

# HeraMED

ASX:HMD

Leading the digital transformation of  
maternity care

October 2020

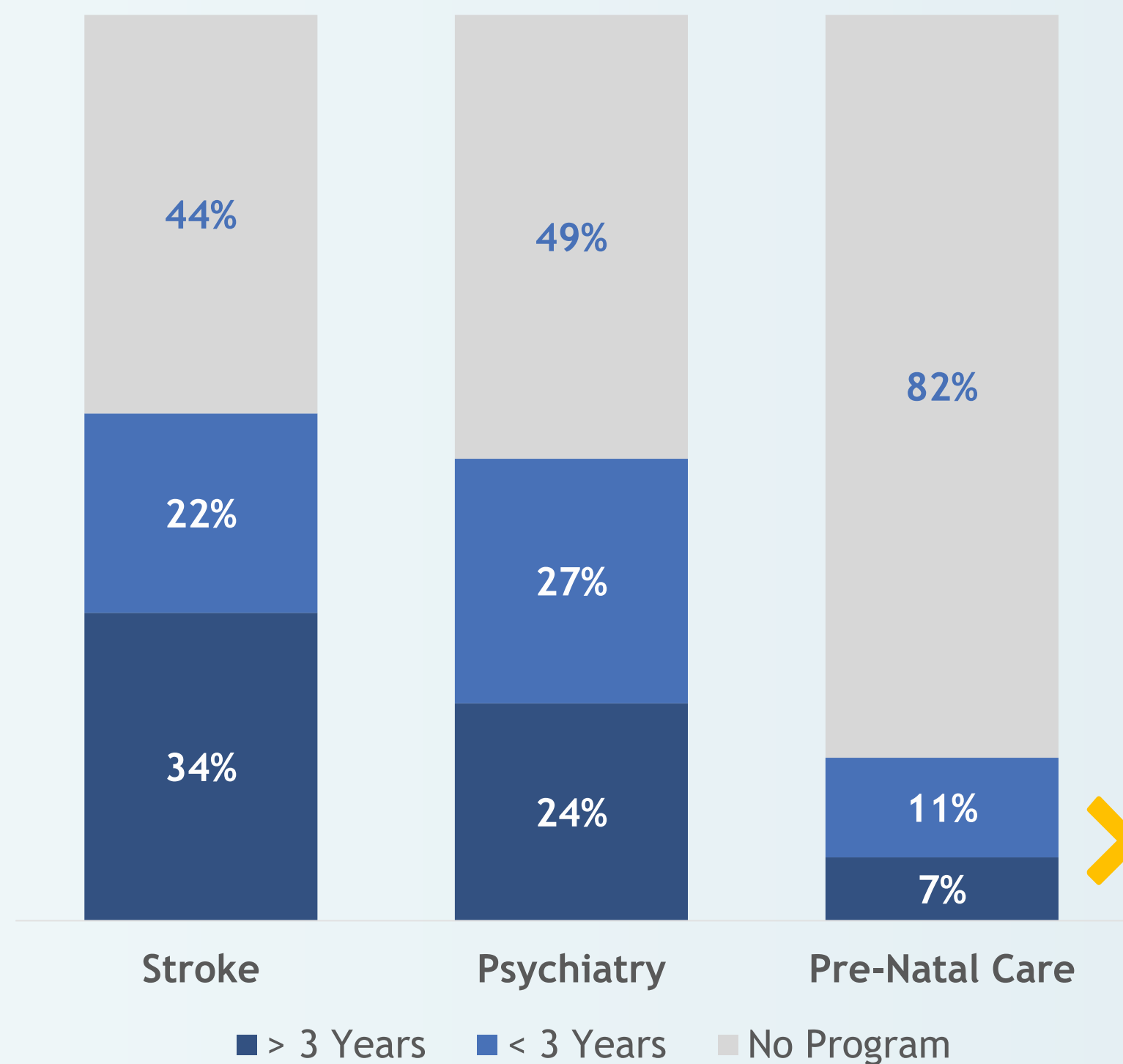




# Maternity care typically requires multiple hospital visits

Remote pregnancy care has only recently evolved but lacks adequate technology

Maturity of Telehealth Programs by Service Line<sup>1</sup>



Very low comparative penetration of prenatal telehealth programs

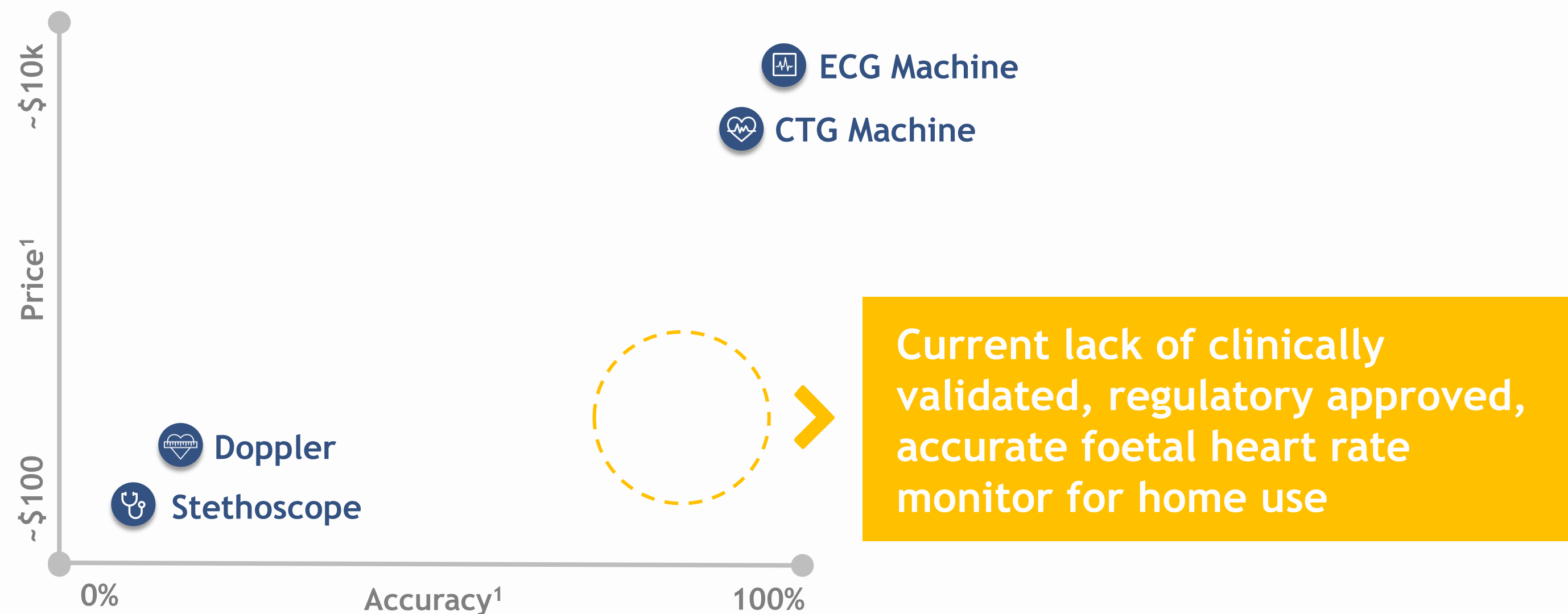
- > Hospital grade remote foetal heart rate monitoring has not been achievable previously
- > Basic standard of care recommends 12-14 in-person visits for normal pregnancies, much more for high-risk representing a burden on many pregnant women and doctors
- > Even before COVID-19 there was growing demand for improved digital monitoring in maternity care
- > COVID-19 has presented a unique opportunity to fast-track the adoption of telehealth globally

