

Amended Investor Presentation

HeraMED Limited (ASX: HMD) (“HeraMED” or the “Company”) refers to the “Updated Investor Presentation” released to the market pre-market 21 October 2020.

Please find attached the Amended Investor Presentation dated 21 October 2020. The only amendment being on slide 23 including a USD in front of the USD\$2.3m cash.

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

-ENDS-

HeraMED Limited

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About HeraMED Limited (ASX: HMD):

HeraMED is an innovative medical technology company leading the digital transformation of maternity care by revolutionising the pre and postnatal 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, big data and a digital social networking dashboard.

HeraMED

ASX:HMD

Leading the digital transformation of
maternity care

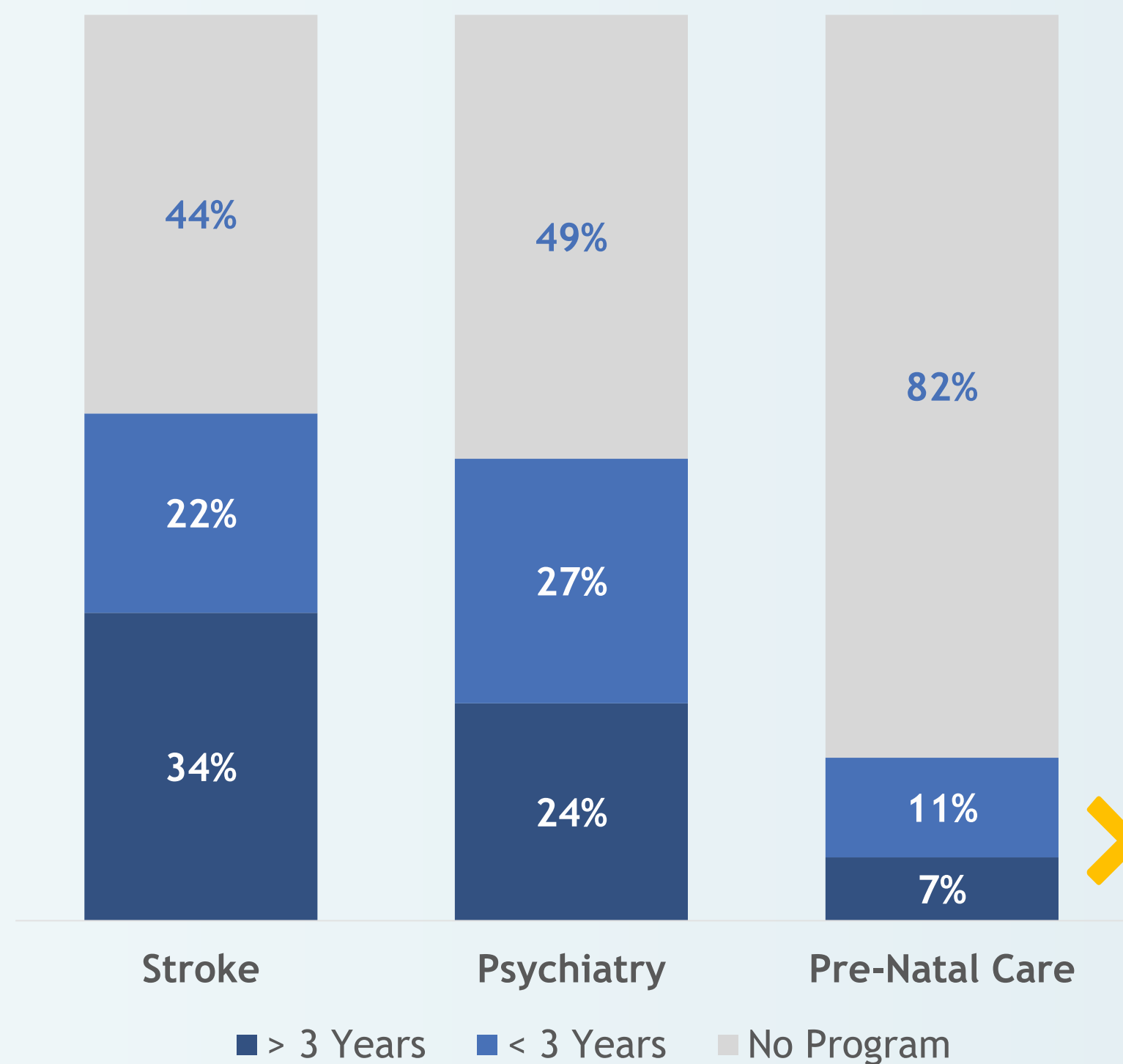
October 2020



Maternity care typically requires multiple hospital visits

Remote pregnancy care has only recently evolved but lacks adequate technology

Maturity of Telehealth Programs by Service Line¹



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 Outcomes¹

5-year trial program for expecting mothers, resulting in OB Nest becoming the standard of care at Mayo for low-risk pregnancies

6 of 14 care visits conducted remotely via a connected care nurse

Additional text-based communication with nurses and connection with online communities

Initial validation of telehealth in obstetrics proves its a viable model, however, to evolve, it needs medical-grade technology in the home

