

## LEADING THE DIGITAL TRANSFORMATION OF MATERNITY CARE



Investor Presentation  
HeraMED Limited (ASX:HMD)

April 2022



## 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 ASX page - <https://www.asx.com.au/asx/share-price-research/company/HMD>

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# Ongoing Pregnancy Challenges



## Doctors/ Providers

Shortage of fundamental services

Lack of time and attention

Low reliability of analysis

Episodic, Reactive, not connected

Pregnancy complications and bad outcomes



## Expectant Mothers

14+ clinical sessions per pregnancy (Low-risk)

Loss of time away from work / home

Personal anxiety and stress

Lack of continuous support

Mother and infant mortality rates are rising

# Cost of maternity complications\*

Opportunity to reduce costs and improve maternity care and outcomes

US\$111bn US Maternal Healthcare Market



**PP Depression**  
**US\$14bn**



**Preeclampsia**  
**US\$2.2bn**



**C-section**  
**US\$9bn**

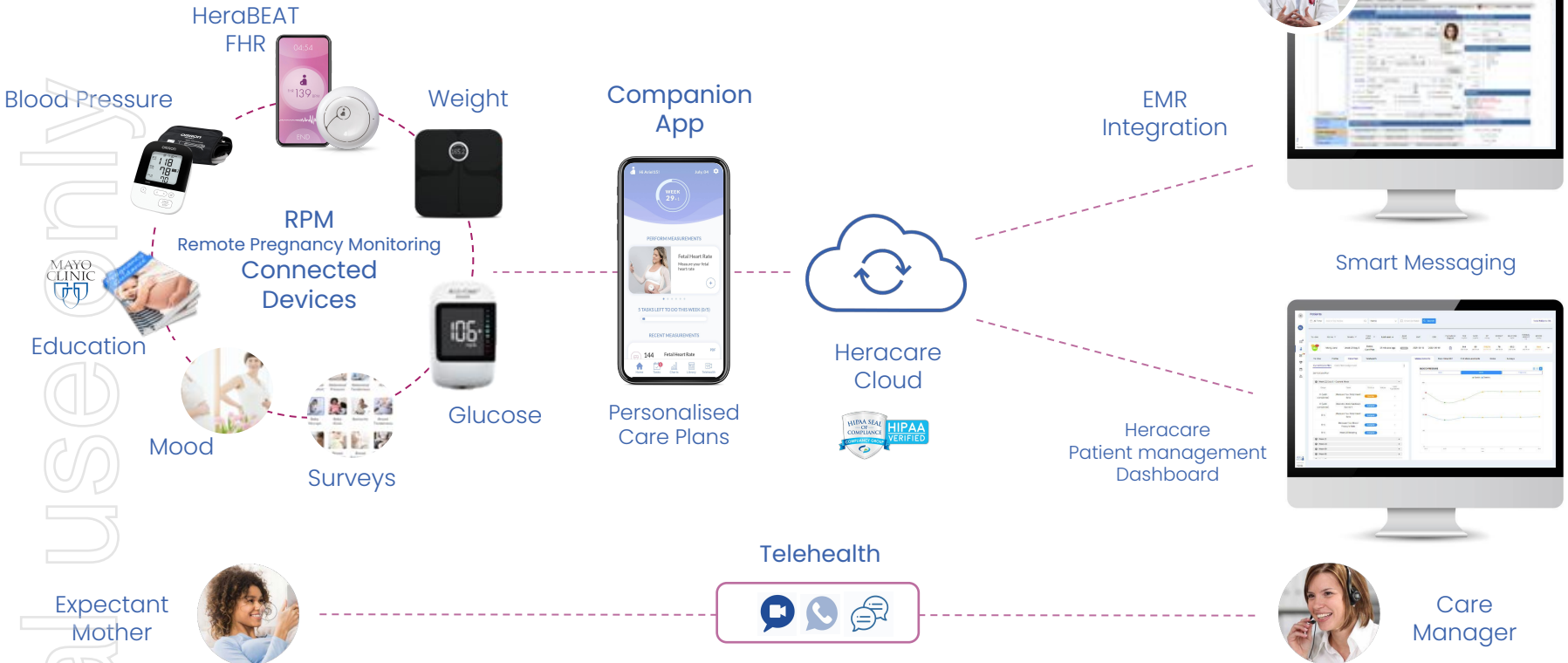


**Preterm Birth**  
**US\$26bn**

\*Numbers represent US healthcare cost only, global cost are much higher  
<https://www.marchofdimes.org/mission/the-economic-and-societal-costs.aspx>

# HeraCARE A New Era of Connected Maternity Care [- Watch the video ->](#)

Aggregates and manages medical data of multiple sources, optimizing workflows and allowing healthcare providers to be better informed and effective patient advocates.



