

ASX ANNOUNCEMENT

19 June 2024

RECORD ACTIVE USERS ON HERACARE PLATFORM

- HeraMED continues to build momentum on its innovative HeraCARE platform with a record number of active and accumulated users ('mums');
- As at 15 June 2024, the number of accumulated mums on the HeraCARE platform reached 3,553 registered mums (+365 accumulated users or 12% sequential growth since 31 March 2024), including 560 active mums (previously record was 517 active users as at 21 July 2022);
- Recent growth can be primarily attributed to US based channel partner e-Lovu Health (345 active users) as well as Perth based private clinics Simply Women and JOGG (153 active users);
- HeraCARE is a HIPAA compliant¹, cloud-based, remote maternity care platform designed to drive provider and patient assurance, convenience, and empowerment;
- The number of accumulated mums on the HeraCARE platform is expected to continue growing as a number of previously announced agreements and partnerships² are implemented; and
- Over time, accumulated HeraCARE platform data is expected to provide early clinical intervention opportunities, accelerating HeraMED's "data as an asset" approach and the use/integration of proprietary AI tools and analysis.

HeraMED Limited (ASX: HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, announces it has reached a record number of accumulated mums on its innovative HeraCARE platform.

As at 15 June 2024, the number of accumulated mums on the HeraCARE platform reached 3,533 registered mums (see Figure 1), representing sequential growth of 12% or 365 users since 31 March 2023.³ The number of accumulated HeraCARE platform mums is expected to continue growing as a number of previously announced agreements and partnerships are implemented across calendar 2024.

US based channel partner e-Lovu Health primarily targeting private clinics on the US West Coast has continued to steadily grow with 15 clinics now using HeraCARE and 345 current active users on the platform across all clinics. Similarly, Perth based private clinics Simply Women and JOGG have also begun to grow the number of mums on HeraCARE currently at 153 active mums, with more mums getting access to care during and in between their doctor's visits.

¹ Health Insurance Portability and Accountability Act (HIPAA) is a US federal law that sets a national standard to protect medical records and other personal health information.

² ASX Release, "HeraCare Goes Live at Broward Health", 17 June 2024 and ASX Release, "Signed Partner Agreement with Telstra Health". 21 November 2023.

³ ASX Release, "Quarterly Activities & Cashflow Report", 10 May 2024.

HeraCARE allows hospitals, clinics and health providers to offer remote pregnancy monitoring for their patients for customised care plans across low-risk pregnancies, as well as mums with hypertension, gestational diabetes, and mental health. Mental health care plan now extends to post-partum care. The high-risk care plans address 3 key areas of maternal challenges which affects a growing number of mums and the huge cost associated with them. In the US alone, hypertensive disorders in mothers has an annual cost of US\$7.5 billion; gestational diabetes has an annual cost of US\$4.8 billion; and maternal mental health cost US\$18.1 billion annually.

As deployment at other sites continue, it is expected the number of active mums on HeraCARE to continue rising. The accumulated HeraCARE data over time is expected to deliver significant revenue, product and patient opportunities and continued innovation including HeraMED's "data as a service" approach as well as the use and integration of proprietary AI tools and analysis.

