

Transcript of
Tivic Health Systems, Inc.
Tivic Health to Acquire Assets of Reliefband
October 18, 2022

Participants

Jennifer Ernst - Chief Executive Officer & Co-Founder, Tivic Health Systems, Inc.

Presentation

Operator

Welcome to the Tivic Health Systems' Investor Update Conference Call. All participants will be in listen-only mode. Please note that the conference is being recorded.

Statements made during this call contain forward-looking statements about our business. You should not place undue reliance on forward-looking statements, as these statements are based upon our current expectations, forecasts, and assumptions and are subject to significant risks and uncertainties. These statements may be identified by words such as may, will, should, could expect, intend, plan, anticipate, believe, estimate, predict, potential, forecast, continue, or the negative of these terms or other words or terms of similar meaning. Risk and uncertainties that could cause our actual results to differ materially from those set forth in any forward-looking statements include, but are not limited to the matters listed under Risk Factors in our Annual Report on Form 10-K for the year ended December 31, 2021, filed with the Securities and Exchange Commission on March 31, 2022. The statements and information including forward-looking statements speak only to the date that they are provided unless an earlier date is indicated and we do not undertake any obligation to publicly update any statements or information, including forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

Now, let me hand over the call to Jennifer Ernst, Tivic Health's Chief Executive Officer.

Jennifer Ernst - Chief Executive Officer & Co-Founder, Tivic Health Systems, Inc.

Good afternoon, everyone. This is Jennifer Ernst, CEO of Tivic Health. And today is a little different from our usual conference calls when we're doing our earnings calls, I don't have a formal script to go through with you. What I am going to do is share with you my heartfelt excitement about a new opportunity we just announced this week for the integration of the Reliefband product line into Tivic Health's portfolio.

As you know, Tivic is a biomedicine company and we are focused on using non-invasive approaches to bioelectronic medicine. We are deeply committed to making these kinds of technologies available broadly. And I hope that you will see through today's presentation how the acquisition of the Reliefband assets fits very strongly with our overall company strategy and our growth strategy for Tivic.

Our required forward-looking statements and my counsel would like me to remind everyone that this has not been a consummated deal. We have entered a definitive agreement, but it is contingent on normal and customary closing conditions including the financing of the deal itself.

So moving on to ClearUP, I would like to remind you again, ClearUP, we have a single product in market today that treats congestion and sinus pain. We have multiple indications around ClearUP and this particular product is an architecture that we are expanding into new indications and new areas. So an R&D pipeline that includes post-operative pain study is ongoing with Mount Sinai, and a migraine treatment that we are moving into the clinical feasibility trials, as I speak. This particular area again presents a platform on which we intend to do derivative products both within the sinus category and across new areas.

With that I'd like to move into showing you though the fit with the Reliefband program. A little bit of history about Reliefband. Reliefband launched back in 2016, 2015 kind of timeframe. We first met the team in 2019 at CES. The Tivic team and the Reliefband team actually had booths just down the road from each other. So we've gotten to know each other over time and the strategy that was launched at that point in time, ClearUP, we were looking at a direct-to-consumer launch, Reliefband had launched a few years earlier with a direct-to-consumer program. Reliefband has been in market a little bit longer than our ClearUP product and has segmented the market very much in the same ways that we plan to do with the ClearUP product line. In fact, tracking the strategy of Reliefband has been part of informing our strategy as we've developed the strategy for growing the ClearUP line.

So a little bit of context here about the -- about what you see laid out on the screen ahead of you. The offerings in the relief and product line that includes the premiere which is a high end product designed for that discrete where it looks a lot like a fitness band. The sport product carries with it water resistance, more designed for when you're going to be spending time literally on a boat, going to be involved in water sports, going to be involved in fishing, things where that you are go to value that extra waterproof functionality it has.

If we look at class, like that's meant for lower end product entry point. If you're not sure, it is only going to last three to nine months for a particular indication that it has been cleared for, that and lower cost entry point gives you a chance to try the product. This is also sold under the Reletex brand for use in hospitals when nausea is part of the recovery process post operative or during treatments.

The fourth item on here is a low duration limited use band that only runs for 50 hours, designed more for that customer who is going out on a vacation and only needs it for a limited period of time. So across the product line, you can see a strategy of segmenting based on customer needs and that is exactly the approach we are moving towards with the ClearUP product line, as we start to enroll in the next couple of years a different variation.

With Reliefband, you can see a strategy that takes a single set of indications, physicians' products for different needs. So we're very excited by the wealth of opportunities and number of assets involved in this particular deal. And I want to mention that the Reliefband product line is covered

by seven FDA cleared indications for the treatment of nausea associated with morning sickness, associated with motion sickness, think about car, air travel, trains, amusement parks, also for treatment of nausea associated with anxiety, nausea associated with migraine, post operative care treatments, chemotherapy and yet, even from hangovers.

Now let's look at the foundations. If I look across the two product lines, both of them have strong foundations with FDA and CE mark indications, issued patents covering them, patents pending, registered trademarks, and peer reviewed publications, including 40 peer reviewed publications backing the Reliefband technology. The mechanisms of action are also very similar based on neuro-modulation, based on the science fundamentally of neural signaling. ClearUP uses the trigeminal nerves and the sympathetic nerves in the facial area. Reliefband uses a pathway that by stimulating the wrist, the nerves in the wrist area, the median nerve, sends a disruptive signal up towards the brainstem allows the vagus nerve to restore normal gastric functioning and prevent vomiting. So again, both of these rely on sophisticated understanding of the body's neural pathways and neural connectivity.

In terms of sales channels, we have very parallel and complementary sales channels, both of them using the tried and true approach that has been proven out in consumer products and both can now be applied to healthcare FDA backed product line. That includes the website, Amazon, FSA and HSA store where both products are sold today and also the opportunity to build on that the Reliefband momentum by pulling into channels we have as well as pulling ClearUP into channels that Reliefband is currently sold.

Also very synergistic in terms of the brand promises, in terms of the customers that we are addressing. For active adults who really just don't really want to deal with nausea, don't want to deal with sinus conditions, the product line presents science-based drug free solutions. Both are quite fast acting, they are technologies you can use anywhere anytime. You can use them as often as you need, there's no risk of overdose and both have strong long-term safety profiles. So the synergy of being able to pull these kinds of products together under a single brand promise under the Tivic Health name is also part of our strategy of pulling together and building presence around bioelectronic medicine in order to help build Tivic as a leader in the non-invasive space.

I hope this has given you a perspective on how these brands can fit together in a very powerful fashion, as we continue to build Tivic into a leader in the area of non-invasive bioelectronic medicine.

With that, I will be presenting at the ThinkEquity Conference next week. As information is available to be shared, we will of course communicate not only through presentations and venues such as this; all information will be concurrently shared on our website on our Investor Relations section. In the meantime, please feel free to reach out to IR at tivichealth.com with any questions you have. We will of course answer those that we are able to.

So thank you for your time. Thank you for your interest in Tivic Health. I hope that you can see how this Reliefband opportunity fits with a strategy to grow Tivic as a consumer facing brand into one of the leading names in bioelectronic non-invasive medicine.

Operator

Thank you, ladies and gentlemen. This does conclude today's conference call. You may disconnect your phone lines at this time and have a wonderful day. Thank you for your participation.