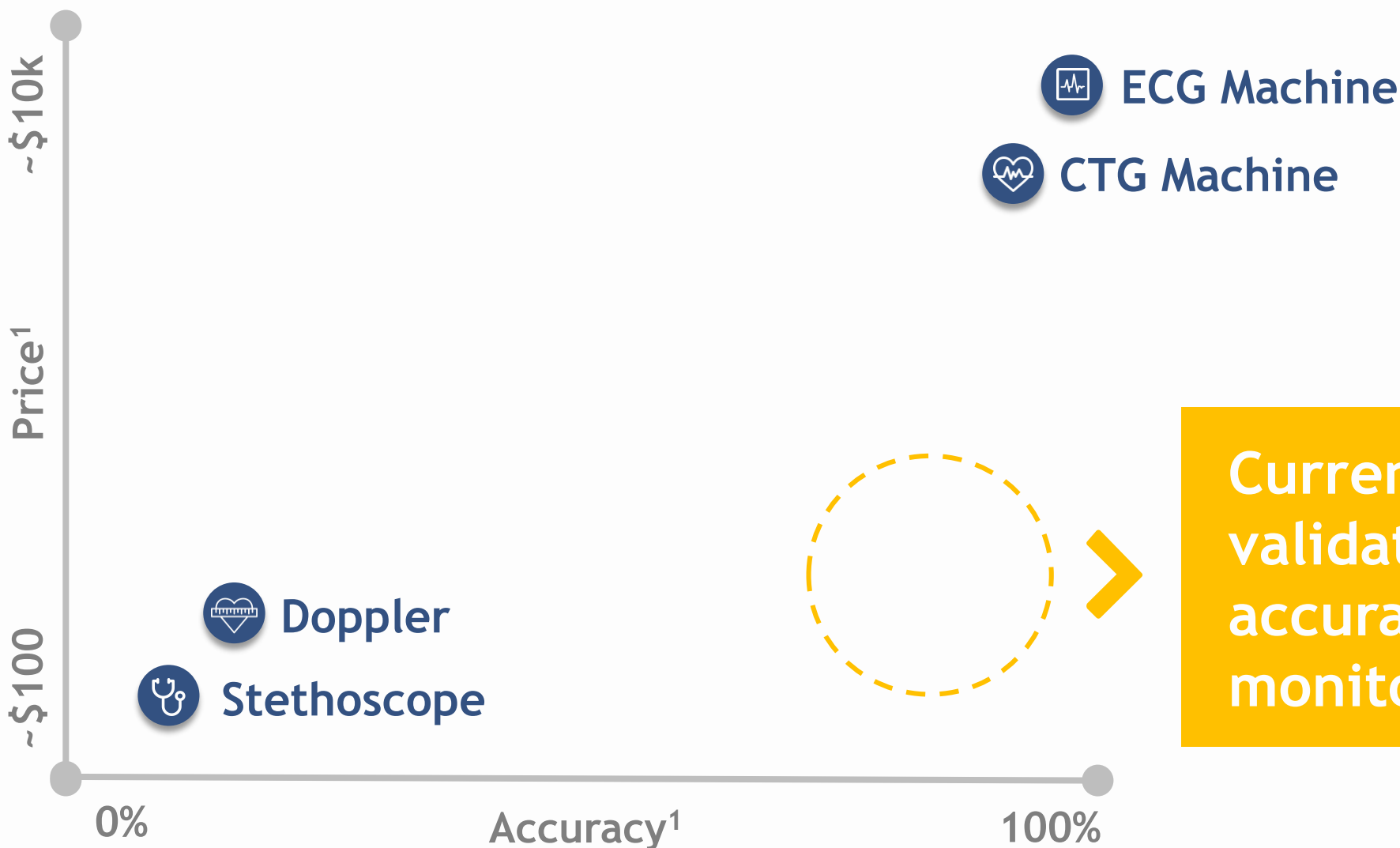
42%

Less Hospital Visits

+18%

Improved Patient Satisfaction

Foetal Heart rate monitoring devices



Current lack of clinically validated, regulatory approved, accurate foetal heart rate monitor for home use

¹<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>
²For 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 settings¹



Collaboration with Mayo Clinic on new HeraCARE platform



Multiple licensing agreement discussions underway globally



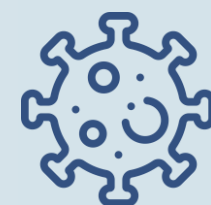
Value created for all stakeholders underpins business case



First paying customers anticipated in CY'20



Clear competitive advantage with significant barriers to entry



COVID-19 presents opportunity fast-tracking adoption of telehealth

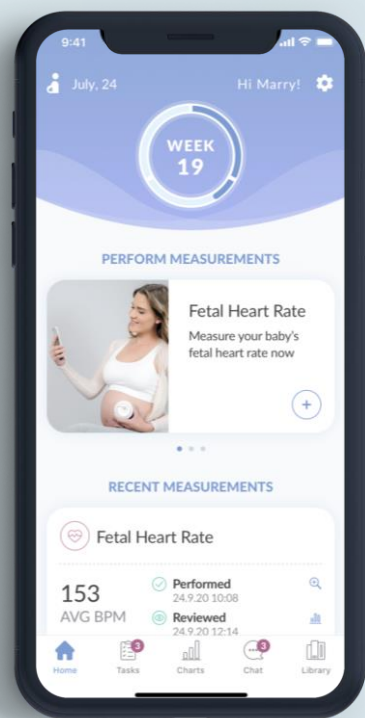
¹Prescription device under Doctor's orders for home use is under FDA Covid-19 updated guidance

