

May 30, 2017



Viveve to Present at the Jefferies Global Healthcare Conference

SUNNYVALE, CA -- (Marketwired) -- 05/30/17 -- Viveve Medical, Inc. ("Viveve" (NASDAQ: VIVE)), a company focused on women's health, today announced that Patricia Scheller, chief executive officer, will present at the Jefferies Global Healthcare Conference on June 6, 2017 at 11:30am ET. Ms. Scheller will present updates on the company's global development strategies and commercialization efforts for the Viveve® System, the company's flagship product that delivers the GENEVEVE™ treatment.

Jefferies Global Healthcare Conference -- June 6-9, 2017

The conference will be held in New York City. Ms. Scheller and Scott Durbin, chief financial officer, will be participating in the conference and in one-on-one meetings with members of the investment community.

The conference presentation will be webcast live on June 6 at 11:30am ET and available on the company website at <http://ir.viveve.com/ir-calendar>.

About Viveve

Viveve Medical, Inc. is a women's health and wellness company passionately committed to advancing new solutions to improve women's overall well-being and quality of life. The internationally patented Viveve System, that delivers the GENEVEVE treatment, incorporates clinically-proven, cryogen-cooled, monopolar radiofrequency (CMRF) to uniformly deliver volumetric heating while gently cooling surface tissue to generate robust neocollagenesis in one 30-minute in-office session.

In the United States, the Viveve System is cleared by the FDA for general surgical procedures for electrocoagulation and hemostasis. Consistent with approvals in many countries internationally, Viveve is currently in the process of submitting an IDE to the FDA to conduct a pivotal study on use of the device in the United States for improvement in sexual function. For more information visit Viveve's website at www.viveve.com.

Safe Harbor Statement

All statements in this press release that are not based on historical fact are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. While management has based any forward-looking statements included in this press release on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties and other factors, many of which are outside of our control, which could cause actual results to materially differ from such statements. Such risks, uncertainties and other factors include, but are not limited to, the fluctuation of global economic conditions, the performance of management and our employees, our ability to obtain financing, competition, general economic conditions and other factors that are detailed in our periodic and current

reports available for review at www.sec.gov. Furthermore, we operate in a highly competitive and rapidly changing environment where new and unanticipated risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise forward-looking statements to reflect events or circumstances that subsequently occur or of which we hereafter become aware.

*Viveve is a registered trademark of Viveve, Inc.
Geneveve is a trademark of Viveve, Inc.*

Investor Relations contact:
Amato and Partners, LLC
90 Park Avenue, 17th Floor
New York, NY 10016
(212) 430-0360
admin@amatoandpartners.com

Media contact:
Sara Zelkovic
Berry & Company Public Relations
(212) 253-8881
szelkovic@berrypr.com

Source: Viveve Medical, Inc.