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Viveve Recognized for Leadership in Appointing Women to Board of Directors

Colorado Women on Boards Coalition names Viveve as top Colorado public company

ENGLEWOOD, CO / ACCESSWIRE / February 9, 2021 /Viveve Medical, Inc. (NASDAQ:VIVE), a medical technology company focused on women's intimate health, today announced that the Colorado Women on Boards Coalition has recognized the company for leadership in appointing women to serve on the company board of directors. The Coalition further noted that "Viveve Medical is the top Colorado public company with the proportion of women on your board."

"As a company focused on women's health, Viveve has a long history of dedication to gender diversity and efforts to develop and support women in leadership roles," said Scott Durbin, Viveve's chief executive officer. "This recognition also follows our announcement in January that Suzon Lommel, Viveve's senior vice president of regulatory and quality affairs, was named by The Healthcare Technology Report as one of The Top 25 Women Leaders in Medical Devices of 2021."

The Viveve five-person board of directors includes three women who have extensive experience in diverse areas including pharmaceuticals, medical devices, biomedical research and global business management. The Coalition notes that recent studies indicate that women hold only about 21 percent of board seats in Colorado-based public companies and that companies with three or more women board members show higher average growth in earnings per share compared to companies with no women board members.

A member of the Colorado Women on Boards Coalition, Boardbound by Women's Leadership Foundation, biannually publishes its report on gender diversity of public company boards in Colorado and across the U.S. The December 2020 study results are available on their website.

About Viveve

Viveve Medical, Inc. is a medical technology company focused on women's intimate health. Viveve is committed to advancing new solutions to improve women's overall well-being and quality of life. The internationally patented Viveve® System incorporates Cryogen-cooled Monopolar Radiofrequency technology to uniformly deliver volumetric heating while gently cooling surface tissue to generate neocollagenesis in a single in-office session. In the United States, the Viveve® System is cleared by the Food and Drug Administration (FDA) for use in general surgical procedures for electrocoagulation and hemostasis. International regulatory approvals and clearances have been received for vaginal laxity and/or improvement in sexual function indications in more than 50 countries.

Viveve continues to advance its clinical development program in stress urinary incontinence (SUI). Recently reported FDA approved changes to the U.S. pivotal PURSUIT trial protocol

are intended to strengthen the overall study and its potential to achieve its primary efficacy endpoint. Study changes including an increase in the trial's size and more strict patient selection criteria were a result of guidance from Viveve's Clinical Advisory Board upon review of positive results from the Company's SUI feasibility and preclinical studies. Viveve received FDA approval of its IDE application to conduct the multicenter, randomized, double-blinded, sham-controlled PURSUIT trial for improvement of SUI in women in July 2020 and FDA approval of its requested amendments to the IDE protocol as reported on December 10, 2020. Initiation of the trial was reported on January 21, 2021. If positive, results from the PURSUIT trial may support a new SUI indication in the U.S.

For more information visit Viveve's website atwww.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 impact of the novel coronavirus termed COVID-19 on our clinical development and regulatory review and clearances and on the manufacturing, placements and patient utilization of our Viveve Systems, the performance of management and our employees, our ability to obtain financing, our evaluation of strategic alternatives, our ability to obtain approval or clearance for sale of our medical device for all indications sought, 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, unless required by law.

Viveve is a registered trademark of Viveve, Inc.

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