

ASX ANNOUNCEMENT

17 October 2025

APPOINTMENT OF DR SHARON R. HOWELL TO THE HERAMED BOARD OF DIRECTORS

Highlights:

- HeraMED appoints Dr Sharon Richardson Howell, PhD, MBA, FACHE, CPXP, MSc as Non-Executive Director
- Seasoned US-based healthcare and technology executive with 20+ years spanning six countries and four continents
- Brings deep leadership expertise across healthcare systems, payors, digital health, population health management, and technology innovation
- Elevation follows 2024 appointment to HeraMED's Advisory Board, underscoring her contributions and reflecting her strategic value to the Company
- Already driving strategic planning, healthcare technology partnerships, and US commercialisation pathways since joining HeraMED's Advisory Board

HeraMED Limited (ASX: HMD) ('HeraMED' or the 'Company'), HeraMED Limited ("HeraMED" or the "Company"), a leader in maternity, women's and digital health solutions, today announced the appointment of Dr Sharon Richardson Howell to its Board as a Non-Executive Director, effective immediately. In addition, Dr Howell will serve as Chair of the Advisory Board.

Dr Howell brings to HeraMED over two decades of global executive and board experience across healthcare, technology, service industries, and academia. Her most recent role was Chief Performance Officer, Clinical Solutions, at Fortune-25 Centene Corporation, where she oversaw a portfolio of vendor, partner, and internal solutions supporting improved physical and mental health outcomes in Medicaid, Medicare and Marketplace populations.

Tim Chapman, Chairman of HeraMED, said, "On behalf of the Board, I am delighted to welcome Dr Sharon Howell as a Non-Executive Director. Sharon brings a unique combination of global healthcare leadership, digital innovation and population health expertise that will be invaluable as HeraMED accelerates its commercialisation and growth strategy. Her experience with some of the world's leading healthcare and technology organisations will add significant strategic depth to our Board as we continue to scale HeraCARE and expand our international footprint."

Dr Howell, newly appointed Non-Executive Director, commented, "Having worked closely with the team this past year, I have seen first-hand how HeraMED is helping us meaningfully transform outcomes, equity, and efficiency in maternal health. I am delighted to join the Board and help HeraMED scale its impact globally. This is a business under the right leadership, with the ability to positively impact the metrics of Quintuple Aim in maternal and women's health." Originally advanced in the US by the Institute for Healthcare

Improvement, Quintuple Aim is focused on improving population health, reducing per capita healthcare costs, enhancing patient experience, improving provider and staff well-being, and advancing health equity.

Previously, Dr Howell held leadership positions with SmarTek21, PeaceHealth, and ZoomCare, driving AI-enabled health technology solutions, strategic partnerships, and the growth of multi-clinic networks. She has also served in senior advisory and board capacities for a range of organisations, spanning from start-ups to multinationals.

Dr Howell holds a PhD in Management Strategy & Innovation (Bayes, London), an MSc in Clinical Service Operations (Harvard Medical School), an MBA (UC Berkeley, Haas) and a BSc (USC). She is also a Fellow of the American College of Healthcare Executives (FACHE) and a Certified Patient Experience Professional (CPXP), which are leading professional credentials.

Dr Howell joined HeraMED's Advisory Board in February 2024 and has since contributed significantly to strategic planning, technology partnerships, and US commercialisation pathways. Her elevation to the Board reflects the growing value of her expertise as HeraMED scales its US and international growth strategy.

Dr Howell will receive a total of USD\$50,000 for her role as Non-Executive Director and Chair of the Advisory Board.

ENDS

This announcement has been authorised by the Chairman and Managing Director & CEO of HeraMED.

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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.