



TIVICTM

NASDAQ : TIVC



The future of medicine
is electronic.

INVESTOR PRESENTATION

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Investment Highlights

Commercial-stage in Bioelectronic Medicine, field projected to grow at 35% CAGR.¹

One of the most promising new fields of medicine for chronic inflammatory conditions.

FDA-approved, award-winning product, multiple billion-dollar segments.²

First product targets inflammation of sinus passages, meant as proof source from which to launch multiple products. Strong IP. Peer-reviewed publications. Partnerships with Tier 1 medical research facilities.

Extensible therapeutic platform.

High safety profile, low-risk, and broad application space in peripheral and central nervous system. Standalone therapies or adjunct to other therapeutic approaches.

Multiple commercial and research catalysts

Build out of healthcare-centric channels and physician engagement expected to drive commercial milestones. Clinical read-outs and new product launches expected to drive new value.

Experienced management team with recent hires

Backgrounds include growth through M&A/JVs, organic growth and strategic partnerships.

⁽¹⁾ IDTechEx Bioelectronic Medicine, 2019-2029

⁽²⁾ Data from publicly available census information (that has not been independently verified by the company) combined with company sponsored market research study of 2007 people with recurring sinus conditions (conducted by consumer research firm, Intellego Insights).

THE BIG IDEA

The body is an **electrochemical** system.

Bioelectronic medicine restores health by tuning body's innate electrical signals.

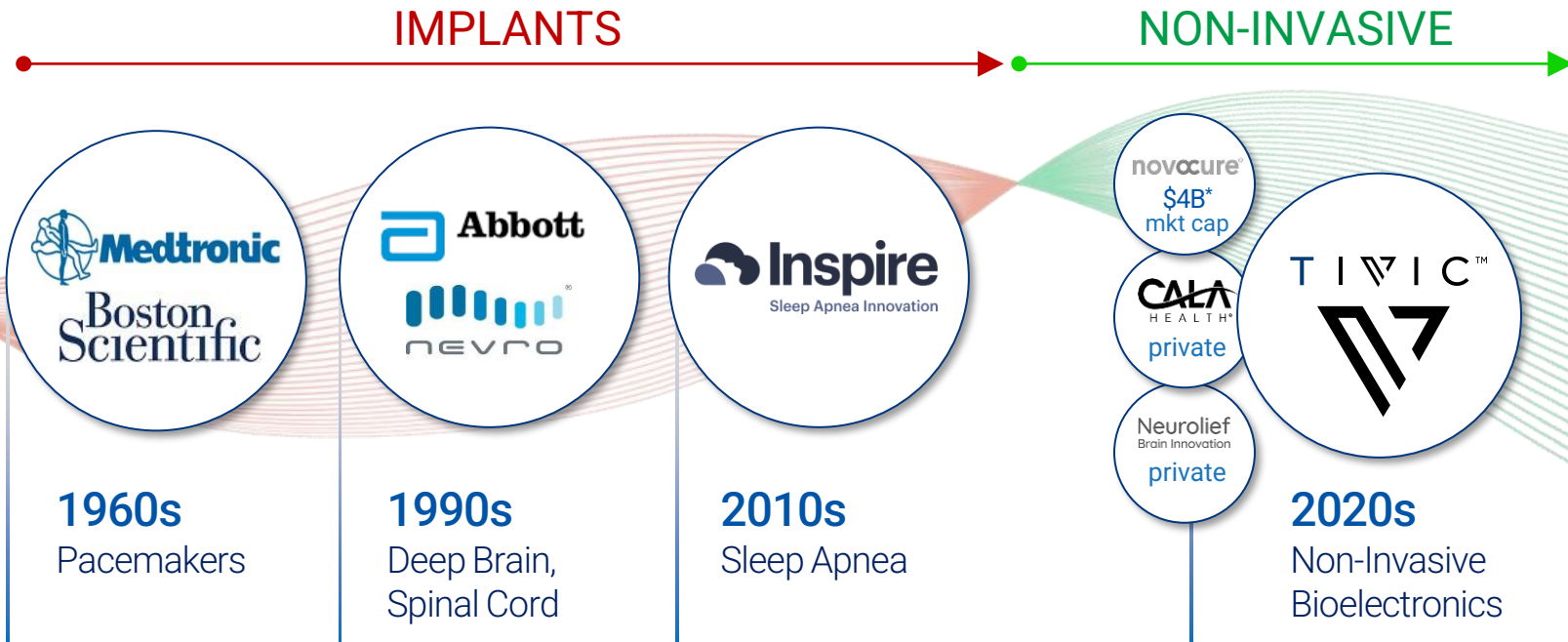
“Bioelectronic medicine represents a multi-billion-dollar opportunity and has the “potential to become a pillar of medical treatment.”

