

APPOINTMENT OF DR ADAM MYERS AS CHAIRMAN OF THE COMMERCIAL SCIENTIFIC ADVISORY BOARD

Highlights:

- Dr Adam Myers appointed Chairman of HeraMED's Commercial Scientific Advisory Board (CSAB)
- Nationally recognised U.S. healthcare leader with decades of executive experience across major health systems, payer organisations, and digital health transformation
- Currently senior Vice-President, Telus Health, global leader in health and wellbeing in over 160 countries
- Held senior roles including Chief Population Health Officer at Cleveland Clinic and Chief Clinical Transformation Officer at Blue Cross Blue Shield Association, influencing care delivery for 115M Americans
- Brings deep expertise in clinical governance, commercial strategy, value-based care, AI innovation, and health-system-wide transformation
- Strengthens HeraMED's U.S. market expansion and commercialisation pathway for the HeraCARE maternity platform
- Supports accelerated development of predictive models, reimbursement strategies, and health-system integration

HeraMED Limited (ASX: HMD) ("HeraMED" or "the Company"), a digital health company transforming maternity care through its remote pregnancy monitoring and digital engagement platform, HeraCARE, is pleased to announce the appointment of Dr Adam Myers as Chairman of the Company's Commercial Scientific Advisory Board (CSAB).

Dr Myers is a nationally recognised healthcare leader with decades of executive leadership, deep clinical experience, and a proven track record in driving large-scale transformation across some of the world's most influential health systems and payer organisations. His appointment further strengthens HeraMED's clinical credibility and U.S. commercial strategy as the Company expands the adoption of HeraCARE across major health systems.

As Chairman, Dr Myers will provide leadership and oversight across four priority domains:

1. Health-system transformation & U.S. expansion – leveraging his experience influencing care delivery across more than 115 million Americans to guide HeraMED's growth and strategic partnerships.
2. Commercial strategy & reimbursement pathways – supporting the Company's work with U.S. payers, health systems, and channel partners to scale adoption and unlock sustainable commercial models.
3. Clinical governance & safety leadership – ensuring HeraCARE continues to meet the highest standards of clinical evidence, safety, and maternity-care best practice.

4. AI-enabled maternity care & predictive health innovation – advising on the translation of HeraMED’s advanced digital, remote-monitoring, and predictive models into real-world clinical workflows.

Anoushka Gungadin, Managing Director & CEO of HeraMED, said, “We are thrilled to welcome Dr Adam Myers as Chairman of our Commercial Scientific Advisory Board. Adam is one of the most respected clinician-executives in the United States, with exceptional experience spanning leadership of major health systems, national payers, and digital innovation initiatives. His unique blend of clinical, commercial, and policy expertise will significantly enhance HeraMED’s momentum as we scale HeraCARE across the U.S. market. Adam’s guidance will help ensure we deliver the highest impact for clinicians, payers, and—most importantly—expectant mothers and their families.”

Dr Adam Myers said, “HeraMED is tackling one of healthcare’s most persistent challenges by enabling proactive, digitally connected maternity care at scale. I am honoured to serve as Chairman of the CSAB and to support the continued evolution, validation, and adoption of HeraCARE. The opportunity to combine clinical insight, digital innovation, and system-level transformation to improve maternal outcomes is enormous, and I look forward to helping HeraMED realise its full potential.”

Background for Dr Adam Myers

Dr Myers is a nationally recognised healthcare leader with extensive experience in clinical practice, population health, payer strategy, and health-system transformation. His career includes senior leadership roles at several of the most influential healthcare organisations in the United States:

- Senior Vice President- Telus Health Care- global health and wellness organisation supporting 160 million lives in 200 countries.
- Inaugural Chief Population Health Officer, Cleveland Clinic, where he led system-wide value-based care initiatives and care model design.
- Chief Clinical Transformation Officer, Blue Cross Blue Shield Association, shaping care delivery and innovation across all ~36 BCBS plans serving 115 million Americans.
- Senior executive roles within major U.S. health systems including Texas Health Resources and Methodist Health System.
- A practising family physician and obstetrician who has personally delivered nearly 5,000 babies, providing him with rare insight bridging clinical practice and system-level innovation.

Dr Myers serves on several prominent national boards, including BrightFocus Foundation, Sunrise Senior Living. He is the past Chair of the American Hospital Association’s Committee for Clinical Leadership and former director for The Joint Commission and the Health Care Cost Institute.

He holds a Master’s in Health Care Management from Harvard University, is board certified in multiple clinical disciplines, and is a Fellow of the American College of Healthcare Executives.

ENDS

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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.

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.

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