



VivaGel® BV

**Product Information and
Independent Market
Research**

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VivaGel[®] BV: A breakthrough therapy for BV - a significant unmet medical need

VivaGel[®] BV

- ✓ Treatment and rapid symptom resolution, prevention of recurrence
- ✓ Non-antibiotic
- ✓ Local effect, not systemically absorbed
- ✓ Excellent tolerability
- ✓ Selective antimicrobial effect
- ✓ Suitable for long-term use

Current BV Therapies

- ✗ Inadequate efficacy or inappropriate for use in prevention of rBV
- ✗ Antibiotic resistance is problematic
- ✗ Do not stop BV recurring
- ✗ Antibiotics have unpleasant side effects and other issues that inhibit usage (e.g. bad taste, yeast infections, patients unable to consume alcohol)
- ✗ No currently approved therapies for prevention of rBV

What do trial participants and doctors say about VivaGel® BV* ?

“VivaGel® BV is a wonderful product which specifically targets BV bacteria. My patients have called it a ‘life changing and miraculous treatment’.”

- Dr Belvia Carter, Principal Investigator & Ob-Gyn, USA

“.. it pretty much started to go away right when I started to use it....I could tell it was working.”

“It did take [the odor] away I liked it...”

“Yeah, it took care of the discharge and the odor and everything... within two days I seen that it was working.”

“within the first day I noticed a change already. It was like gone almost overnight. No itching, no discharge.”

“...the symptoms went away much quicker than the first one that I had (metronidazole)”

“Within two days I seen that it was working. I knew it was clearing up.”

“The next day I noticed a huge difference...”



*Verbatims from VivaGel® BV Clinical Trials

Independent US Market Research for VivaGel® BV

Starpharma commissioned independent market research for VivaGel® BV in the US to inform marketing plans and its licensing discussions for the product



1. Qualitative research

- 18 detailed interviews with key physicians and payers to understand drivers of product selection, unmet needs, and VivaGel® BV positioning
- The 7 payers interviewed cover approx. 100 million lives

2. Quantitative research

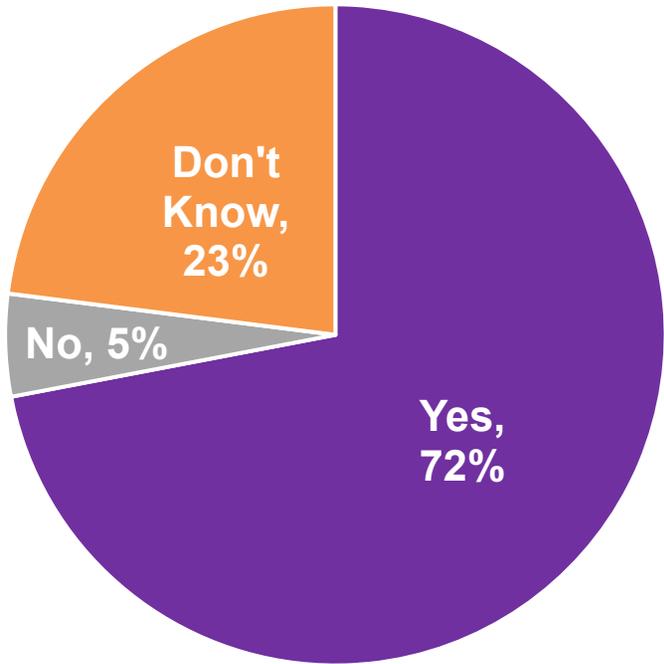
- 100 Physicians across the US (treating an average of 59 BV patients/month)

The survey included:

- Current BV therapies
- VivaGel® BV Product Profiles (Treatment and Prevention of rBV)
- Expected future use of VivaGel® BV for Treatment and Prevention of rBV