McKinsey
& Company

*Bioelectronics 'jump-start
the next wave of device
therapeutics.*

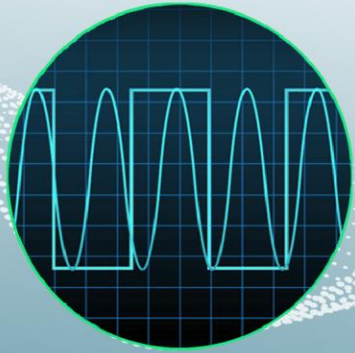
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Moving from Implants to Non-invasive



- Bioelectronics historically **implanted** technology.
- Tivc Health **tunes neural signals non-invasively**.
- Strong safety profiles, broader applicability, **opportunity to deliver first-line therapeutics**.

Non-Invasive Peripheral Nerve Stimulation (nPNS)



Programmable Parameters

produces varied biological responses for different diseases and conditions



Proprietary Algorithms

detects optimal treatment zones, personalize therapeutic stimulation



Patented Form Factor

enables low-level electrical current to penetrate deeply through tissue



CLEARUP

Sinus Relief



First nPNS product in market

ClearUP is indicated for use for temporary relief of sinus pain from allergic rhinitis (US FDA 510(k)), for temporary relief of moderate to severe congestion (US FDA de novo), and for temporary relief of sinus pain, pressure and congestion (CE Mark).

(1) Data from Mintel Group Ltd.

(2) Maul XA, Borchard NA, Hwang PH, Nayak JV. Microcurrent technology for rapid relief of sinus pain: a randomized, placebo-controlled, double-blinded clinical trial. Int Forum Allergy Rhinol. 2019;9:352-356.

CLEARUP CONGESTION, RELIEVES SINUS PAIN

- FDA-approved and CE-marked
- Pulsed low-level current; guided treatment
- \$249 MSRP
- **\$11.1B sinus**, cold & allergy sector, dominated by pharmaceuticals¹

82%

preferred ClearUP to
current treatments²



Fast Acting



No Drug Side Effects



FDA Approved, Clinically validated

Available today at:

amazon.com

BEST BUY

TIVIC
tivichealth.com



CardinalHealth™ — Professional
distribution only

Walmart.com

HSA/FSA store

MARKET SEGMENTS AT A GLANCE

CLEARUP Market Segments at a Glance



In Market

2023-2025

Severe Sinus Sufferers

Just want relief

12.8M

\$0.9B

<0.002%

Allergy Wellness

Avoid pharma side-effects

22.3M

\$1.2B

<0.002%

Sport Performance

Breathe better, perform better

16.2M

\$2.4B

-

Nighttime Congestion

Congestion impedes sleep

15.3M

\$0.6B

-

Migraine* & Headache Avoiders

Relief & prevention w/o side effects

43.4M people

\$4.0B

-

Addressable Market
(# of people)

