

## Company Overview

Viveve, Inc., the wholly owned subsidiary of Viveve Medical, Inc., is a women's intimate health company based in Englewood, Colorado. Viveve is committed to advancing new solutions to improve women's overall well-being and quality of life. The company is focused on the commercialization of a revolutionary, non-surgical, non-ablative medical device that remodels collagen and restores vaginal tissue. The internationally patented Viveve® System incorporates Cryogen-cooled Monopolar Radiofrequency (CMRF) 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). As reported in December 2020, 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 Investigational Device Exemption (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 and subject enrollment is underway. If positive, results from the PURSUIT trial may support a new SUI indication in the U.S.

## Viveve Announces New Category III CPT Code for its Stress Urinary Incontinence Procedure

Jul 7 2021, 8:28 AM EDT

### Stock Overview

Symbol	VIVE
Exchange	Nasdaq
Market Cap	27.06m
Last Price	\$2.555
52-Week	\$2.40 - \$14.40

### Investor Relations

Amato and Partners  
90 Park Avenue, 17th Floor  
New York, NY 10016  
T: (212) 430-0360  
[Admin@amatoandpartners.com](mailto:Admin@amatoandpartners.com)

07/30/2021 04:00 PM EDT

## Management Team

### Scott Durbin

Chief Executive Officer and Director

### Suzon Lommel

Senior Vice President of Regulatory and Quality Affairs

### Jim Robbins

Senior Vice President of Finance and Administration  
Principal Accounting and Financial Officer

### Doug Massey, Ph.D.

Vice President of Clinical and Medical Affairs

### Larry Lewis

Vice President of U.S. Sales

### Jeff Sinclair

Vice President of International Sales

### Gary Kaiser

Vice President of Global Marketing

### Marty Kerber, P.E.

Vice President of Research, Development, and Operations

### Lori McMillan

Vice President of Human Resources

## Viveve Medical, Inc.

345 Inverness Drive South  
Building B, Suite 250  
Englewood, CO 80112

## Disclaimer

Except for the historical information contained here in, the matters discussed in this document are forward-looking statements that involve risks and uncertainties, including but not limited to business conditions and the amount of growth in our industry and general economy, competitive factors, and other risks detailed from time to time in the Company's SEC reports, including but not limited to its annual reports on form 10-K and its quarterly reports on Form 10-Q. The company does not undertake any obligation to update forward-looking statements. All trademarks and brand name are the property of their respective companies.