HeraMED's end-to-end solution

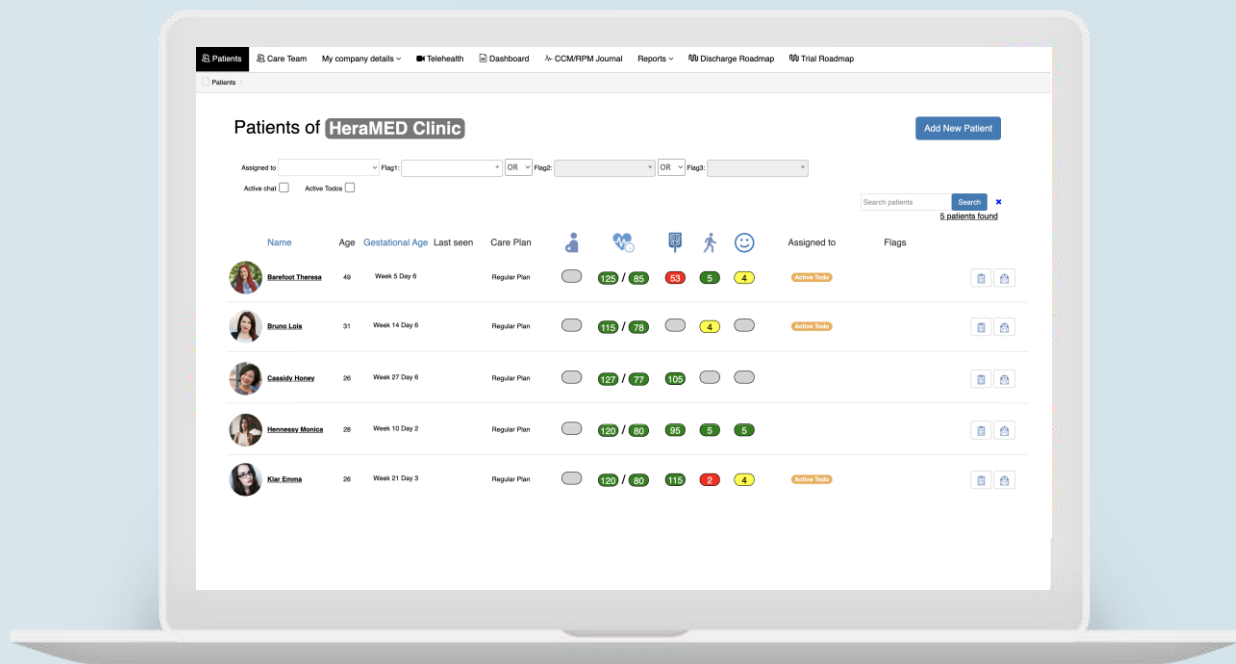
HeraBEAT



Maternity Care App



HeraCARE Platform

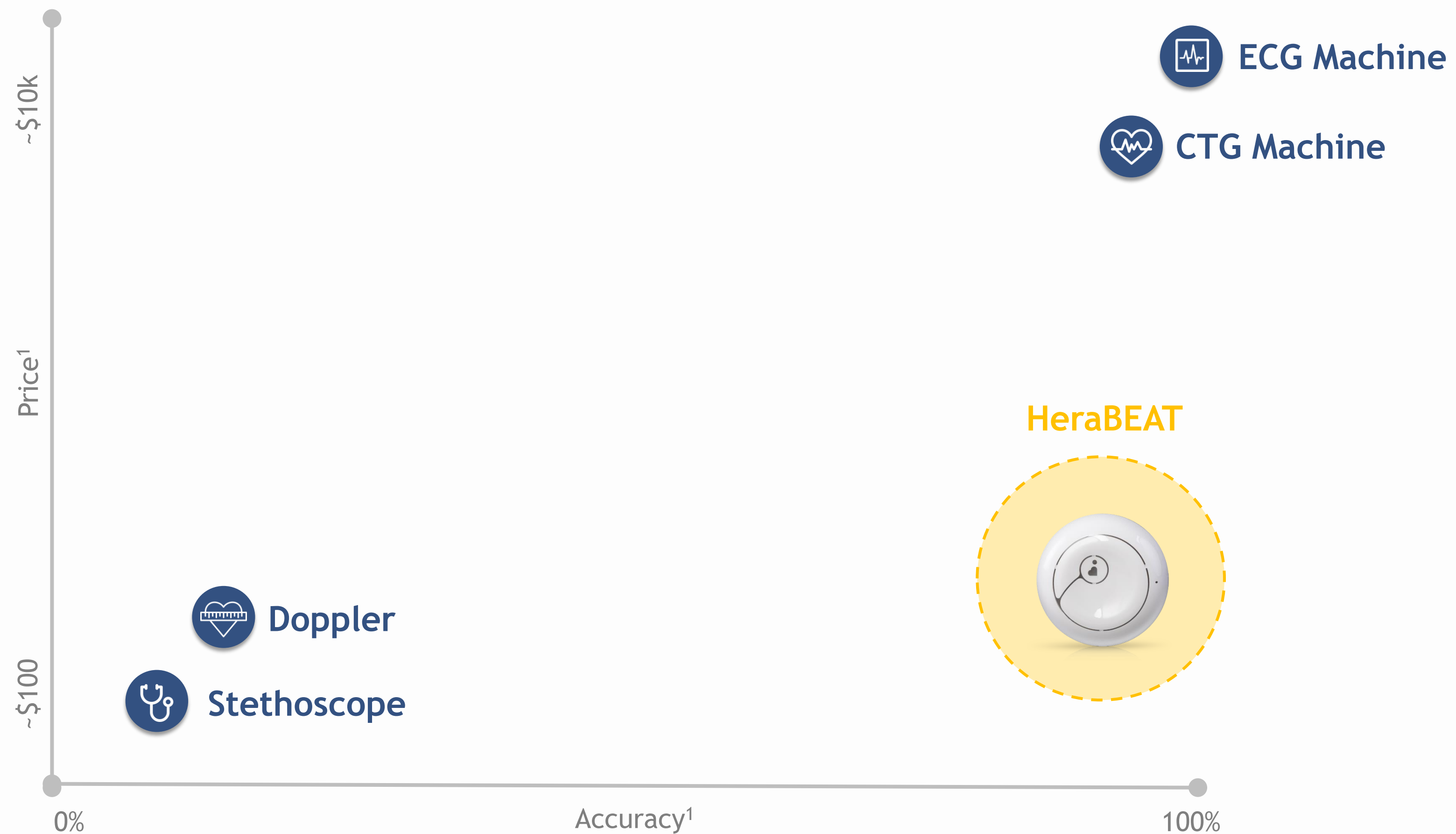


A hardware & software solution to
underpin a revolutionised Doctor / Patient
relationship for remote maternity care