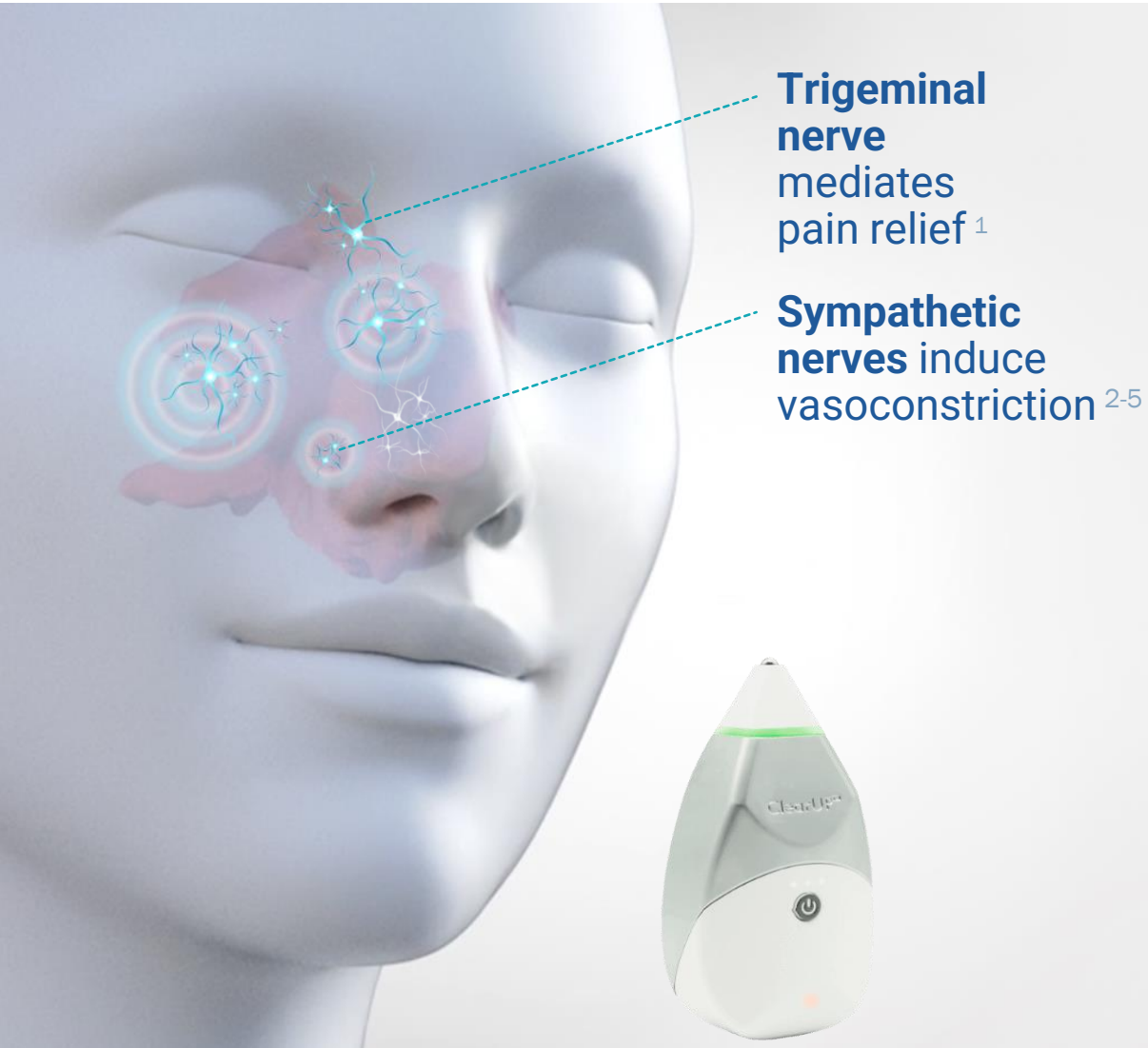
Serviceable Market
Value @ \$249 MSRP**

Current Penetration**

- Migraine claims require separate FDA Approval; all others covered by existing FDA Approvals

** Data from company-sponsored proprietary segmentation study conducted by Intellego Insights. N=2007 respondents. Calculation of Serviceable Market Value = Total # of consumers in segment X discounted purchase intent at \$249 price point (80% of Definitely Would Buy, 50% of probably would buy) X MSRP \$249. Actual selling price may be higher or lower based on segment and distribution channel blend. Penetration calculated as company's total sales history / serviceable market value of the segment.