# Proven benefits of remote Maternity care despite lack of technology

In 2018, the Mayo Clinic OB Nest Program demonstrated clinically proven benefits to remote maternity care

Mayo Clinic OB Nest Program	Positive Clinical Outcomes <sup>1</sup>
5-year trial program for expecting mothers, resulting in OB Nest becoming the standard of care at Mayo for low-risk pregnancies	<b>42%</b> Less Hospital Visits
6 of 14 care visits conducted remotely via a connected care nurse	
Additional text-based communication with nurses and connection with online communities	<b>+18%</b> Improved Patient Satisfaction
Initial validation of telehealth in obstetrics proves its a viable model, however, to evolve, it needs medical-grade technology in the home	

Foetal Heart rate monitoring devices



<sup>1</sup><http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>  
<sup>2</sup>For illustrative purposes only

# The HeraMED Solution



Only clinically validated, maternity care platform



Recent trial results confirm hospital grade accuracy of HeraBEAT device



FDA clearance for HeraBEAT in clinical or home settings<sup>1</sup>



Collaboration with Mayo Clinic on new HeraCARE platform



Multiple licensing agreement discussions underway globally



Value created for all stakeholders underpins business case



First paying customers anticipated in CY'20



Clear competitive advantage with significant barriers to entry



COVID-19 presents opportunity fast-tracking adoption of telehealth

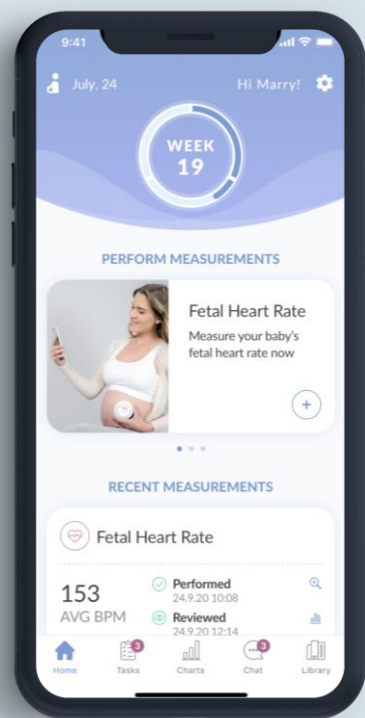
<sup>1</sup>Prescription device under Doctor's orders for home use is under FDA Covid-19 updated guidance