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
- FDA², TGA and CE cleared for at home use
- Significantly higher accuracy compared to incumbent doppler devices

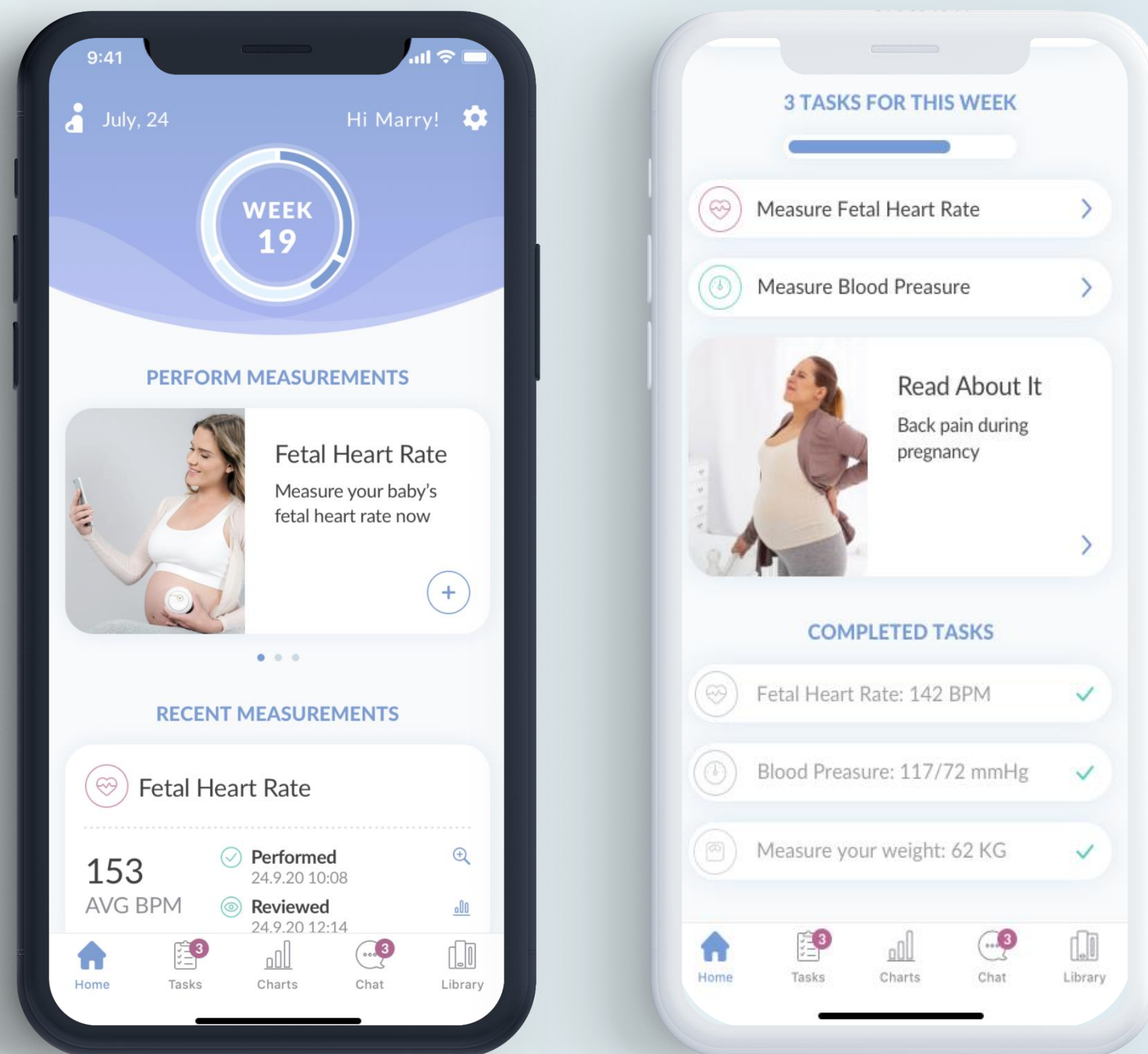
The HeraBEAT devices unique value proposition