More than a sinus treatment



ClearUP has been proven effective in treating sinus and nasal inflammatory conditions.

Other inflammatory conditions associated with nerve activity in the head and neck represent potential product candidates:

- migraines (39 million U.S., \$1B est. globally) ⁶
- pain and swelling from facial and sinus surgeries (600,000 functional endoscopic surgeries annually, U.S.) ⁷
- temporomandibular joint disorder (31 million U.S.) ⁸
- tinnitus (50 million U.S.) ⁹
- trigeminal neuralgia (150,000 U.S., rare severe condition) ¹⁰
- ear infections (50% of children) ¹¹

* References for footnotes 1-11 are on appendix slide 23.

RECENTLY ANNOUNCED

Building on core competence in nPNS: Vagus Nerve

Tivic recently announced new clinical program for vagus nerve stimulation.

Program incorporates similar technology to ClearUP.

Leverages team's experience in neuroimmunology and low-current, low-frequency bioelectronic therapies.

Clinical work underway with the Center for Bioelectronic Medicine

 **Feinstein Institutes for Medical Research**
 Northwell Health®

Vagus nerve regulates autonomic nervous system; effects on brain and immune system

Tivic's approach may allow more precise influence on vagus nerve signals, enhancing effectiveness and safety.

Potential applications include

- Acute and chronic inflammation (e.g. traumatic brain injury, post concussion syndrome)
- Auto-immune inflammation (e.g. rheumatoid arthritis)
- Autonomic nervous system dysfunction (e.g. dysautonomia, post-traumatic stress disorder)

