

ASX ANNOUNCEMENT

15 July 2024

HERAMED AND UTS SIGNS FIVE-YEAR STRATEGIC PARTNERSHIP FOCUSED ON CARE AND WELLBEING OF WOMEN AND BABIES

- University of Technology Sydney (UTS) and HeraMED (HMD) enter into a long-term strategic partnership through the leadership of INSIGHT Health Research Institute¹, a renowned research and innovation centre at UTS;
- UTS is a leading Australian public university with world class research centres² supported by approximately 4,000 staff and 44,000 students;
- UTS will be HMD's New South Wales strategic research partner³ and will contribute to and build on HMD's existing research collaborations with other leading universities;
- INSIGHT is UTS's Research Institute for Innovative Solutions for Well-being and Health, working across traditional research boundaries to deliver sustainable, scalable solutions to entrenched health problems, and has a focused research program on Women and Children's Health;
- Combining HeraMED's expertise in cutting-edge connected digital care with UTS INSIGHT's research capabilities, the strategic partnership aims to change the models of care and wellbeing for women and babies, including through knowledge generation, exchange, translation, and impact; and
- The UTS partnership supports key elements of HMD's Four-Point Strategic Plan through the advancement of both strategic partnerships and research grant opportunities.

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced that it had entered into a five-year Strategic Partnership Agreement (SPA) with UTS through the leadership of INSIGHT, a unique pan-University Institute focused on driving positive systemic change in access to, and delivery of, health and health-related services to address complex and entrenched health challenges.

UTS will become HMD's NSW strategic research partner and will contribute to and build on HMD's existing research collaborations with other leading universities. Through the leadership of INSIGHT, the SPA and associated research program is expected to engage cross-collaboratively with multiple faculties, institutes, and centres within UTS.

The SPA aims to change the models of care and wellbeing for women and babies. Key focus areas for the collaboration with UTS include knowledge generation, knowledge exchange, knowledge translation, and knowledge impact. INSIGHT provides the platform and framework to bring together researchers,

¹ [INSIGHT](#), part of the UTS Faculty of Health Research, is a Research Institute for Innovative Solutions for Well-being and Health.

² 100% of UTS research (broad fields) rated as world standard or above – Excellence in Research for Australia, 2018.

³ <https://www.uts.edu.au/about/faculty-health/faculty-health-research/insight>

governments, industry and consumers to exchange knowledge and apply multi-disciplinary expertise to co-produce fit for purpose sustainable solutions that can be applied at scale. A Partnership Committee will be established to oversee, co-ordinate and report on initiatives and projects supported by an approved work plan under the SPA.

The UTS partnership supports HMD's commercialisation strategy through the advancement of strategic partnerships and non-dilutive funding (through research grants), both key elements of HMD's Four-Point Strategic Plan.

The partnership with UTS substantially expands HeraMED's access to a broader range of research grants. UTS's established track record and academic credibility allow HeraMED to jointly approach and for funding from bodies such as the Australian Research Council (ARC), the Medical Research Future Fund (MRFF) and the National Health and Medical Research Council (NHMRC), which provide funding for innovative health research projects.

By collaborating with UTS, a leading academic institution, HeraMED can align its projects with cutting-edge research priorities and build evidence-based models of care thereby increasing its potential for funding from government bodies, private foundations and long-term funding streams, enabling sustained research and development efforts to advance maternal and infant health outcomes.

Anoushka Gungadin, MD & CEO of HeraMED, said, *"HeraMED is excited to work in partnership with UTS to advance models of care and wellbeing for women and babies. Through this long-term strategic research program, we look forward to working collaboratively with UTS across all relevant faculties and disciplines as well as broader stakeholders, decision and policy makers including government, hospital and healthcare providers."*

Professor Susan Morton, Director of UTS INSIGHT, added, *"Partnering with HeraMED provides an exciting opportunity to apply our research expertise to real-world challenges in maternal and infant health from a life course perspective. This research program is expected to support important research related knowledge generation, exchange, translation, and impact for the ultimate benefit of women, babies, and the broader community."*

HeraMED continues to focus on the execution of its recently announced Four-Point Strategic Plan⁴ underpinned by a customer first, fit for purpose approach in each of HMD's customer verticals supporting further updates to shareholders on anticipated near term developments.

ENDS

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

⁴ ASX Release, "[Strategic Review, New Leadership and Successful Capital Raising](#)", 10 May 2024.

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Launched in June 2023, INSIGHT is a unique pan-university Health Research Institute generating innovative solutions to entrenched health problems. It does this by working across traditional research boundaries to accelerate multidisciplinary collaboration that delivers sustainable well-being and health solutions at scale. Our projects are ambitious, multi-faculty and partnered, and take a person-centred, life course view of health and well-being with an explicit aim of reducing inequities in health outcomes.

Read more: <https://www.uts.edu.au/about/faculty-health/faculty-health-research/insight>

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.