



**FEMSelect**<sup>®</sup>  
EnPlace

# Investor Update

September 2023

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## Sales

- Sales update: **Direct sales team producing results**
- **46% increase in avg units per month**
    - Avg # of units per mo. 51 2022 v 74 2023
  - 62 physicians doing cases with average of 2 procedures/month
    - 22% increase in # of physicians (v 51 '22)
    - 17 Top users doing 4+ cases/month
  - **Value Dossier for hospital Value Analysis Committees to shorten time to approval.**
    - VAC approval indicator of future sales
    - 80 VAC's approved as of Aug '23 vs 57 2022
    - 40% increase in VAC approvals since December
    - Several large systems are reviewing EnPlace now including Norwell Health and NYU Langone

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## Marketing

- **Consumer campaign Kicked off with great success.** Pilot being conducted in 3 cities: Arizona, Connecticut and South Carolina
  - Traffic: Over 2,000,000 impressions yielded 11,000+ new users to the three landing pages
  - Conversions: 671 Learn/Tech Clicks and 59 Click-to-Call/Calls overall
- Press coverage growing on FEMSelect, POP Awareness and EnPlace in particular
  - Coverage book with all links: <https://share.coveragebook.com/b/0ee323d1090711da>
  - IJGO Clinical Publication picked up by Contemporary OB/GYN and other publications
  - Estimated 3.52M views of coverage

## Clinical

- Peer-Review journal publication reinforcing efficacy and safety of EnPlace in the clinical community
  - International Journal of Obstetrics and Gynecology (IJGO)
  - The EnPlace® sacrospinous ligament fixation—A novel minimally invasive transvaginal procedure for apical pelvic organ prolapse repair: Safety and short-term outcome results in 123 patients
- American Urogynecologic Society Meeting October, 2023
  - KOL video abstract submission
  - 4 KOLs to demonstrate EnPlace with Gynesim model in private session at conference
- Society of Gynecologic Surgeons (SGS)
  - Dr. Lucente's Roundtable on Hysteropexy was just accepted by scientific committee
- KOL Investigator Initiated future publications in process:
  - Contemporary OB/GYN (Lucente)
  - Geriatrics (Drs. Groutz/Gold)

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## IP/Regulatory

- IP: Allowance in China of 2nd PCT
  - 1<sup>st</sup> PCT now has 7 issued patents
  - 2<sup>nd</sup> PCT now has 5 issued patents
- MDR Submission in Europe being finalized (new requirement by CE Mark)

- Q4 Management Update to be held on Zoom and will provide a full update of above activities and strategic opportunities.