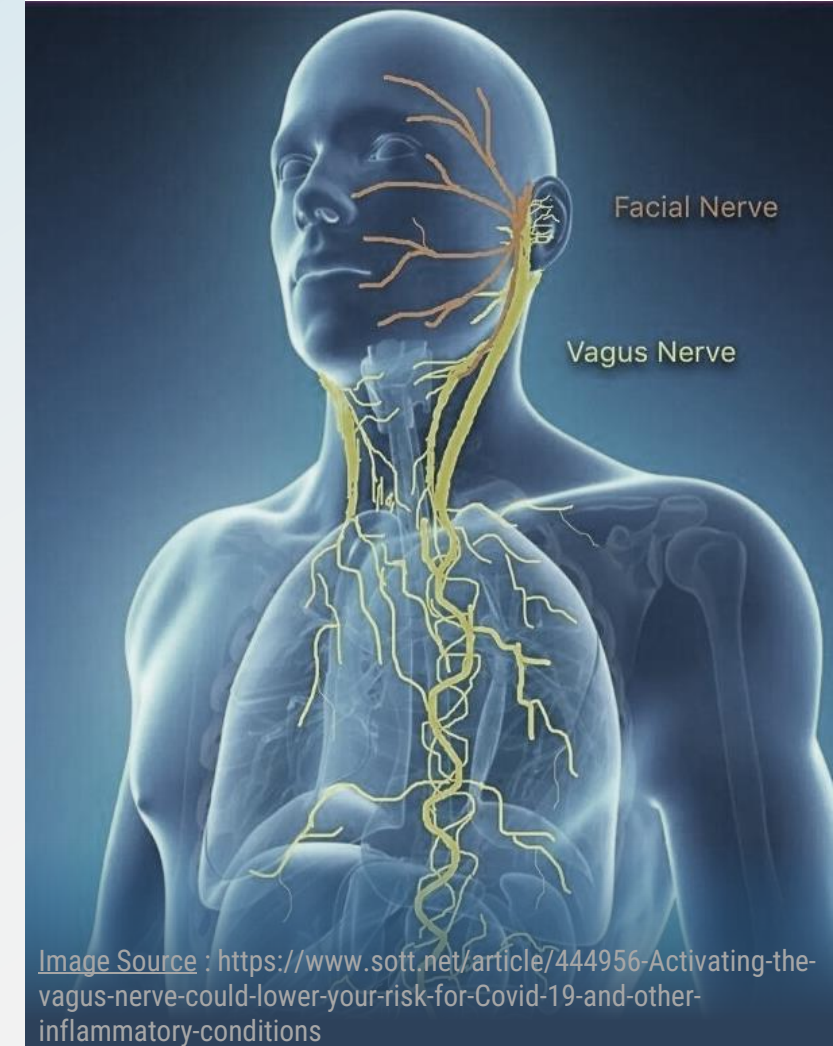






Image Source : <https://www.sott.net/article/444956-Activating-the-vagus-nerve-could-lower-your-risk-for-Covid-19-and-other-inflammatory-conditions>

Commercial Product + Active Pipeline

PRODUCT / PRODUCT LINE	THERAPEUTIC AREA	DISCOVERY / R&D	CLINICAL FEASIBILITY	PIVOTAL STUDY	REGULATORY CLEARANCE	COMMERCIAL DISTRIBUTION
ClearUP	Sinus Pain & Congestion					 200M US Adults suffer moderate to severe congestion 45M US Adults with nasal allergies ²
npdPP	Post-Operative Pain ^{1*}					 1M+ sinus, rhinoplasty and facial surgeries annually in US ³
npdMI	Migraine*					 39M US adults: up to 1B globally ⁴
npdVN	Autonomic Nervous System & Inflammatory Conditions*, **					 125M US Adults living with chronic inflammatory conditions, 61M have more than one ⁵ 70M adults impacted by ANS dysfunction (dysautonomia) worldwide ⁶ , significant presentation in Long COVID ⁷

*Investigational use only

** Based on new variable, multi-frequency waveforms

(1) Post-operative pain from Functional Endoscopic Sinus Surgery (FESS), rhinology and other facial surgeries.

(2) Data from publicly available information (that has not been independently verified by the company) combined with company sponsored market research study of 600 people with recurring sinus conditions (conducted by consumer research firm, Research America).

(3) Bhattacharyya N. Ambulatory sinus and nasal surgery in the United States: demographics and perioperative outcomes. Laryngoscope. 2010 Mar.; plus data from Harvard Health Publishing, "Thinking about rhinoplasty?," <https://www.health.harvard.edu/blog/thinking-about-rhinoplasty-2019030616112>

(4) <https://americanmigraineassociation.org/resource-library/what-is-migraine/>; Amiri P, Kazeminasab S, Nejadghaderi SA, Mohammadinasab R, Pourfathi H, Araj-Khodaei M, Sullman MJM, Kolahi AA, Safiri S. Migraine: A Review on Its History, Global Epidemiology, Risk Factors, and Comorbidities. Front Neurol. 2022 Feb 23

(5) National Library for Medicine: <https://www.ncbi.nlm.nih.gov/books/NBK493173/>

(6) Medical News Today, "What to know about dysautonomia": <https://www.ncbi.nlm.nih.gov/books/NBK493173/>

(7) Covid-19-Induced Dysautonomia: A Menace of Sympathetic Storm, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8586167/>

STRONG INTELLECTUAL PROPERTY

7 ISSUED PATENTS **18** PATENTS PENDING

THREE REGULATORY APPROVALS

FDA K182025 **FDA** DEN200006 **CE** CE 704687

TIER 1 MEDICAL PARTNERS



Structured Approach to Growth

2017 – 2022

- ☒ Platform development
- ☒ Clinical trials for first indication
- ☒ FDA & CE Mark approvals
- ☒ Market entry via D2C w/ focus on chronic sinus sufferer segment



amazon.com

BEST BUY

Walmart.com

HSA/FSA store

2023 - 2024

- ☐ Grow sales in healthcare-centric channels



CardinalHealth™

AmerisourceBergen

- ☐ Accelerate physician engagement

.inStep.Health.