HeraMED's  
end-to-end  
solution

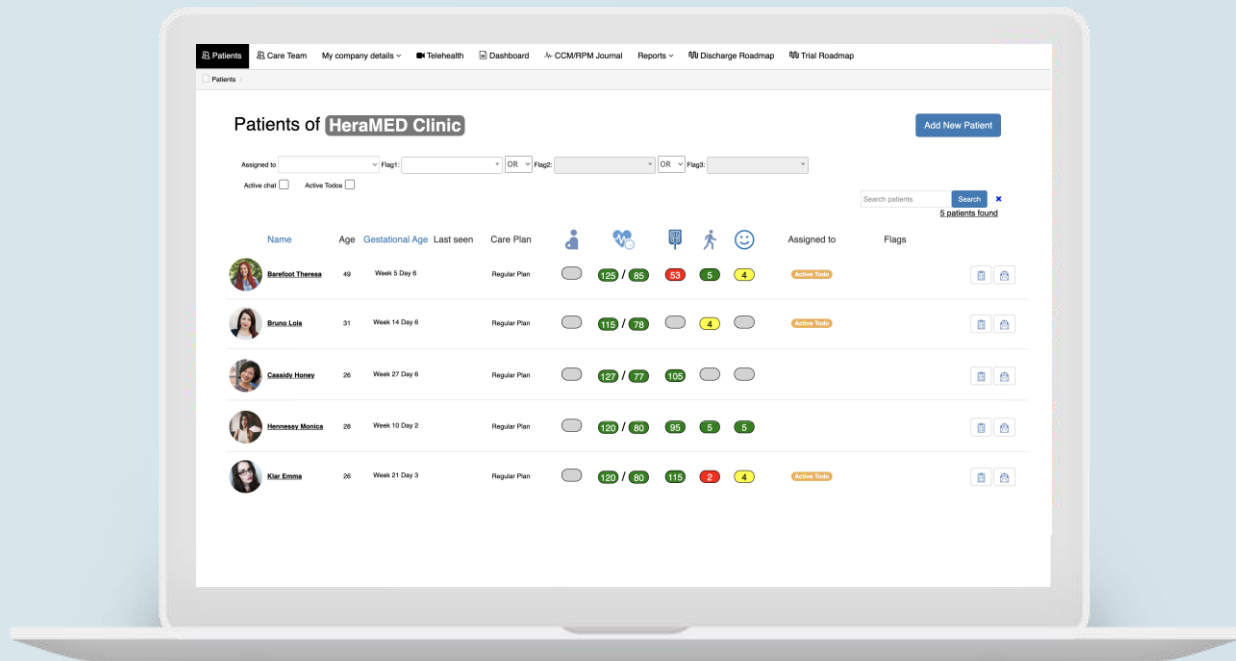
HeraBEAT



Maternity Care App



HeraCARE Platform

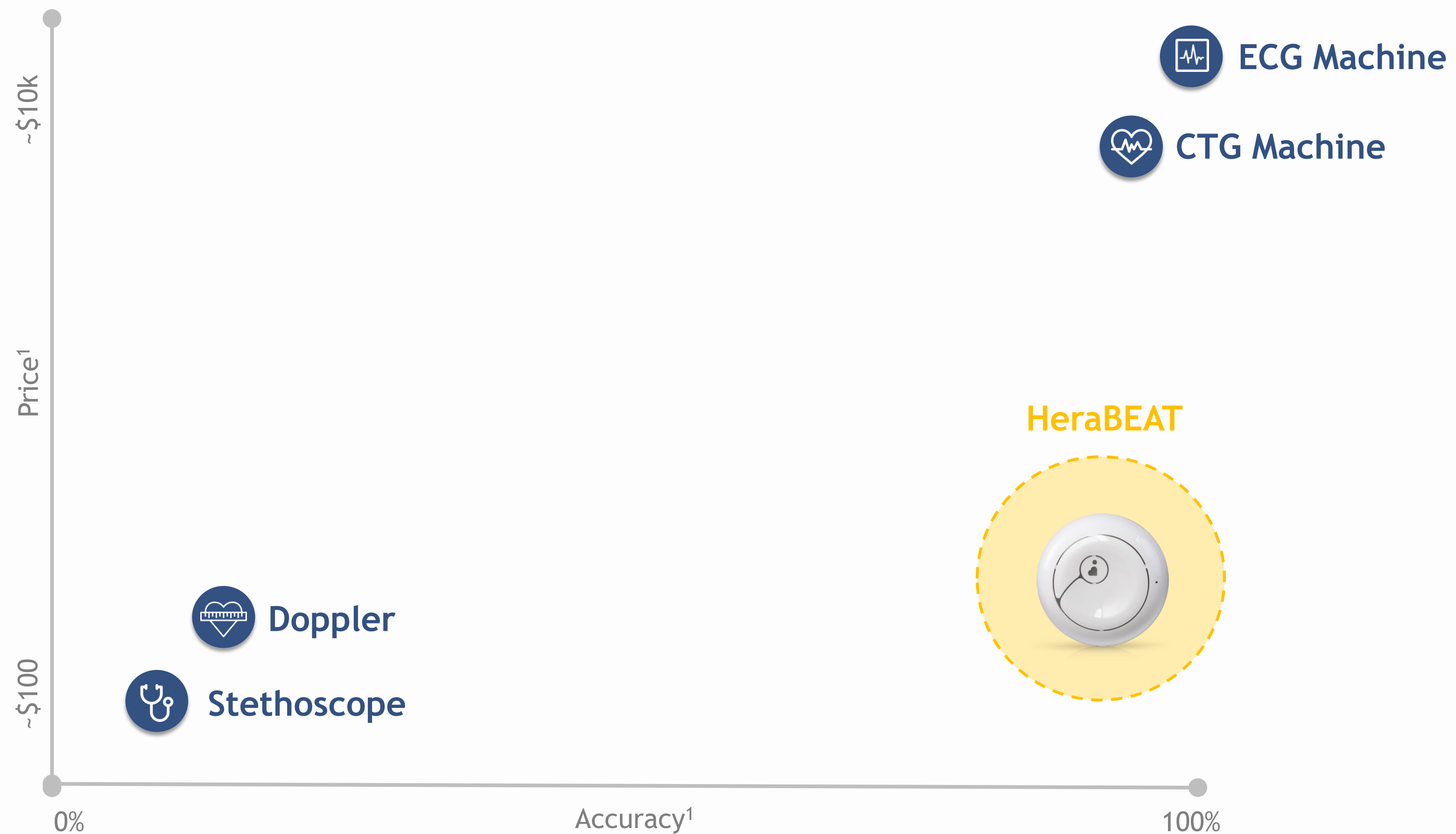


A hardware & software solution to  
underpin a revolutionised Doctor / Patient  
relationship for remote maternity care

# HeraBEAT Foetal Heart Rate Monitor

- Foetal & maternal heart rate monitoring to same accuracy as hospital CTG machines but with mothers able to operate the device without a trained professional
- Device guides mother to locate foetal heart rate, ensuring accurate measurements which are communicated directly to the Maternal Care App
- FDA<sup>2</sup>, TGA and CE cleared for at home use
- Significantly higher accuracy compared to incumbent doppler devices

## The HeraBEAT devices unique value proposition

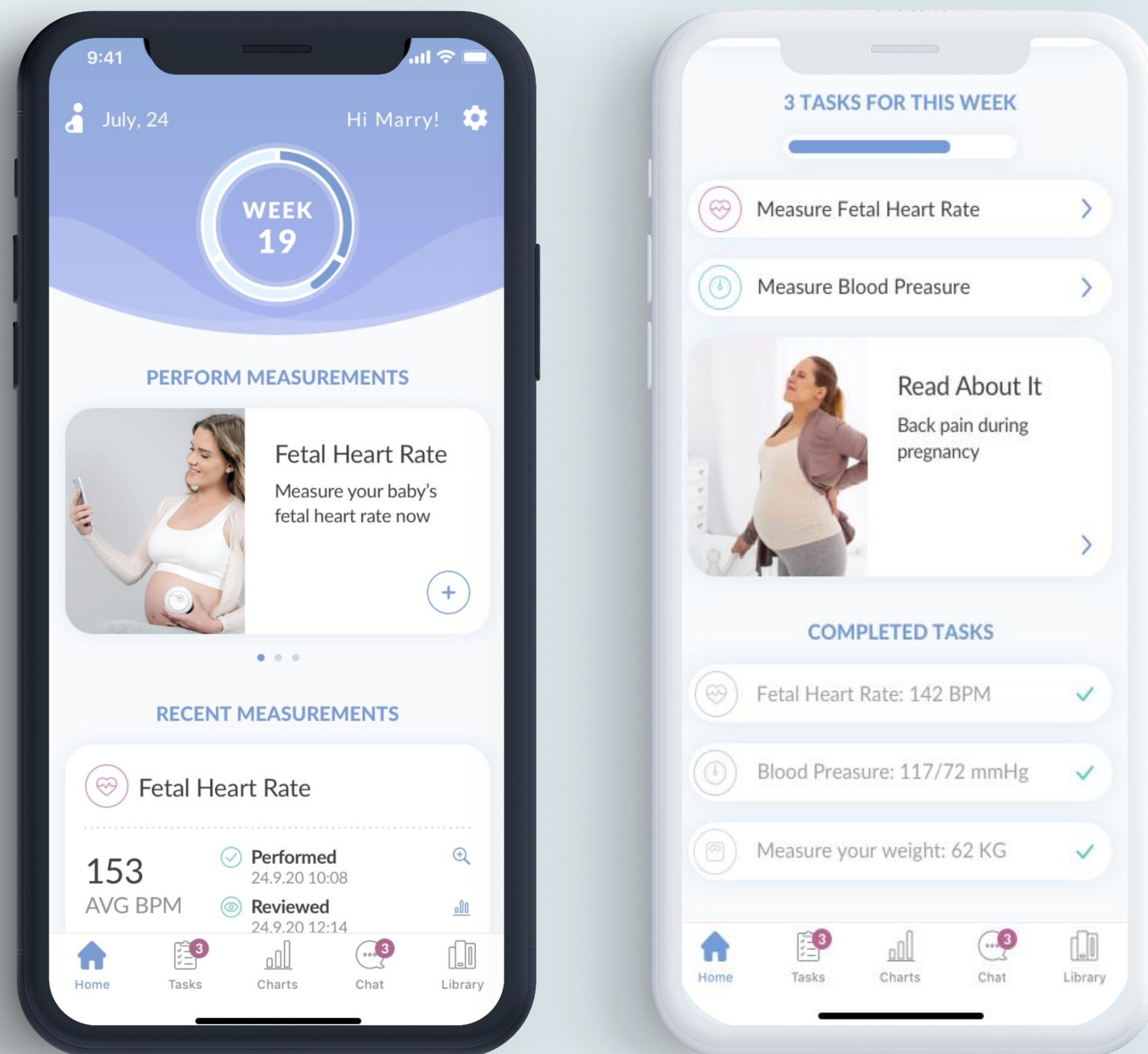


➤ Clinically proven, regulatory approved, affordable foetal heart rate monitor with same level of accuracy as CTG machine