## Delivers value in three key categories



### Increased Satisfaction

Reassurance and peace of mind  
.....  
Exceptional convenience  
.....  
Continuous professional support  
.....  
Empowerment



### Better Outcomes

Early detection of complications  
.....  
Stress and depression reduction  
.....  
Adherence to guidelines  
.....  
Patient centric proactive care



### Cost Reduction

Reduction of clinic visits  
.....  
Optimised virtual visits  
.....  
Reduction in complication costs  
.....  
Reduction of pregnancy related  
absence from work

# HeraBEAT Smart Fetal HR Home Monitor – [Watch the video ->](#)



>400,000 Fetal Heart Rate Measurements  
AND COUNTING

FHR / MHR



## Smart Detection

Detects fetal and maternal heart rate.



## Guided Search

Easy to follow, step-by-step guidance

142 BPM



## Reliable & Shareable Data

Medical-grade data accuracy

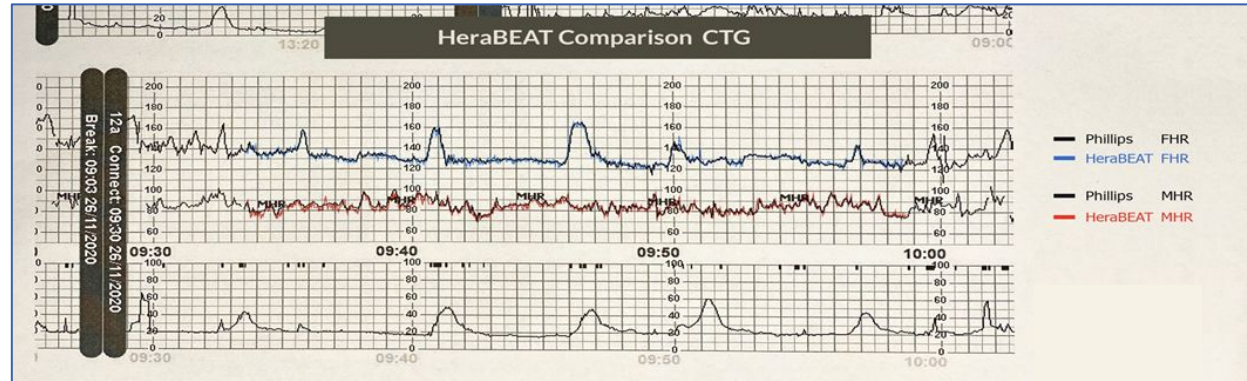


# HeraBEAT a hospital grade standard

Peer reviewed Independent clinical trial at JHC shows outstanding results

Comparison between  
the HeraBEAT and the  
industry gold standard

Medical Grade Accuracy  
Validated  $\pm 1$  bpm



100%

Detection of Fetal Heart  
Beat without Assistance



96-100%

Satisfaction of reliability, usability  
and user experience



Excellent

Accuracy compared to industry  
cold standard CTG Machine

Results Featured in Globally  
Recognized Scientific Journal  
'Obstetrics & Gynecology'

Original Research

Accuracy, Clinical Utility, and Usability of a  
Wireless Self-Guided Fetal Heart  
Rate Monitor

[Read the full report ->](#)





# HeraBEAT Low And High Risk Fetal Monitoring



Low risk  
Fetal HR Auscultation (1-5min)



High risk  
NST – Non Stress Test (20-30 min)



# Adoption By Medical Leaders Around The World



Collaboration agreement,  
Paid pilot



Collaboration agreement,  
clinical trial and  
equity investment



Multiple pilot  
discussions with  
Healthcare  
providers



Clinical Trial in process



Commercial Agreement

# Australia Success Story



HeraCARE was implemented as the new standard of care in JHC (part of Ramsay Health Care).

