

LEE HEALTH APPROVES FULL SCALE EXPANSION OF HERAMED MATERNITY PROGRAM

HIGHLIGHTS

- Major US health system, Lee Health, has approved the full commercial deployment of HeraMED's maternity solution, formally launched on 15th of September, following successful completion of Lee Health's six-month pilot.
- HeraMED has transitioned from pilot to commercial partner with Lee Health, establishing a recurring SaaS model within a nationally recognised, ~US\$3 billion US health system delivering more than 8,000 babies annually, with 2,000 active pregnancies at a given time.
- Validates SaaS pricing model, with HeraCARE licensed on a 12-month per-mother term, with pricing broadly in line with previous guidance, enhancing recurring revenue as deployment scales.
- Staged paid scale-up will commence with onboarding of the next 200 pregnant women, supported by hybrid/virtual team development within Women's Services, commercial workflow implementation and HeraCARE integration with Epic.
- Initial Statement of Work for next 200 mothers is US\$317,200, covering 200 HeraCARE SaaS platform licences, 200 maternity monitoring kits, implementation fees, Epic integration, logistics fees as well as device and application support for next 200 mothers.
- Framework supports ongoing scale-up, with additional patient bundles able to be ordered in agreed increments of 20, 50, 100 or larger cohorts each subject to additional fees.
- Strategic partnership initially focused on four prenatal & postpartum care plans, with scope to expand into additional women's health pathways and extend Lee Health's women services.

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of women's and maternity care, is pleased to announce that Lee Health System, Inc. ("Lee Health" or "Lee") has approved the full-scale commercial deployment of HeraMED's digital maternity solution which Lee Health has entitled its 'Digital Pregnancy Journey Program'.

Launched on the 15th of September, the commercial deployment, follows the successful completion of the six-month pilot program with Lee, which validated a hybrid obstetrics care model combining virtual prenatal visits, remote patient monitoring as well as fetal doppler and blood pressure monitoring. Lee Health's scale up plan confirms that the model met the clinical, patient experience and operational criteria established at the outset of the evaluation.

From validation to deployment

Lee Health is a major non-profit healthcare system in Southwest Florida, delivering more than 8,000 babies annually. This expansion marks a major step in the Company's US commercialisation strategy and the transition of HeraMED's solution from pilot validation to commercial deployment.

The deployment builds on strong pilot KPIs, including 92% virtual adoption, 100% likelihood to recommend, a program NPS of 60 and an RPM device NPS of 75. The pilot program demonstrated that prenatal care could be

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delivered through an 11-visit digital-first pathway, compared with approximately 15 in-person visits under the traditional model, while maintaining the existing standard of care.

In a staged scale-up HeraCARE will be deployed progressively across Lee Health obstetrics clinics with enrolment of the first 200 patients and will continue to ramp as clinics and care teams are onboarded. Deployment includes the HeraCARE patient companion application and clinician dashboards, HeraBEAT FDA-cleared at-home fetal heart rate monitors, connected blood pressure cuffs, 4 customised prenatal and postpartum care plans and integration with Lee Health's Epic EMR environment.

The expansion establishes a recurring SaaS commercial model with a nationally recognised, approximately US\$3 billion non-profit health system, and provides a reference deployment for the Company's broader US commercialisation strategy.

HeraMED Managing Director and CEO, Anoushka Gungadin, said: *"This is the moment we have been building toward- moving from a successful phase 1 to full-scale commercial deployment inside a health system of Lee Health's calibre as a new model of maternity care."*

Lee Health has one of the most mature virtual care programs in the US, across stroke care, inpatient monitoring and ambulatory visits. Maternity and women's health more broadly is a natural next chapter in that journey. Partnering with the leadership at Lee Health and deploying into an organisation with that depth of operating experience is a meaningfully different proposition to a first-time digital health program, and it is a large part of why this partnership is so valuable for us.

Epic integration is another key milestone with HeraCARE to be embedded in the record clinicians already work in allowing us to reduce administrative load while increasing patient outcome at the same time.

For HeraMED, this marks the transition to commercial execution in the world's largest healthcare market, and gives us a reference partner with whom we continue to innovate solutions for women's health starting in maternity.

We thank Dr Morris, Dr Wykes, J. Witenko and the wider Lee Health team for their leadership and collaboration."

Dr Cherrie Morris, Chief Physician Executive and Vice President, Women's Services, Lee Health, said: *"As the needs of our community continue to grow, we are focused on delivering maternity care in ways that work for patients. By integrating technology with traditional care, we can meet patients where they are while maintaining access to the services and support they need."*

Commercial model

The scaled expansion model for the next 200 mothers is under initial Statement of Work representing contracted revenue of US\$317,200, in line with our pricing model comprising of:

- 200 HeraCARE licences over 12 month;
- 4 customised maternity care plans: low-risk prenatal care, hypertension in pregnancy, postpartum care and patient engagement;
- 200 Maternity monitoring kits comprising; FDA-cleared HeraBEAT fetal heart rate monitor and a connected blood pressure monitor; and
- Implementation fees, Epic integration fee, logistics, device and application support.

Once the initial 200 licences are exhausted additional activated licences and monitoring device kits will be ordered in mutually agreed increments of 20, 50, 100 or larger cohorts each subject to additional fees.

Outlook

HeraMED and Lee Health will now finalise implementation planning, clinic onboarding schedules and Epic integration. The Lee Health expansion validates HeraMED's US market entry thesis, targeting health systems:

- with a dedicated maternity and women's health service;
- seeking to improve maternal-fetal care outcomes;
- with connected hybrid/virtual care strategic plans;
- with EMR integration/ Tech capability; and
- with exposure to regional obstetric supply constraints.

HeraMED is applying this framework to its wider direct US pipeline as well as its pipeline through strategic channel partners such as Philips, together with opportunities associated with the US\$50 billion Rural Health Transformation Program.

The Company looks forward to updating shareholders on Lee Health deployment progress and broader commercialisation initiatives.

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 women's and maternity care, starting by revolutionising the prenatal and postpartum experience. 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, personalised care plans, artificial intelligence, and big data. 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.