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

¹For illustrative purposes only

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



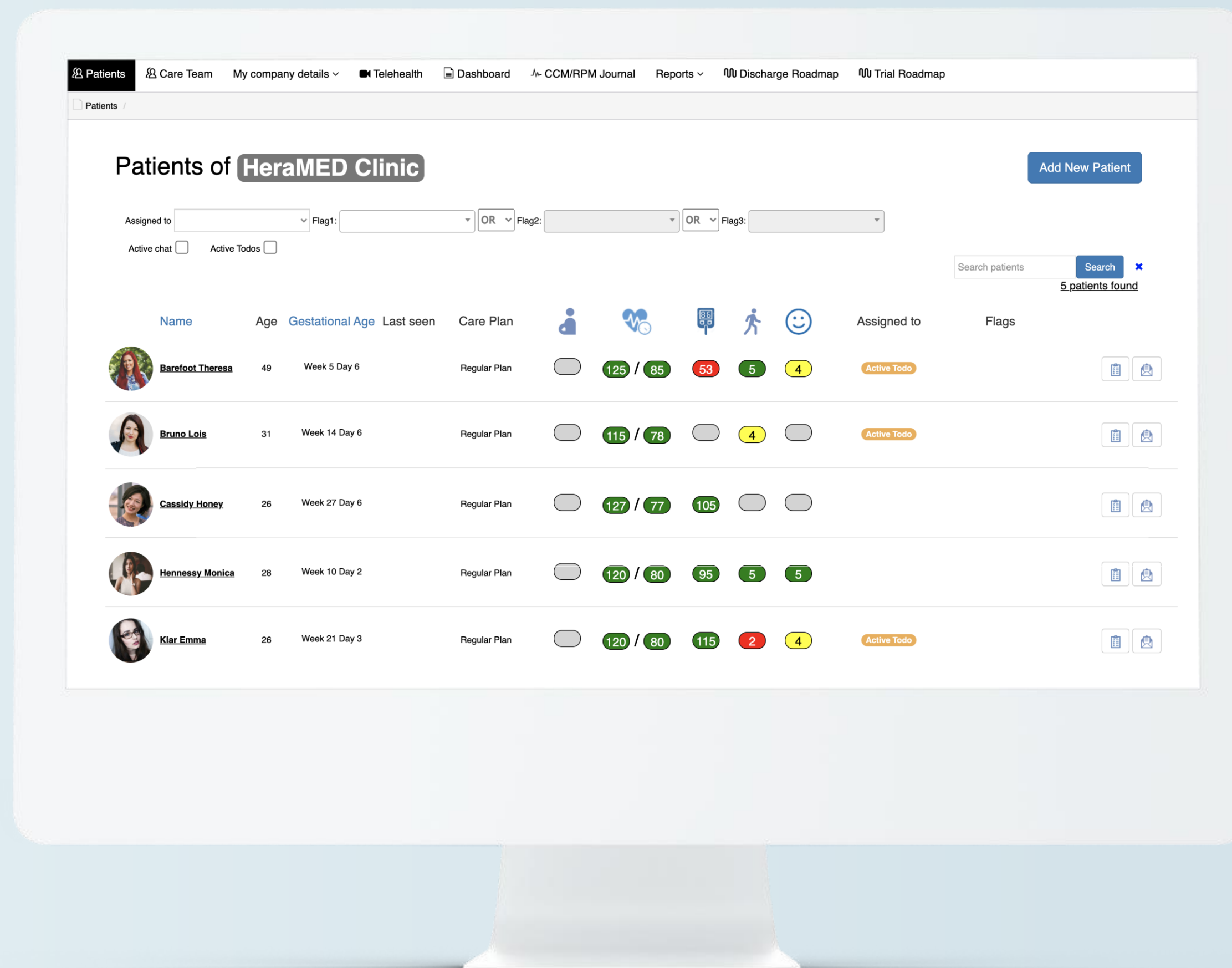
Expectant mothers track & record the foetal heart rate through application

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:

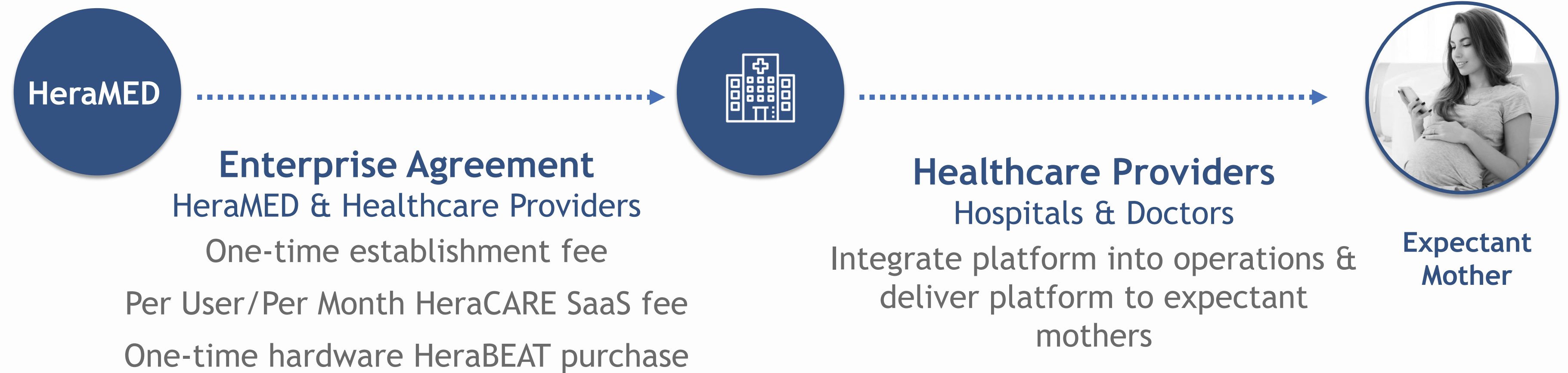
- > Accuracy of HeraBEAT in comparison to CTG machine
- > Ease of use and user satisfaction score at clinic for both physicians and expectant mother
- > Ease of use and user satisfaction score at home for expectant mother
- > Clarity and clinical use of data when solution used at home