## Scalable and repeatable model



**Clinical  
Trial**

86 expectant mothers

Results published in leading scientific journal



**Paid  
Pilot**

100 Licenses / 6 Months

KPIS set and proven



**Commercial  
Agreement**

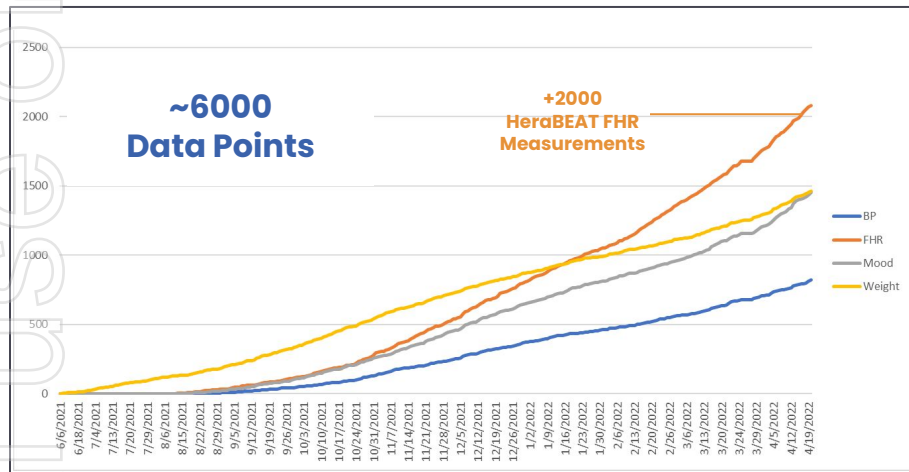
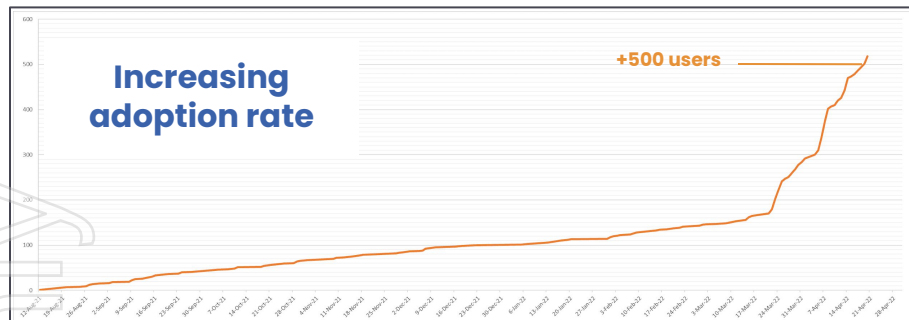
1200 Licenses / 1st Year



**Dr. Paul Porter M.D.**

"The HeraBEAT device is accurate and easy to use by clinicians in the hospital and expectant mothers at home. The fetal 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"

# HeraCARE @JHC increased adoption rate



Joondalup  
Health Campus  
Part of Ramsay Health Care



HeraCARE  
Connected Maternity Care

**Over 500** HeraCARE users so far  
increasing at a pace of **~70 week**



**Dr Cliff Neppe – Head of OB at JHC:**

Over the past 18 months, we have shown that a novel, maternally administered fetal heart rate monitor (FHRM) has accuracy and safety equivalent to gold-standard clinic-based cardiotocography.

In 2022 we are looking to shake up the standard schedule of maternity care to Connected Maternity Care. Connected Maternity Care will be implemented from 2022 to 2024, enrolling 7,500 women attending the Joondalup Health Campus antenatal clinic.

# USA Success Story



HeraCARE was implemented to power Virtual OB as the new model of care in two sites under the Pediatrix Medical Group: San Jose & Atlanta



**Dr Pandipati – Clinical Lead for virtual OB Program:**

“We have seen **incredible patient AND provider satisfaction** ratings through the pilot, including extra high marks from providers in the patient safety category, we’re really proud and excited about that.

Early indicators of pregnancy complications can potentially lead to significant improvement in the wellbeing of the baby and mother, and lead to **improved health outcomes and possible reductions to overall cost of care.”**

## Significant Pilot findings



Excellent satisfaction scores



Broad patient and provider satisfaction with hybrid maternity care model



The reduction of office visits while providing the same or superior-level care



Earlier detection of hypertensive pathology in select patients, as early as 25 weeks



Early indicators can potentially lead to improved health outcomes and possible reductions to overall cost of care



patients in the Virtual OB Program captured more than 2.5 times vital measurements



## Optimising hospital and medical staff time

HeraCARE > 10-15 min	VS	Traditional > 45-60 Min
HeraCARE > 6-8 visits	VS	Traditional > 14 Visits (Low risk)
HeraCARE Total > 448 Min	VS	Traditional > 840 Min

**Reduction of up to 47% in staff time**



## HeraCARE cost reduction for preterm births (Over 10% of pregnancies)

Preterm birth costs are estimated at **US \$75K per birth**

Based on extensive clinical research analysis, telehealth and remote patient monitoring result in lower preterm birth rates (33%-71%)\*

HeraCARE enables early detection of complications ->

Thus by assuming conservative estimation - HeraCARE can potentially **reduce 20%**

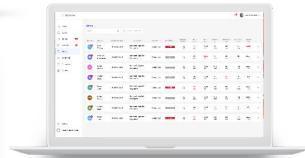
**Reduction ~US\$1400 per pregnancy\*\***