HeraCARE Platform – Accumulated Users

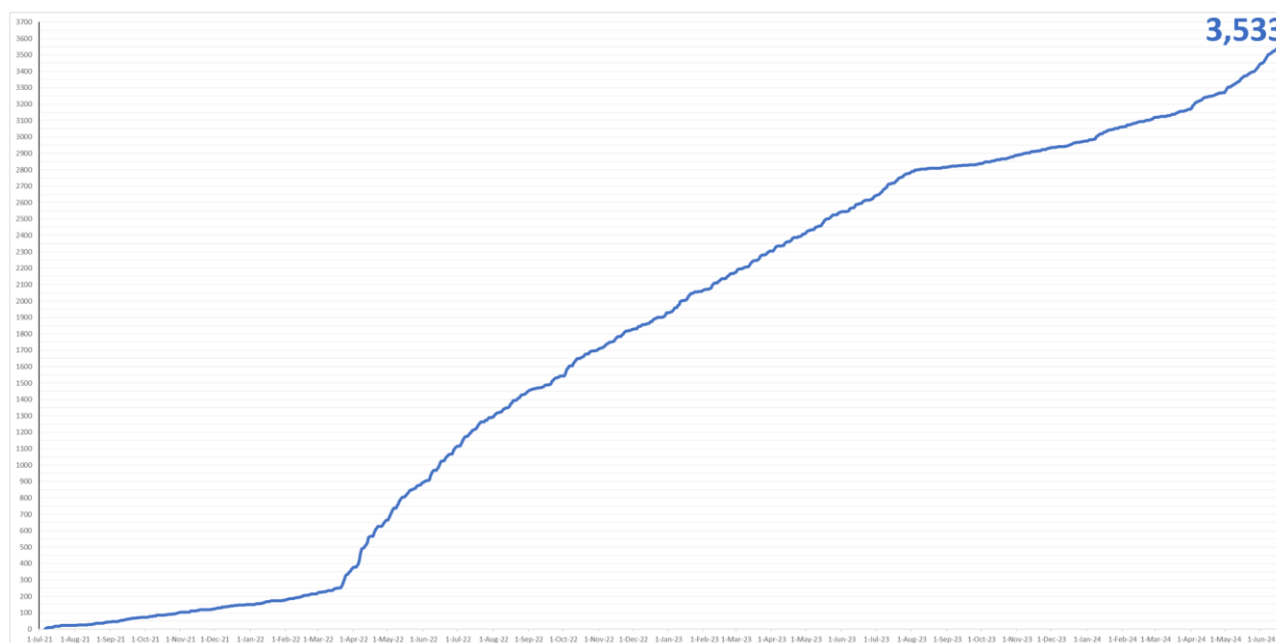
The HeraCARE platform offers a remote monitoring solution and configurability of care plan for both service provider and patient journeys, offering flexibility as well as time and cost savings.

Since 31 March 2024, the number of accumulated mums on the platform continued to grow and reached 3,533 as at 15 June 2024 (+365 accumulated users or 12% sequential growth). Importantly, HeraMED continues to accumulate a significant repository of data which is anticipated to be increasingly valuable to a range of health providers.

To date, approximately 90,000 digital measurements have been recorded from the 3,533 pregnancies managed through HeraCARE including foetal heart rates, maternal heart rates, blood pressure, weight, temperature and mood tracking.

Over time, the accumulated data is expected to provide early clinical intervention opportunities and a reduction of mortality and morbidity. It is anticipated to accelerate HeraMED's "data as an asset" approach and the use of proprietary AI to assist in analysis and, in the future, become integrated into the HeraMED solution.

Figure 1 – HeraCARE Platform Accumulated Mums Registered



HeraMED Managing Director and CEO, Anoushka Gungadin, confirmed, *"We continue to execute on our recently announced four-point strategic plan. The strong operating momentum and feedback from customers and health providers is translating into rapid accumulated user growth on our HeraCARE platform. In driving our data-as-an asset strategy, we are building quality as well as quantity of data - high-quality data ensures accurate diagnosis and treatment, while sufficient quantity provides a comprehensive view of the patient's health, enabling more informed decision-making. We look forward to continuing to respond to the needs of mums and health providers as we commercialise HeraCARE and redefine how care is experienced and delivered."*

ENDS

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

**HeraMED Limited
Managing Director & CEO**

Anoushka Gungadin

M: +61 431 131 649

E: anoushka@hera-med.com

CFO & Company Secretary

Cameron Jones

T: +61 400 086 399

E: cameron.jones@bio101.com

Chairman

Tim Chapman

T: +61 419 897 062

E: tchapman@claritycap.com.au

Investor & Media Relations

Jane Morgan

M: +61 405 555 618

E: jm@janemorganmanagement.com.au

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.