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 Structure¹

- 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

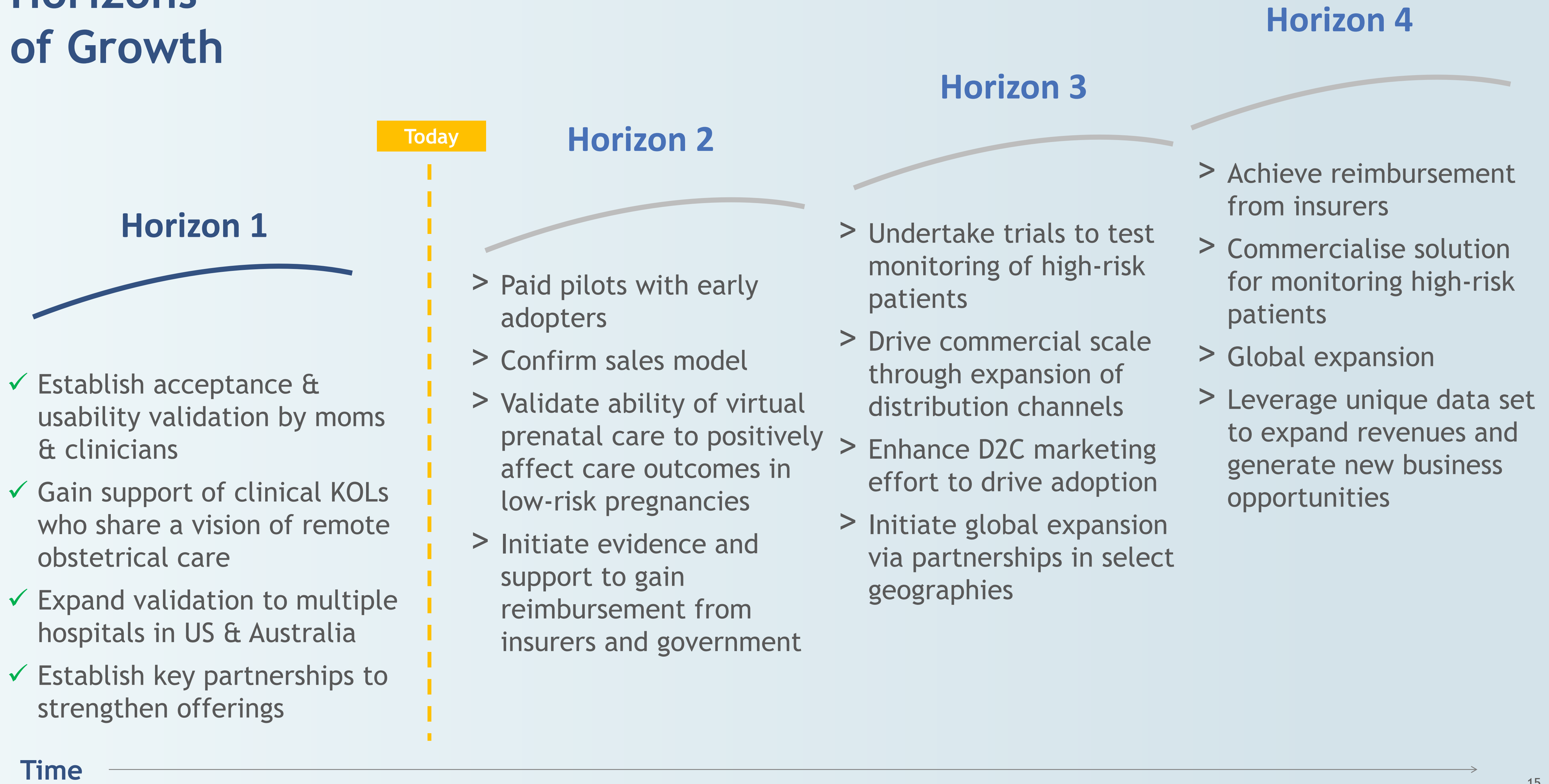
¹For Illustrative purposes only, subject to change dependent on specific Healthcare Provider and geography