<sup>1</sup>For illustrative purposes only

<sup>2</sup>prescription device under Doctor's orders for home use is under FDA COVID-19 updated guidance





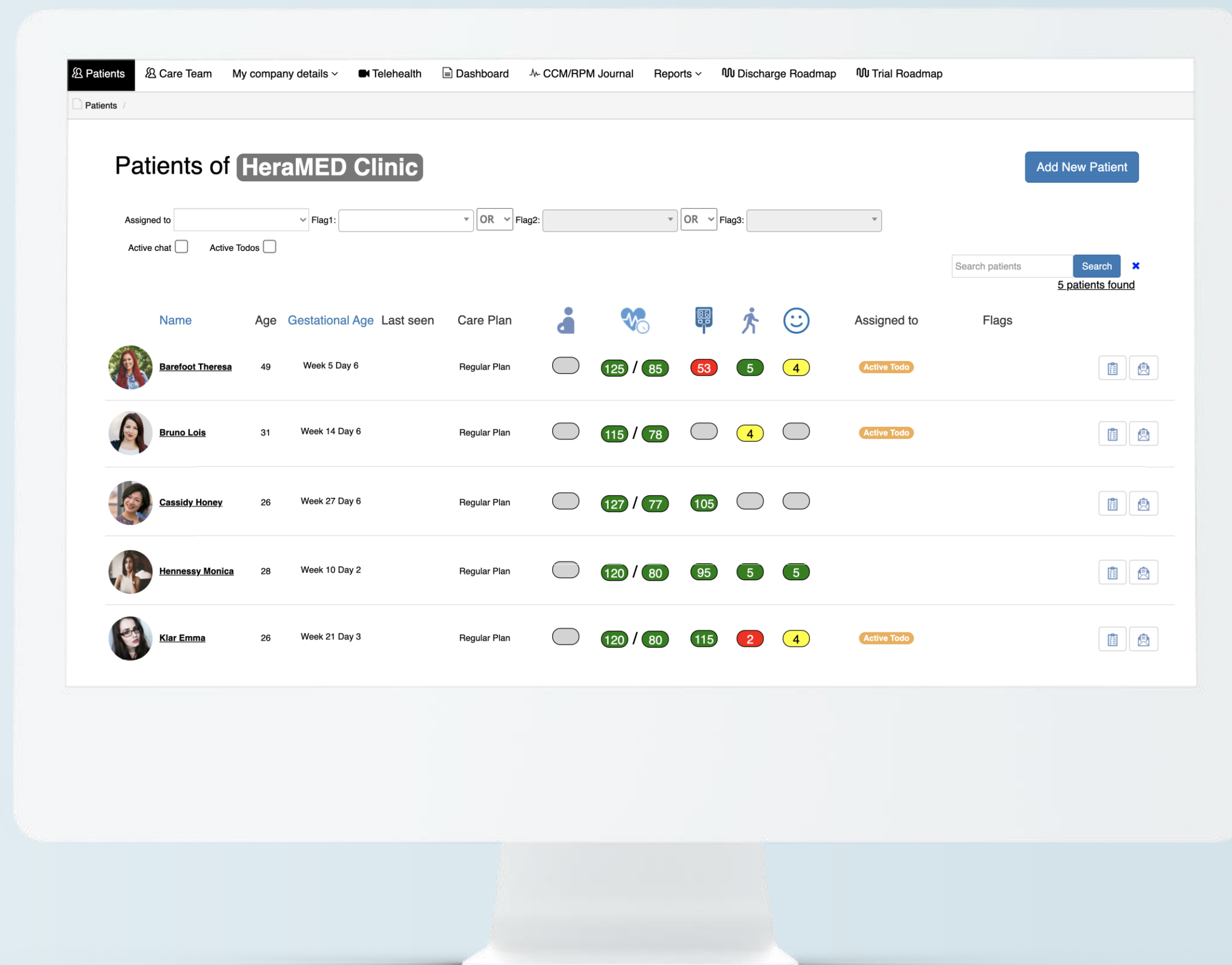
Expectant mothers track & record the foetal heart rate through application

## Maternity Companion App collates key medical data

- Foetal heart rate
- Blood pressure
- Weight
- Educational materials
- Mood Tracking
- Activity tracking

# Care Manager Dashboard

- Monitored by qualified health professionals, digitally integrating a previously analogue process
- Optimises clinical workflows
- Enables personalised consultation and support
- Full access to real-time patient data from Maternity Companion app
- New business opportunities to monitor patients with access challenges, e.g. rural
- Mothers communicate directly with their clinician via dashboard, with data securely stored on platform
- Platform assists clinicians and doctors to provide more efficient and effective care





# Joondalup Trial Results

- *“The results of this study show that the HeraBEAT device is accurate and easy to use by clinicians in the hospital and expectant mothers at home. The foetal heart rate data obtained at home is equivalent to that obtained in the antenatal clinic using current assessment protocols for low-risk pregnancies and allows for the device to be used in telehealth consultations”*

**Associate Professor, Dr. Paul Porter**

**81**

Pregnant Women

**100%**

Detection of Foetal Heart Rate in all sessions

**96-100%**

Percentile for usability and satisfaction

**97%**

Interpretability of data Clinically Interpretable

## Finding & results

- > Accuracy of HeraBEAT found to be comparable to hospital grade CTG machine
- > Outstanding results:
  - > 100% Foetal Heart Rate detection by both expectant mothers and clinicians, 126 sessions in total
  - > Very high level of accuracy with a 0.3 beats per minute mean difference
  - > Exceptional user satisfaction and usability score
- > Outstanding results validate and support HeraBEAT device for remote monitoring of foetal heart rate
- > Clinical validation from top tier healthcare providers underpins commercialisation strategy
- > The Study is now being expanded to explore additional applications

# Commercialisation Strategy



# Well defined Commercialisation strategy



Clinical studies with leading healthcare providers & key global opinion leaders to gain medical validation & complement existing care

Mayo Clinic

Joondalup Health Campus



## Acceptance & Customer Satisfaction

- > Demonstrate patients want to use & hospitals want to provide the platform



## Clinical Outcomes

- > Demonstrate a positive clinical outcome for patients



## Financial Outcomes

- > Demonstrate a reduction in cost for patients & healthcare providers

No existing evidence validating use case across these three outcomes for pre-natal care



