

TARGET MARKET DETERMINATION

- MADE BY:** HeraMED Limited (ACN 626 295 314) of C/- Bio101, Suite 201, 697 Burke Road, Camberwell VIC 3124 (**the Company**).
- PRODUCTS:** 50,000,000 options (**Options**), each with an exercise price of \$0.02 (2 cents), expiring 4 years from issue and which, upon exercise, entitle the holder to one fully paid ordinary share in the capital of the Company (**Share**).
- EFFECTIVE DATE:** 20 December 2024

This target market determination (**TMD**) has been prepared by the Company in relation to the offer of Options by the Company in the prospectus of the Company dated 20 December 2024 (**Prospectus**) and lodged with the Australian Securities and Investments Commission (**ASIC**) on that date.

The Prospectus is available at www.asx.com.au, search code "HMD". Capitalised terms not defined in this TMD are as defined in the Prospectus.

The Options are being offered under the Broker Option Offer contained in the Prospectus. The Broker Option Offer is only be made to and capable of acceptance by Westar Capital Limited (and/or its nominee(s)) (**Westar**). Further details are set out in Section 1.2 of the Prospectus.

The Broker Option Offer will be made under and be accompanied by a copy of the Prospectus. Any recipient of this TMD should carefully read and consider the Prospectus in full and consult their professional adviser regarding the contents of the Prospectus. Any recipient of this TMD who wishes to acquire Options will need to complete the application form that will be in, or will accompany, the Prospectus. This TMD is not a disclosure document for the purposes of the Corporations Act and therefore has not been lodged, and does not require lodgement, with ASIC.

This TMD is not to be treated as a full summary of the product terms and conditions and is not intended to provide financial advice. Investors should refer to the Prospectus for the terms and conditions of the product and when making a decision in respect of the product.

Target market

The target market for the Options is Westar (and/or its nominee(s)). Further details are set out in Section 1.2 of the Prospectus. The issue of the Options to Westar (and/or its nominee(s)) was approved by the shareholders of the Company at the General Meeting held on 19 December 2024.

The information below summarises the overall general class of investors that fall within the target market for the Broker Option Offer, based on the key attributes of the product and the objectives, financial situation and needs that they have been designed to meet.

The Options have been designed for investors whose likely objectives, financial situation and needs are aligned with the product. The Company expects investment in the Options will be suitable to investors who take a medium to long term outlook on their investment and are accustomed to making speculative investments. The full terms of Options are set out in Section 9.2 of the Prospectus.

Investors with a medium to long term outlook for their investment will benefit from the ability to trade the underlying Shares issued on exercise of the Options prior to the respective expiry dates should the exercise price be lower than the Share price, exposing the holder to potential upside on the Shares.

An exercise price is required to be paid to exercise the Options and acquire Shares. As such, the capacity to realise the underlying value of the Options requires that they be exercised on or before the expiry date. Investors in the target market will need be in a financial position to have sufficient available funds to exercise the Options prior to the expiry date. In addition, the ability of an investor to sell Shares issued upon exercise of Options may be limited by a lack of liquidity in trading of Shares.

It is also expected that the target market of investors will be able to withstand potential fluctuations in the value of their investment. Options offer no guarantee that the prevailing Share price will be higher than the exercise price of Options prior to the expiry date of the Options, or at all, and the Options and Shares issued on exercise of Options offer no income guarantee or capital protection.

The Company considers that an investment in the Options and Shares issued upon exercise of the Options is highly speculative, such that an investment in the Company may not be appropriate for an investor who would not be able to bear the loss of some or all of their investment. Investors should also have sufficient financial literacy and resources (including appropriate advisers) to understand and appreciate the potential risk of investing in the Company (including the Options and Shares issued upon exercise of the options) as an asset class generally and the more specific risks of investing in the Company as an ASX listed healthcare company including risks as described in the Prospectus.

Distribution conditions

The Broker Option Offer is made to Westar (and/or its nominee(s)). Acceptances of or applications for Options under the Broker Option Offer can only be made under the Prospectus by completing an application in the form or manner that will be in, or accompanied by or described in, the Prospectus.

The Company will include a copy of this TMD on its website. By making an application for Options under the Broker Option Offer, the applicant warrants that they have obtained, read and understood this TMD (as the TMD applicable to the Options) and that they meet the eligibility criteria of, and fall within, the target market for the Options as described in this TMD.

Review triggers

The Broker Option Offer is open for acceptance for a limited offer period set out in this Prospectus. The Options will no longer be available for investment by way of issue following close of the Broker Option Offer. Accordingly, this TMD applies between the commencement of the Broker Option Offer and the issue of the Options (**Offer Period**), unless the Broker Option Offer and/or the Prospectus is withdrawn by the Company or the issue of Options otherwise does not proceed.

To allow the Company to determine whether circumstances exist indicating this TMD is no longer appropriate to the Options, the following review triggers apply for the Offer Period:

- the Company lodges a supplementary prospectus relevant to the Broker Option Offer or the issue of the Options or a replacement prospectus with ASIC;
- a new offer of Options that requires preparation of a further disclosure document is made;
- any event or circumstance occurs that materially changes a factor that was taken into account in making this TMD;
- the existence of a significant dealing of the Options that is not consistent with this TMD (noting on-sale of Shares issued upon exercise of Options is not considered to be a significant dealing);
- ASIC raises concerns with the Company regarding the adequacy of the Prospectus, the design or distribution of the Options, or this TMD; or
- there are material changes to the regulatory framework applying to investment in the Options.

Review period

If a review trigger occurs during the Offer Period, the Company will review this TMD in light of the review trigger. The Company will otherwise complete a review of this TMD immediately prior to the issue of the Options.

Information reporting

The reporting requirements of all distributors is set out below:

Whether the distributor received complaints

- During the Offer Period, the distributor is to give the Company a written report within 10 business days after the end of each quarter. A written report is also to be given to the Company within 10 business days after the end of the Offer Period.
- Each report is to include the number of complaints received and a summary of the nature of each complaint or a copy of each complaint.

A significant dealing that is not consistent with this TMD

- Give the Company a report as soon as reasonably practicable (and in any event no more than 10 business days) after the significant dealing occurs.
- Each report is to include details of the significant dealing and reasons the distributor considers the significant dealing is not consistent with this TMD.

Summary of steps to be taken by the distributor to ensure its conduct was consistent with this TMD

Within 10 business days after the close of the Broker Option Offer, distributors are to give the Company a report which includes a summary of steps taken by the distributor to ensure its conduct was consistent with the terms of this TMD.

Other offers under the Prospectus

The Prospectus contains other offers of securities in addition to the Broker Option Offer. This TMD is made solely in respect of the Options and the Broker Option Offer.

Contact

For further information please contact the Company by email to cameron.jones@bio101.com.