Tivic
B2B Portal

- ☐ Expand CLEARUP product line with segment-focused versions

- ☐ Demonstrate extensibility of Tivic's bioelectronic platform to new indications

Feinstein Institutes for Medical Research
Northwell Health*



2024-2026

- ☐ New product introductions based on clinical pipeline
- ☐ Identification and integration of inorganic growth opportunities
- ☐ Strategic entry to international markets



Experienced, Execution-oriented Leadership

Jennifer Ernst

Chief Executive Officer, MBA

Founded and built Tivic Health from founding to IPO in 5 years; first medical product in market in 3. Took prior company (Thin Film Electronics ASA) from 8-person penny-stock to \$480MM market cap as CEO of US subsidiary. International business. MBA.



Kimberly Bambach

Chief Financial Officer (Interim)

Joined 2023, 30 years of financial leadership experience in public and private companies. Recently served as Chief Financial Officer of Jushi Holdings Inc., driving over a dozen acquisitions in 18 months. Experience in consumer, medical, ecommerce, retail and media.



Blake Gurfein

Science & Clinical, Ph. D.

Joined 2017, Neuroimmunology background, Asst. Prof. of Medicine, UCSF. Pfizer, EMD Serono. Named to 40 under 40, Silicon Valley Business Journal. Five prior neuromodulation products.



Elizabeth Jackson

Marketing & Strategy

Joined 2023, Seasoned executive, entrepreneur, proven EBITDA results at Fortune 100, mid-cap, and VC-backed start-ups. Track record of business transformations leading to successful exits, acquisitions, and integrations. Led and created major businesses during significant market disruptions.



Ryan Sabia

Sales & Operations

Joined 2021, Global sales and operations for omnichannel and ecommerce growth companies. Background in health and consumer products.



Investor Summary

- ✓ **FDA approved product line**
- ✓ **Multiple billion-dollar addressable segments.**
- ✓ **Established Tier 1 channels** and growing.
- ✓ **Regulatory approvals** for both US and international sales.
- ✓ **Robust IP portfolio**, recently issued and newly filed patents.
- ✓ **Clinical partnerships** with leading medical institutions.
- ✓ **Active clinical pipeline targeting high-value unmet clinical needs.**
- ✓ **Systematic growth strategy** built for 21st century.
- ✓ **Experienced leadership**, with public company growth experience.