# Key Collaborations

Additional opportunities exist with both existing & new potential partners

## Mayo Clinic



### Upcoming Trial

Clinical study of 60 mothers run measuring:

- > Ease of use of HeraBEAT device for expectant mother
- > Accuracy of foetal heart rate detection
- > Further analysis on platform to allow FDA indications extension

### Pilot

Further expansion of the relationship to continue to validate the solution

### Extended collaboration

- > Secured US\$100k in additional project funding

### Next Steps

Validation of HeraCARE in low-risk pregnancies

Services +2,500 pregnancies per year

## Joondalup Health Campus



### Clinical Trial

Registered Clinical study complete showing:

- > Accuracy of HeraBEAT in comparison to CTG machine
- > Ease of use and user satisfaction score at clinic for both physicians and expectant mother
- > Ease of use and user satisfaction score at home for expectant mother
- > Clarity and clinical use of data when solution used at home

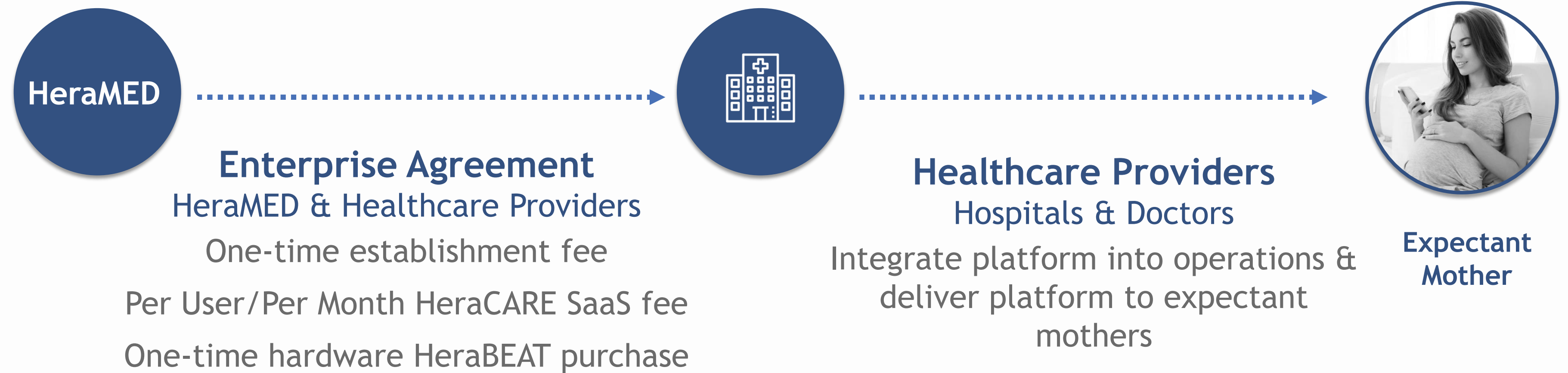
### Next Steps

Expansion of study to cover additional case studies and additional applications

Services +3,500 pregnancies per year



# Business Model



## ➤ Strategy

Drive take up of HeraCARE platform with Healthcare Providers to demonstrate improvements in:

- Clinical Outcomes
- Patient Satisfaction
- Financial Outcomes

## ➤ Approximate Standard Pricing Structure<sup>1</sup>

- a) Establishment fee: ~USD\$1,000 - \$10,000
- b) Monthly SaaS fee ~USD\$30 - \$100
- c) Hardware purchase ~USD\$50 - \$100

## ➤ Additional Partnerships

Discussions underway with >10 potential additional partners

<sup>1</sup>For Illustrative purposes only, subject to change dependent on specific Healthcare Provider and geography