Strategic Pathway



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

Horizons of Growth



Opportunity Pipeline

- HMD's opportunity pipeline is currently focused in Australia and US¹

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

¹For 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



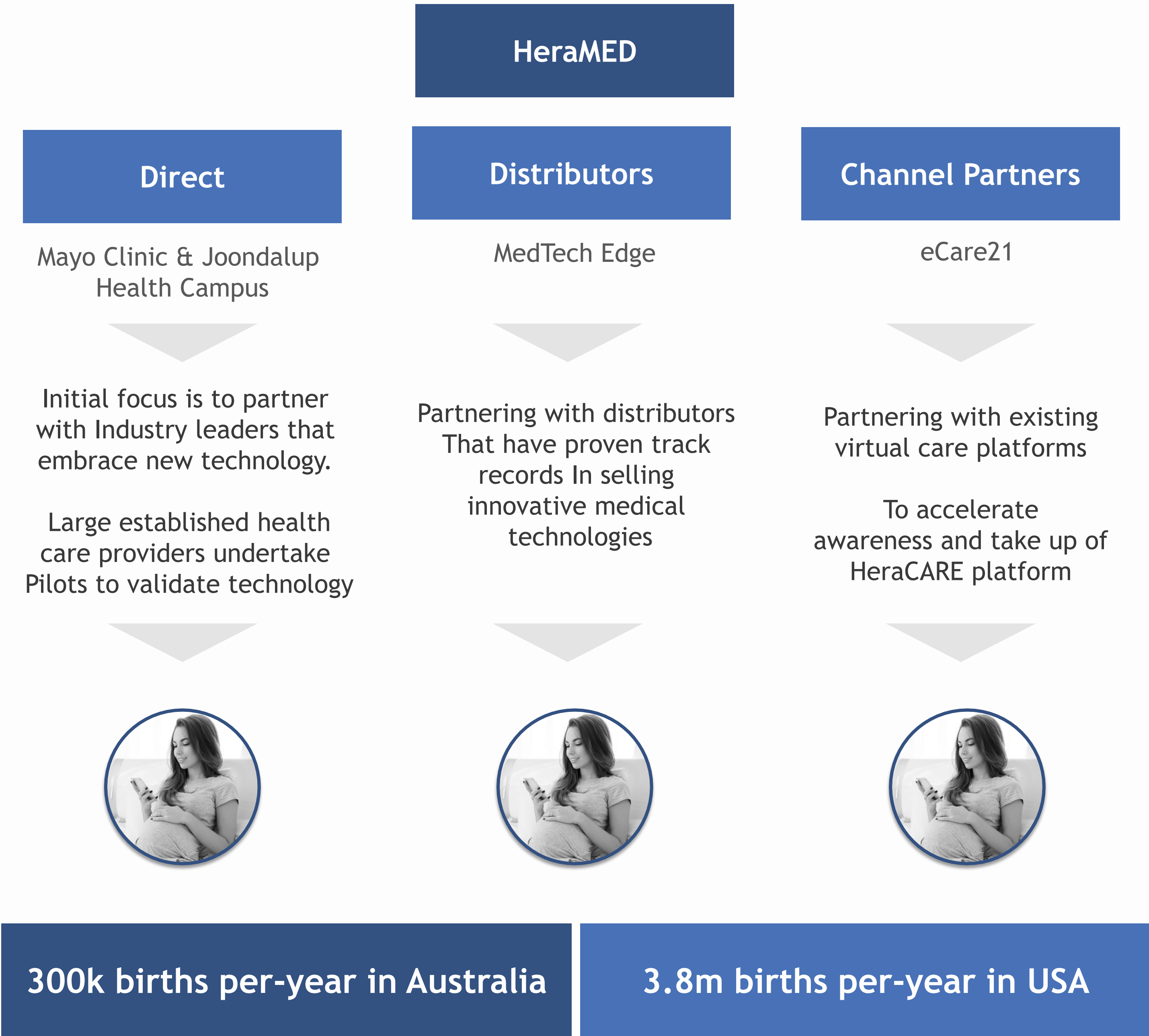
Clear competitive advantage with significant barriers to entry



