

Experienced senior executive Anoushka Gungadin appointed as HeraMED's director of strategic partnerships, ANZ

- HeraMED appoints highly regarded senior executive and entrepreneur Ms Anoushka Gungadin as its director of strategic partnerships, Australia and New Zealand (ANZ)
- She will be a valuable resource as HeraMED moves to penetrate the large addressable markets in these countries, which both have health systems servicing expectant mothers living in a mix of capital city and regional areas
- Ms. Gungadin's career spans more than 20 years and four continents, over which time she has built a reputation as a highly-regarded CEO and Non-Executive Director

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce the appointment of highly regarded senior executive and entrepreneur Ms. Anoushka Gungadin as its director of strategic partnerships Australia and New Zealand.

HeraMED lays the groundwork for a stronger Australasian presence

HeraMED continues to build scale in the Australasian region as the Company works towards full commercialisation of its unique medical technology.

The appointment of Ms. Anoushka Gungadin as HeraMED's director of strategic partnerships Australia and New Zealand is a key step towards achievement of this goal.

Anoushka's working career spans more than 20 years. Over this time, she has held a number of senior roles in Australia, Asia, Europe and Africa, building a reputation as a quality CEO and Non-Executive Director creating value by finding the optimal mix of human capital and technology. Through time she has developed a deep understanding of the rapidly evolving medtechs and digital health and solutions segments of the global healthcare sector. Anoushka has also become a successful entrepreneur and in-demand international speaker.

Anoushka is currently on the Deakin University Council and is on the Boards of the health technology company ImageryWorks, fintech Anglo African Investment and edtech GetMee.ai. She also heads up TiE Women in Melbourne, a global mentoring and capital-raising platform for women entrepreneurs.

Anoushka also founded GlobalCQ, where she is a researcher, author, and speaker and specialises in inclusive leadership, cultural intelligence, technology & future of work thematic.

She was earlier the founding CEO of the Australia India Chamber of Commerce, which was created to drive the bilateral economic relationship at both corporate and government levels. For over a decade, Anoushka was based in Beijing where she headed up the Finance/Clients Management Department of international French law firm, Gide Loyrette Nouel. Anoushka had earlier worked or consulted for a number of iconic global brands, including L'Oréal, Reliance, and Mondelez.

Anoushka holds an MBA from the Melbourne Business School and a BSC (Economics Honours) degree from the University of Mauritius. She is also an International Coach Federation Associate Certified Coach.

Anoushka Gungadin said: “I am excited to be part of HeraMED’s efforts to build the market presence of the Company’s promising medical technology across the ANZ region, in the process taking it ever closer to full commercialisation. The innovative remote monitoring functionality incorporated in the technology opens the way for much improved medical treatments for all expectant mothers, including those in regional areas. I look forward to working closely with key HeraMED personnel to ensure key strategic partnerships are initially forged and then evolved over time.”

HeraMED CEO and Co-founder David Groberman said: “We are thrilled that Anoushka has joined the HeraMED team. Her appointment shows our determination to get market traction for the Company’s unique remote monitoring technology in both these countries. She will play a key role in our efforts to demonstrate that the HeraMED product will materially enhance the medical infrastructure currently in place, whether it is located in capital city or regional centres. Success in growing our presence in Australia and New Zealand will help create a win-win-win situation. Expectant mothers everywhere will be better serviced, healthcare providers get improved health outcomes without blowing their budgets and we will provide further proof that our technology is a commercial proposition.”

-ENDS-

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

HeraMED Limited

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About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical data 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 and big data.

About HeraCARE™

The Company’s proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.