARE. We need to ensure we execute commercial agreements that align with the strategic objectives of HeraMED and can provide maximum value to shareholders."*

Anoushka added, *"HeraMED remains committed to expanding its footprint in the US market and will continue to engage with hospital networks and private clinics. As announced to the ASX on 28 February, the successful deployment of HeraCARE within one of the 10 largest public healthcare systems in the United States, is a key step in establishing and validating the model, solution and benefits of HeraCARE in large hospital systems. We HeraMED will also continue to support partnerships such as eLovu Health who are targeting private clinics on the West coast."*

HeraMED continues to pursue opportunities in Australia, the US and Europe. Importantly there are advancements both with existing customers in each market that are nearing critical milestones allowing the Company to update shareholders and an expanding pipeline of hospitals, clinics and strategic partnerships currently under discussion in each target market.

ENDS

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

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About HeraMED Limited (ASX: HMD)

HeraMED is an innovative medical data and technology company leading the digital transformation of maternity care by revolutionising the prenatal and postpartum 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, and big data.

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.