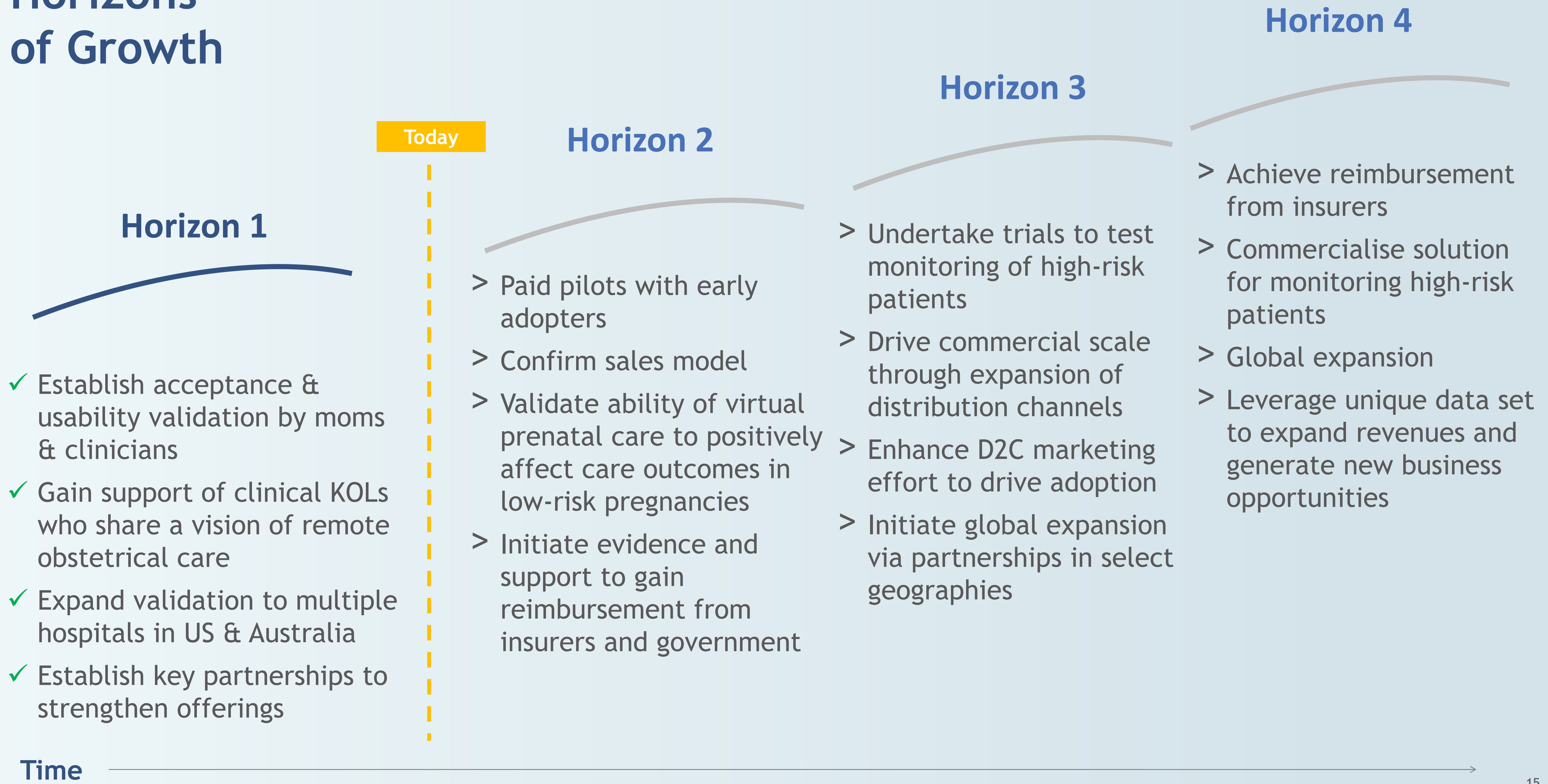
# Strategic Pathway



Strategic pathway	Status	Progress
Build Platform	Complete	<ul style="list-style-type: none"><li>&gt; Built best in class proprietary solution</li><li>&gt; Additional features and updates to be delivered in the near-term</li></ul>
Pilots and clinical validation trials	Well Progressed	<ul style="list-style-type: none"><li>&gt; Multiple trials completed</li><li>&gt; Additional Pilots and Trials in discussion with 1 - 2 paid pilots being targeted for CY'20</li><li>&gt; Discussions currently underway with additional partners across leading obstetrics providers in the US and Australia</li></ul>
Align with key opinion leaders	Progressing	<ul style="list-style-type: none"><li>&gt; Progressing with additional data being generated from past, current and future pilots and trials</li></ul>
First paying customers	Anticipated CY20	<ul style="list-style-type: none"><li>&gt; Discussions underway with key Healthcare providers</li></ul>
Grow market share	Anticipated CY21	<ul style="list-style-type: none"><li>&gt; Increase market share by:<ul style="list-style-type: none"><li>a) Expanding programs with current partners</li><li>b) Adding additional Healthcare providers</li></ul></li></ul>



# Horizons of Growth



# Opportunity Pipeline

- HMD's opportunity pipeline is currently focused in Australia and US<sup>1</sup>

Potential Partners	Number of Births	Comment	Market
Hospital A	2500	Well progressed	USA
Hospital B	3500	Well Progressed	AUS
Hospital C	4800	In discussions	AUS
Hospital D	3,800	Initial Stages	USA
Hospital E	8,900	Initial Stages	USA
Hospital F	22,000	Initial Stages	USA
Hospital G	23,000	Initial Stages	AUS

<sup>1</sup>For Illustrative purposes only, subject to change dependent on negotiation status and specific Healthcare Provider and geography



# Newsflow Catalysts

Q4 CY20

## Commercial Milestones

- ✓ Announcement of Joondalup trial results
- Expansion of Joondalup study to explore additional applications for the HeraBEAT
- 1 - 2 paid pilots commenced
- Execution of commercial agreement with eCare21

H1 CY21

- First paid pilot referred through eCare21
- Signing of additional Australian hospitals
- Signing of additional US hospitals
- 3 - 5 additional paid pilots commenced
- 1 - 2 commercial deployments commenced
- Establishment of Scientific Advisory Board