\* <https://pubmed.ncbi.nlm.nih.gov/17666608/> <https://pubmed.ncbi.nlm.nih.gov/27838034/>

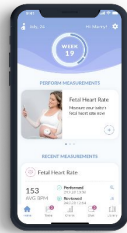
\*\* Based on HeraMED estimations and calculations

# Diverse Commercial Models

One-off  
hardware  
device sale  
~**US\$150-200**



Monthly SaaS fee  
~**US\$39-59**  
per pregnant  
woman  
per month



B2B2C offering to  
leading groups  
with patient access

## Channel partner / customer categories



Hospitals and  
clinics



Maternity health  
groups



Digital health  
platforms



Health  
insurers

Desire greater patient satisfaction,  
better clinical outcomes and  
financial improvements



# HeraMED Value Proposition

End-to-end solution drives value for multiple stakeholders



## Expectant Mothers

Empowerment  
Convenience  
Peace of Mind



## Clinical Staff

Improved outcomes  
Patient satisfaction  
Reduced burden



## Hospitals

Operational Efficiencies  
Customer Loyalty  
Innovation Identity



## Employers

Employee experience  
Financial savings  
Enhanced employee health



## Insurance Companies

Decreased cost  
Proactive management  
Member experience



## Researchers

Richer data sets  
Deeper engagement  
New study methods

# Near-Term Company Catalysts

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## Technological and Clinical Superiority

HeraCARE and HeraBEAT redefining home-based maternity care, already proven technological and clinical superiority and have collaboration agreements with leading medical organisations.



## Commercial Pilots and Clinical Trials

Advanced stage pilots and trials with Mednax (US), Mayo Clinic (US), Sheba (Israel) and JHC (Australia) are expected to provide additional proof and support for the solution's cost-effectiveness and improved pregnancy outcomes.



## Clear Path for Commercialisation

The recent commercial agreement with JHC (part of Ramsay Health Care) provides financial model validation and a pointer to commercial scalability.



# The HeraMED Opportunity

Well placed to deliver on significant opportunity in maternal telehealth globally



Proprietary platform  
using hardware and  
software



Developed by medical  
engineers and clinical  
experts



The only medical grade,  
clinically validated,  
digital maternity care  
platform



Patent pending  
protected hardware,  
software and algorithms



End-to-end solution drives  
value for all stakeholders



US\$111bn US maternal  
healthcare market



Commercial customers  
(JHC, Pediatrix)



Commercial discussions  
underway globally



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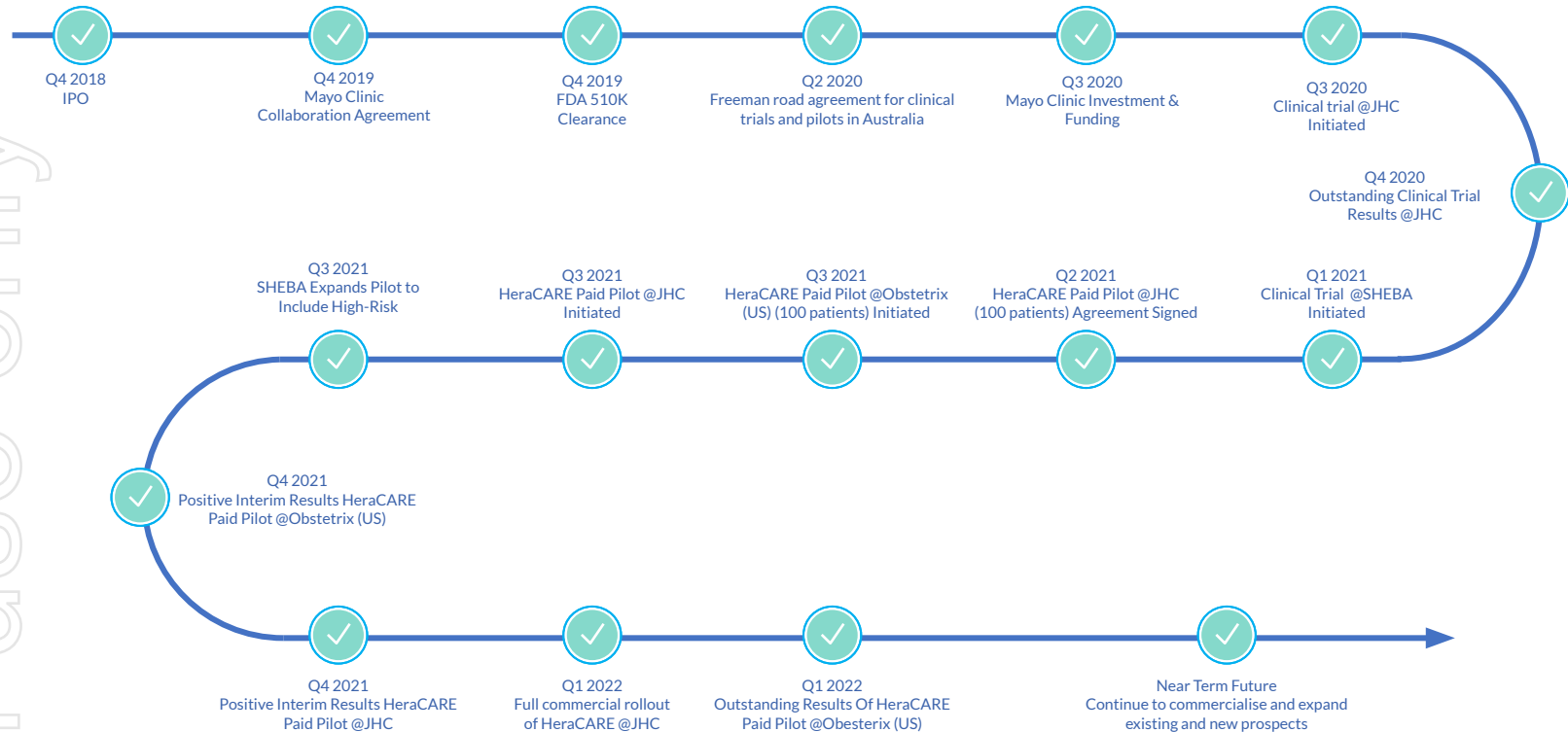
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# Company Milestones



