

Brazilian healthcare group extends HeraCARE cloud-based monitoring services subscription on new SaaS terms

- Hapvida, one of Brazil's largest health care providers, have extended their subscription for HeraCARE cloud monitoring services for 24 months on new SaaS terms
- In February 2019, Hapvida purchased 110 HeraBEAT devices and a two-year subscription for the HeraCARE Proprietary cloud-based monitoring services
- The HeraBEAT devices are connected through the HeraCARE cloud directly to Hapvida's Electronic Medical Record system allowing physicians and nurses to monitor foetal heart rate data in real time
- During 2020, Hapvida undertook approximately 5,000-6,000 scans per month, and over 70,000 scans during the year, demonstrating the resilience of the HeraBEAT device and HeraCARE platform when used in a busy hospital setting
- This subscription extension represents validation of both HeraBEAT and HeraCARE as a viable alternative to CTG machines in emerging markets
- COVID-19 has presented a unique opportunity to fast track adoption of digital health in maternity care and the focus remains on progressing the growing pipeline of new potential partnerships

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 Hapvida, one of Brazil's largest healthcare groups had extended its subscription for HeraCARE SaaS and cloud monitoring services for a further 24 months.

Hapvida services customers nationwide, through a network of 96 hospitals and 966 clinics.

The combination of the HeraBEAT device and HeraCARE cloud monitoring services are currently being used in the Hapvida hospitals as their primary pregnancy monitoring tool, in place of the traditional and much more expensive CTG pregnancy monitoring machines.

Under the previous commercialisation strategy, HeraBEAT devices were purchased, however under the new agreement, a per user per month subscription model has been adopted. Hapvida have elected to make an upfront payment of US\$45,000 for the 24-month extension and negotiations are continuing in relation to the purchase of additional HeraBEAT devices.

HeraMED CEO and Co-founder, Mr David Groberman said: "The 24-month extension of the HeraCARE Proprietary cloud services subscription with Hapvida represents an important validation of both the HeraBEAT device and the HeraCARE monitoring services, for use in a busy hospital setting. Both the device and the platform demonstrated resilience under the intensity of the constant hospital use, and we are delighted to be extending this subscription under the new SaaS terms.

"Elsewhere in Brazil, we have additional negotiations underway for similar subscriptions to use our device

and cloud-based monitoring services as an effective and low-cost alternative to expensive pregnancy monitoring machines.

“The onset of COVID-19 has presented a unique opportunity globally to fast-track adoption of digital health in maternity care. HeraMED is well-placed to deliver high-quality, prenatal, and postpartum care to improve the safety, efficiency, and cost of maternal healthcare. HeraMED continues to receive significant interest from prospects from around the world and is focused on progressing the growing pipeline of potential partnerships.

HeraMED is well placed to capitalise on these opportunities and will update the market at the appropriate time,” he said.

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.