## Executive Summary



COVID-19 presents opportunity to fast-track adoption of telehealth



Only medical grade, clinically validated, maternity care platform



Multiple licensing agreement discussions underway globally



First paying customers anticipated in CY'20



US\$111bn US maternal healthcare market



Value created for all stakeholders underpins business case



Collaboration with Mayo Clinic on new HeraCARE platform



Clear competitive advantage with significant barriers to entry

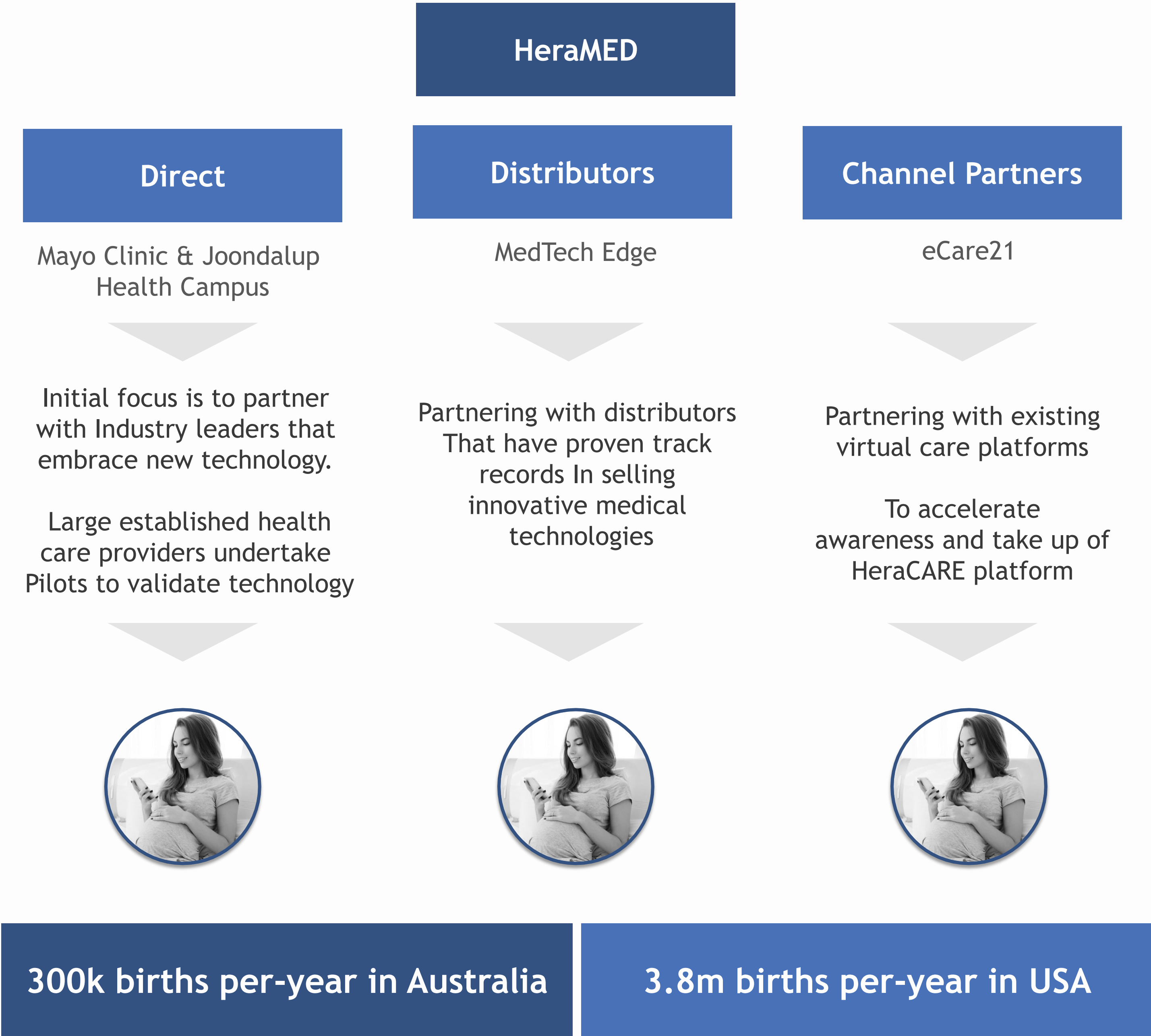


Clear pathway to commercialisation

# Appendix



# Distribution Strategy

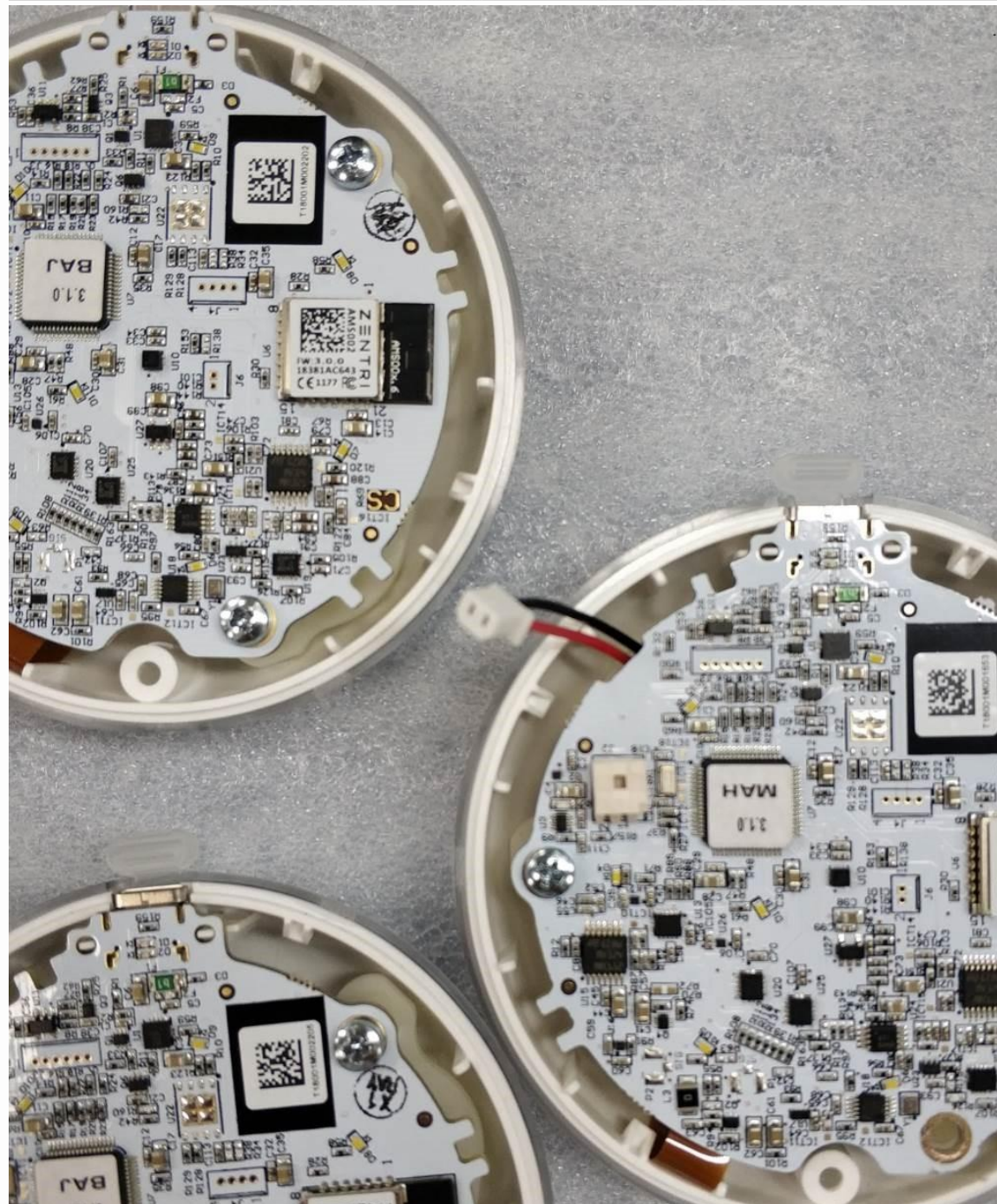






# Manufacturing Capability

- Crows current HeraBEAT manufacturing capacity is +10,000 / per year - ample production capacity for HMD to scale the HeraCARE Platform globally

Facility Overview



Overview	Crow's main production facility is located in Afula, in the Northern part of Israel			
Employees	350 employees, 20 engineers and technicians and 6 quality leaders			
Capability	State-of-the-art equipment providing outstanding manufacturing capabilities in a very cost-effective environment			
Capacity	~900,000 components assembly per hour according to IPC 9850 Manufacturing capability of more than 35,000,000 sensors per-year			
Key Product Areas	Alarm Detection	Video Verification	Audio Verification	User Interface
	Signaling Devices	Safety Detectors	Elderly Care	Home Comfort



# Board & Management

- HeraMED is in the process of establishing an additional Scientific Advisory Board throughout CY'20



## Dr. Ron Weinberger - Non-Executive Chairman

Highly experienced business executive, with strong scientific background and international span, Former Director, President and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~\$2 Billion, CEO and Managing Director of EMVision Ltd. ASX:EMV, Non-Executive Chairman of CleanSpace Technology Pty. Ltd.



## David Groberman - CEO, Co-Founder and Executive Director

David has been developing multi-disciplinary medical devices for the last 15 years, ranging from implants to invasive mechanical, electro-mechanical and opto-mechanical instruments, surgical apparatuses and applicators, monitoring, diagnosis and scanning equipment. Prior to Founding HeraMED, David spent over 8 years as Co-Founder and CTO at Meytar R&D. David holds a B.Sc. cum laude from the faculty of bio-mechanical engineering in TAU and he is an alumnus of the IDF elite computer science unit.



## Alexander Radke - General Manager United States

A senior executive with a proven track record of success across a variety of industries and projects. Alex develops and leads strategic initiatives, operationalize projects, and foster high-performing teams and cultures. Alex is the founder of Amorfati Health a New York based consulting firm that assists healthcare companies from major health systems to start-ups. He has held previous roles as Senior VP at Signals Analytics and served as a Director at Northwell Health.