# Ukrainian humanitarian support

in collaboration with Sheba



HeraMED donated devices and professional support for the use of HeraBEAT and HeraCARE in the field Hospital by Sheba in Ukraine



HeraMED Appears in TV coverage on Israeli Tech assisting the Ukrainian cause



# Corporate Overview

ASX code	HMD
Listing date	December 2018
GICS classification	Health Care Equipment & Services
Share price (24 April 2022)	\$0.15
Market Capitalisation (24 April 2022)	\$36.46m
Shares on issue	188.2m
Cash on hand (31 December 2021)	\$3.559m
Trading range (last 12 months)	\$0.10/\$0.335
Average daily volume	0.283m

## HERAMED LIMITED HMD

LAST PRICE / TODAY'S CHANGE ① VOLUME ① BID / OFFER RANGE ① MARKET CAPITALISATION ①  
 \$0.150 ▲ +\$0.009 (7.142%) 675,050 \$0.155 - \$0.160 \$26.46M

Industry Group: Health Care Equipment & Services Listed on 12 December 2018

Prices delayed by at least 20 minutes | Currently trading

### HMD Overview

REFRESH DATA





# Board & Management



**Dr. Ron Weinberger**  
Non-Executive  
Chairman

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



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

Serial Entrepreneur, Mechanical and Bio-medical expertise, 15 years' experience developing medical devices i  
Previously spent over 10 years as Co-Founder and CTO at Meytar R&D, Co-Founder Breathe.me, Co-Founder ADVA-Bio. B.Sc. Cum Laude TAU. Holds a B.Sc. cum laude in bio-mechanical engineering from TAU, Alumni IDF elite computer division



**Sivan Sadan**  
CFO

20 years of financial experience as Founder & CEO of Or Capital, a financial advisory firm  
Ex-MD at Tamir Fishman and Partner at TF Ventures, and ex-Board member at Poalim IBI underwriting  
Holds a BA in economics and management and an MBA in finance from TAU



**Tal Slonim**  
Co-Founder and  
Executive Director

16 years' experience managing medical device development, manufacturing and deployment  
CEO of Meytar R&D - one of Israel's top R&D engineering services consultancy.  
Holds a B.Sc. cum laude in mechanical engineering from BGU and MBA from BIU



**David Hinton**  
Non-Executive  
Director

Senior company executive, with vast experience in the communication and IT sector  
CFO of Empired Limited (ASX:EPD), ex-CFO of Amcom involved in a \$1.6 Billion merger with Vocus  
Holds a Bachelor of Business and is a qualified Accountant



**Doron Birger**  
Non-Executive  
Director

Distinguished leader in Israeli MedTech as ex-chairman of Given Imaging (Nasdaq/TASE: GIVN) (acquired by Medtronic for ~\$US1 Billion) and ex-president & CEO of Elron (Nasdaq/TASE: ELRNF) BA and MA in economics from the Hebrew University