Clear pathway to commercialisation

Appendix

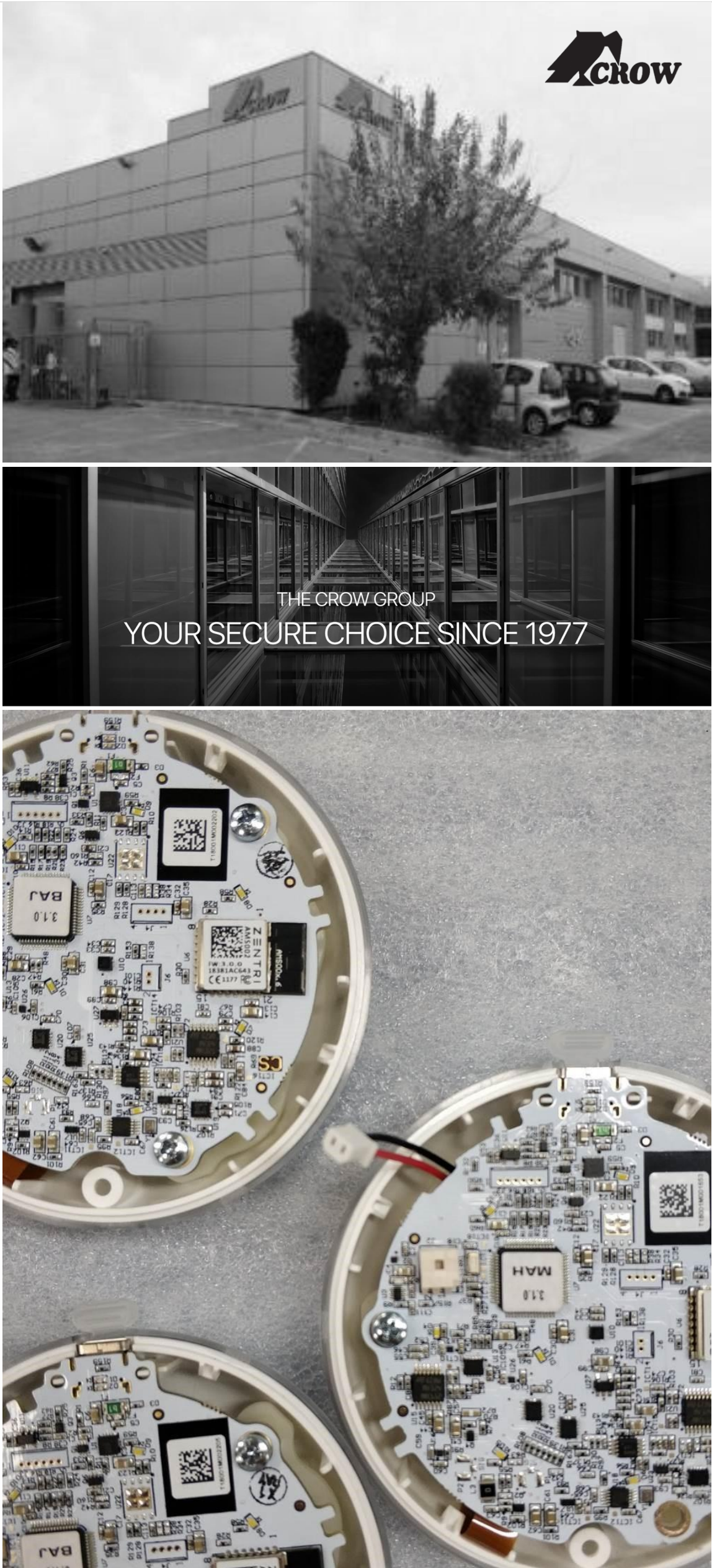
Distribution Strategy



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.



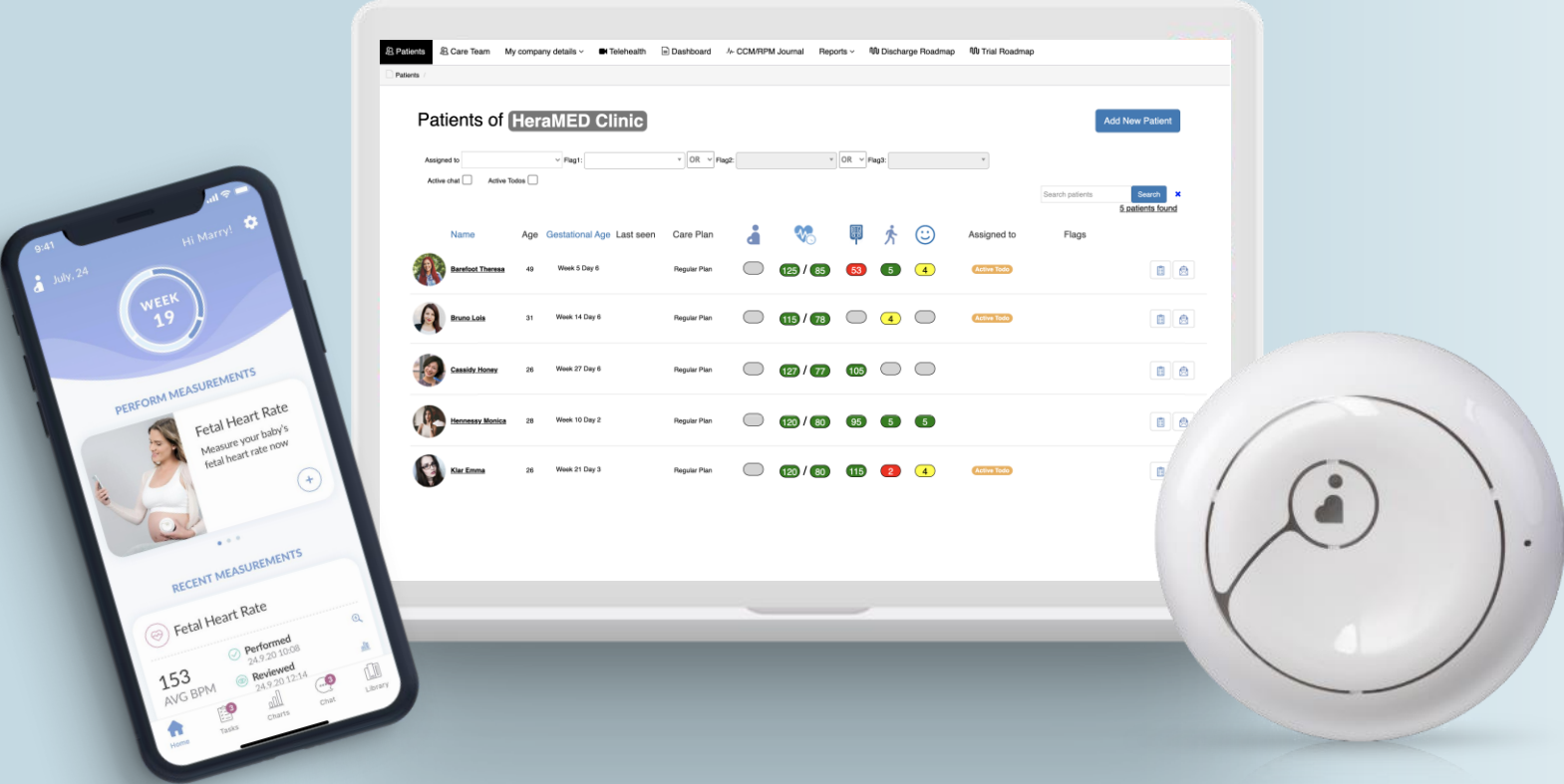
David Hinton- Non-Executive Director

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

USD\$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>

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