## Tal Slonim - COO, Co-Founder and Executive Director

Tal has been managing medical and multi-disciplinary device development, manufacturing and deployment for over 16 years. Along his roles as COO, Co-founder and active R&D team member in HeraMED Tal is also the CEO of Meytar R&D- one of Israel's top R&D engineering services consultancy. Tal holds a B.Sc. cum laude from the faculty of mechanical engineering in BGU and MBA from BIU



## Sivan Sadan - CFO

Sivan brings with her over 20 years of financial experience. Sivan is the Founder & CEO of Or Capital, a financial advisory firm focusing on capital raising, mergers & acquisitions and CFO services, Ex Managing Director at Tamir Fishman and Partner at TF Ventures, Ex Board member at Poalim IBI underwriting. Sivan holds a BA in economics and management and an MBA in finance from TAU.



## David Hinton- Non-Executive Director

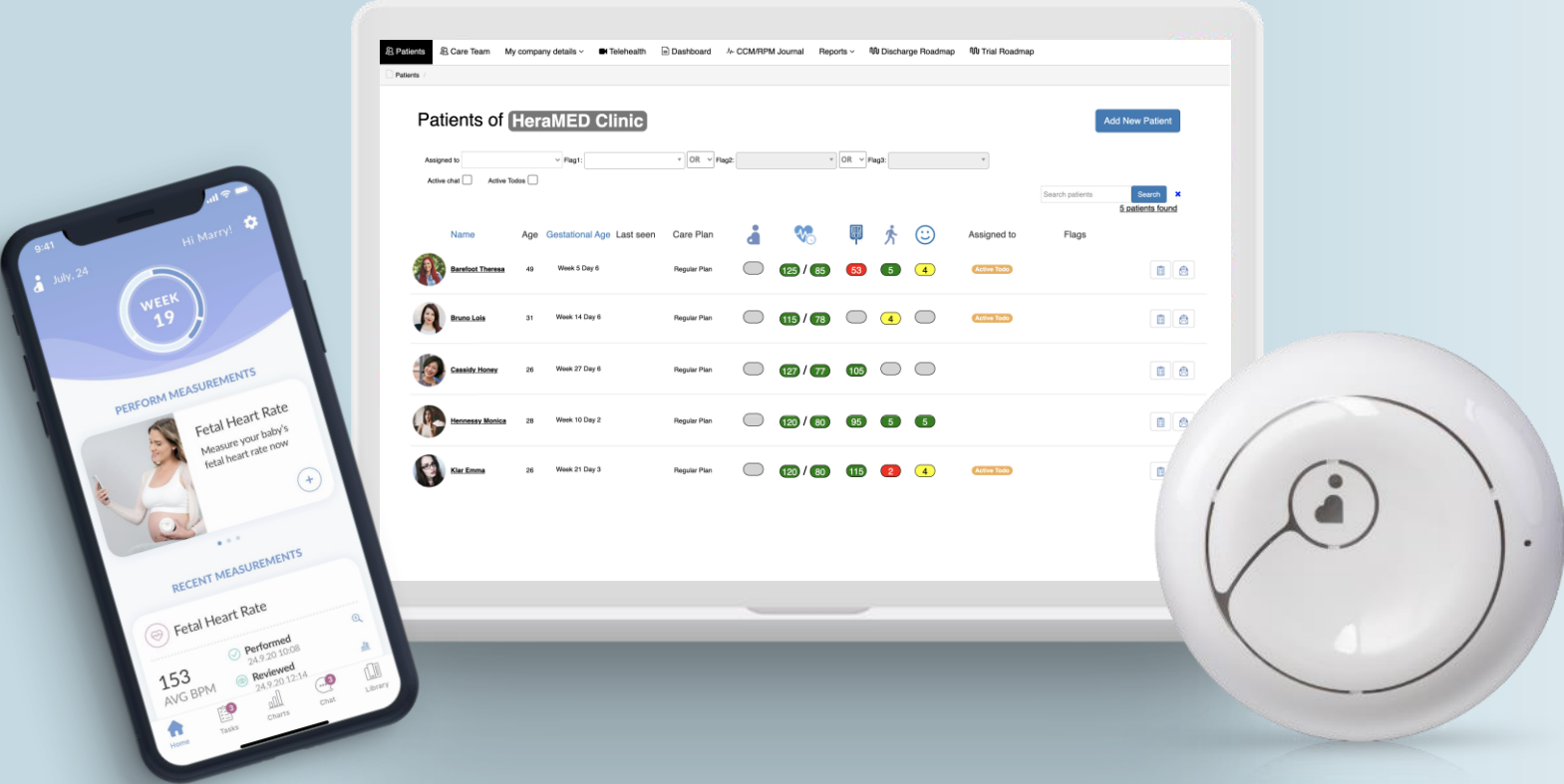
Senior company executive, with vast experience in the communication and IT sector, CFO and Company Secretary of Empired Limited ASX:EPD, 2005-2015 CFO AMCOM and involved in a \$1.6 Billion merger with Vocus Group. David holds a Bachelor of Business and is a qualified Accountant



## Doron Birger - Non-Executive Director

Distinguished leader of the Israeli MedTech industry, Ex chairman of Given Imaging Nasdaq/TASE: GIVN (2014 - acquired by Medtronic for ~\$US1 Billion). Ex president & CEO of Elron Nasdaq/TASE: ELRNF (investing more than \$US350 Million with a focus on Medical Device), BA and an MA in economics from the Hebrew University





# Leading the digital transformation of maternity care

\$0.14  
Share Price

\$21.0m  
Market Cap

\$2.3m  
Cash



Shareholder		Shares (m)	(%)
1	Altshuler Shaham Trusts Ltd <Holley Pharma Co Ltd A/C>	10.9m	7.2%
2	Altshuler Shaham Trusts Ltd <Tal Slonim A/C>	9.2m	6.2%
3	Altshuler Shaham Trusts Ltd <David Groberman A/C>	9.2m	6.2%
4	Freeman Road Pty Ltd <The Avenue A/C>	6.9m	4.6%
5	Altor Capital Management Pty Ltd <Altor Alpha Fund A/C>	5.0m	3.4%
Top 10		57.2m	38.1%
Top 20		72.0m	48.0%
Total Shares on Issue		150.0m	100%
Options on Issue		46.8m	

# Disclaimer

## Important notice regarding forward looking statements

This document contains a general summary of the company and is provided for information purposes only. For full details please review HeraMED Limited ACN 626 295 314 (**HeraMED**) ASX page - <https://www.asx.com.au/asx/share-price-research/company/HMD>

This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in HeraMED nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law.

This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

Certain statements made in this communication, may contain or comprise certain forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, and business and operational risk management. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events

# Contact

## HeraMED

David Groberman, CEO and Co-Founder

M: +972 52 699 1188

E: david@hera-med.com

Jonathan Hart, Company Secretary

M: +61 2 8379 2961

E: jonathan@hera-med.com

Alex Radke, General Manager United States

M: +1 412 352 9378

E: alex@hera-med.com

## PAC Partners

Tim Chapman, Director

M: +61 419 897 062

E: tchapman@pacpartners.com.au