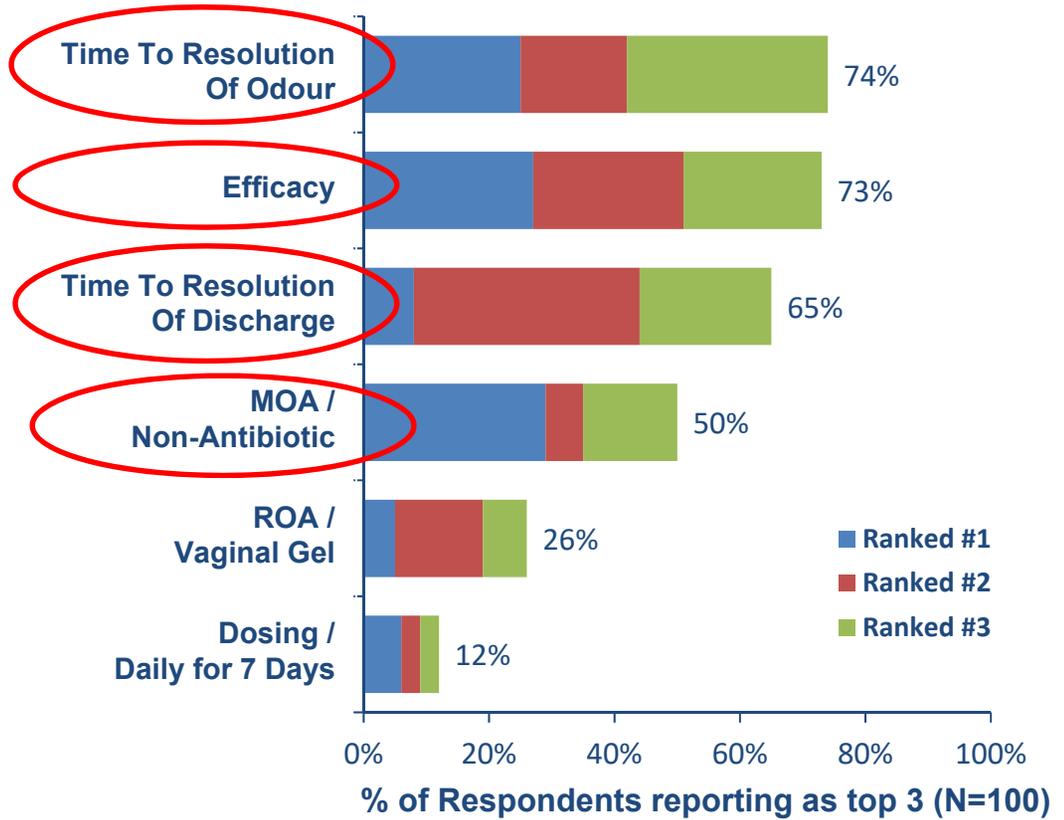
US Physicians conclude that VivaGel® BV's Product Profile will be very appealing to patients

>70% of BV Patients are interested in a non-antibiotic BV therapy



N=100 Physicians

Top VivaGel® BV attributes to patients



Positive market research findings for VivaGel® BV - from US physicians and payers alike

*"I would love to try it [VivaGel® BV] because **it is not an antibiotic.**"*

-US Gynecologist #1

*"it [VivaGel® BV] is certainly simple enough and **the side effect profile is minimal**"*

-US Gynecologist #6

*"I like the molecule [VivaGel® BV] a lot better for this [prevention of rBV]. **There is nothing really that treats that recurrent patient.**"*

-US Payer #2

*"The good news is **not having an antibiotic hanging around the environment is good.** The more antibiotics you have out there, the more potential for resistance."*

-US Payer #3

*"I think part of the reason why we are seeing **more recurrence** is that there has got to be some kind of **resistance being built up to the antibiotics.**"*

-US Gynecologist #5

*"It seems like it [VivaGel® BV] would **replace current [off label] prophylactic regimens** that I recommend."*

-US Nurse Practitioner #1

*"The biggest unmet need is to be able to prescribe a treatment that has **minimal side effects**, does not interfere with the patient's lifestyle and **resolves symptoms quickly.**"*

-US Primary Care Physician #1





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