TIVIC™



Jennifer Ernst

CEO, Tivic Health
ir@tivichealth.com



TIVIC™

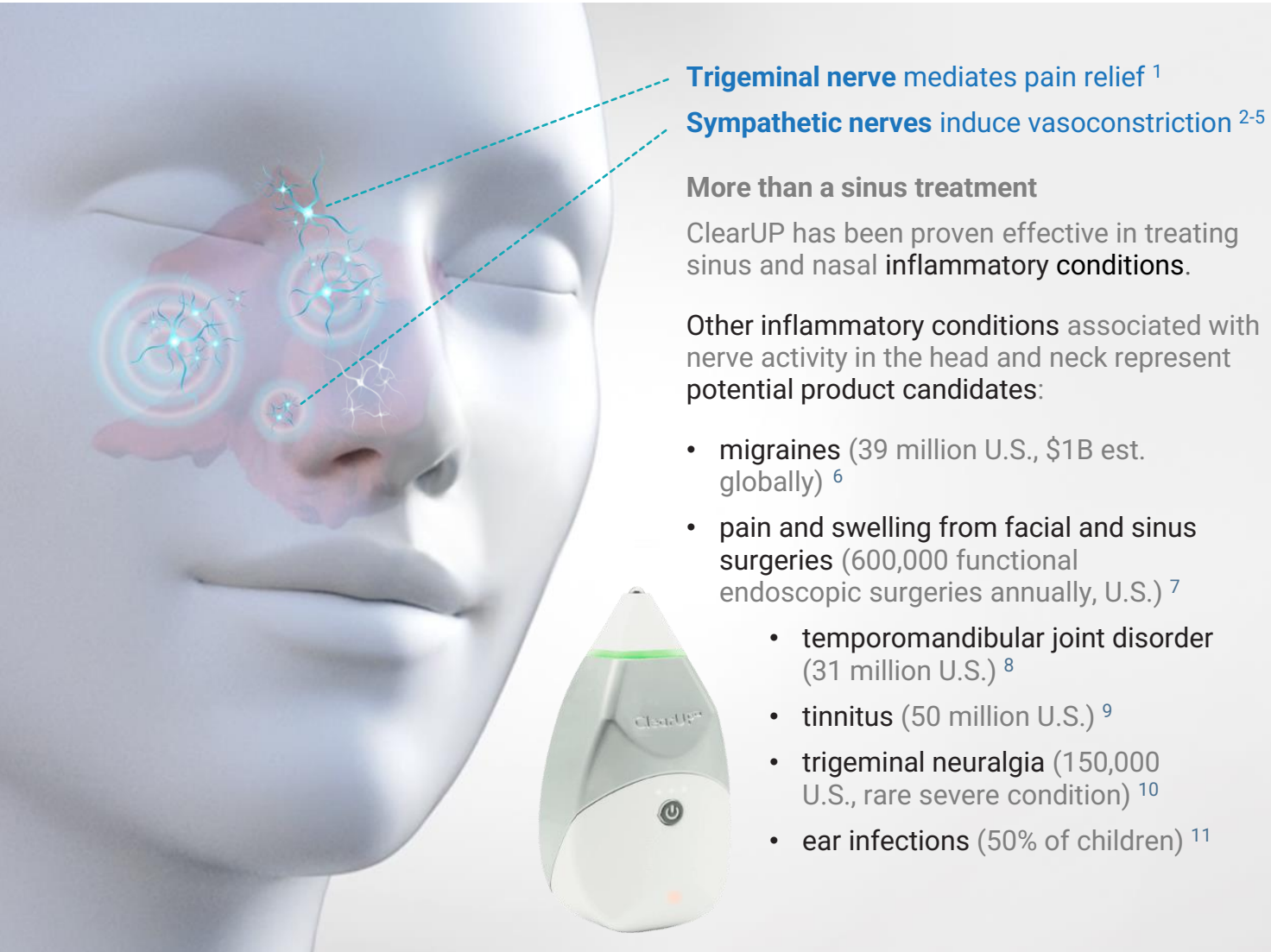


Jennifer Ernst

CEO, Tivic Health

ir@tivichealth.com

Dual Mechanisms of Action



Trigeminal nerve mediates pain relief ¹

Sympathetic nerves induce vasoconstriction ²⁻⁵

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* References for slide 11 footnotes:

1. Maul, Ximena A., et al. "Microcurrent technology for rapid relief of sinus pain: a randomized, placebo-controlled, double-blinded clinical trial." International forum of allergy & rhinology. Vol. 9. No. 4. 2019.
2. Mandel, Yossi, et al. "Vasoconstriction by electrical stimulation: new approach to control of non-compressible hemorrhage." Scientific reports 3.1 (2013): 1-7.
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4. Malm, L. "Stimulation of sympathetic nerve fibres to the nose in cats." Acta otolaryngologica 75.2-6 (1973); 519-526.
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6. <https://americanmigrainefoundation.org/resource-library/what-is-migraine/>; Amiri P, Kazeminasab S, Nejadghaderi SA, Mohammadinasab R, Pourfathi H, Araj-Khodaei M, Sullman MJM, Kolahi AA, Safiri S. Migraine: A Review on Its History, Global Epidemiology, Risk Factors, and Comorbidities. Front Neurol. 2022 Feb 23
7. Bhattacharyya N. Ambulatory sinus and nasal surgery in the United States: demographics and perioperative outcomes. Laryngoscope. 2010 Mar
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9. <https://my.clevelandclinic.org/health/diseases/14164-tinnitus>
10. <https://www.aans.org/Patients/Neurosurgical-Conditions-and-Treatments/Trigeminal-Neuralgia>
11. <https://jamanetwork.com/journals/jamapediatrics/fullarticle/2759422>