

Partnership with Teleperinatal, a US medical benefit program for employees

- Signed Letter of Intent to integrate HeraCARE™ and HeraBEAT™ into the Teleperinatal telehealth pregnancy service
- Teleperinatal manages a prenatal medical benefit program including direct virtual access to Maternal-Fetal Medicine physicians (specialised obstetric physicians)
- The program will be offered as an employee benefit to Fortune 500 Companies starting January 2021
- Under the agreement, the HeraCARE mobile app will be co-branded and become the primary digital platform to be used by Teleperinatal's pregnant clients; In addition, the HeraBEAT device will be offered on a Technology as a Service 'TaaS' subscription model, enabling remote pregnancy monitoring

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care with its proprietary in-home maternity care platform, is pleased to announce that it has signed a Letter of Intent (LOI) with Teleperinatal to deploy the HeraCARE mobile maternal care app and the HeraBEAT smart fetal HR monitor, under an initial paid pilot for six months. Assuming a successful pilot, both parties intend to progress to a formal commercial agreement.

Teleperinatal, a maternity telehealth service, provides a maternity benefits program for employers that is designed to reduce the cost of pregnancy care by giving employees direct, virtual access to Maternal-Fetal Medicine physicians, who will serve as advocates throughout the pregnancy and postpartum period. The program represents an employer benefit and is being sold direct-to-employer, with an initial focus on Fortune 500 Companies and a launch scheduled in the first quarter of 2021. Several contracts have already been secured and expectations are for approximately 500,000 lives to be under management at by the end of 2021, and it is estimated this will include more than 10,000 pregnant women.

Employers will offer access to the Teleperinatal pregnancy service, and in turn, Teleperinatal will deploy a co-branded HeraCARE mobile app and sell the HeraBEAT device. Under the terms of this agreement, Teleperinatal will pay a licence fee for the HeraCARE platform of US\$5 per month per active user and will offer its users the HeraBEAT device for an additional US\$29 per month fee.

The onset of COVID-19 has presented a unique opportunity to fast-track the adoption of digital health in maternity care. HMD is well-placed to deliver high-quality, prenatal, and postpartum care to improve the safety, efficiency, and cost of maternal healthcare. HMD continues to receive significant interest from prospects from around the world and is well placed to capitalise on these opportunities.

The US market offers significant operational and commercial upside due to the relatively expensive healthcare system. This partnership represents progress in HeraMED's execution of its US market entry strategy to focus on leveraging existing relationships with healthcare institutions to initially target healthcare providers including hospitals and doctors as well as employers providing medical insurance coverage.

HeraMED US General Manager of Operations, Alex Radke said: “I am delighted to have agreed key terms for this partnership with Teleperinatal as they represent an exciting new entrant in the maternal telehealth market. I am confident that this represents the start of a long-standing partnership between HeraMED and Teleperinatal as we share the same vision to deliver improved virtual maternity care.”

Teleperinatal Founder and CEO, Dr. Sina Haeri said:

“Our focus is on providing employees with access to world-class concierge level virtual care with a maternity advocate at their side the entire pregnancy and we believe the HeraCARE platform and HeraBEAT device represent a highly relevant fit for our program.”

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

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About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical device 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, big data, and a digital social networking dashboard.