

PRESS RELEASE

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Zcube - Zambon Research Venture leads a C\$2 million investment round in canadian startup Hyivy Health

- *Hyivy Health has developed a pelvic health rehabilitation system for patients with cancer, endometriosis, and other conditions that cause chronic pelvic pain*
- *After receiving approval for investigative use from Canadian regulatory authorities, Hyivy Health has spearheaded two revolutionary clinical trials with world-class researchers, updating the 84-year-old global standard of care for cancer and endometriosis patients*

Zcube - Zambon Research Venture has led a C\$2 million, approximately €1.3 million, investment round in Hyivy Health, a Canadian femtech startup that has developed the Hyivy Pelvic Health Rehabilitation System, with which it aims to revolutionize the current standard of care for pelvic pain.

Zcube and Hyivy Health met in 2020 during Open Accelerator, the international accelerator program for life science startups created by Zambon within the OpenZone science campus, thanks to which the Canadian startup won the Distinction Award. This collaboration still allows Hyivy Health to benefit from the Zambon group's research venture knowledge in the development of innovative solutions in the world of life sciences.

This round led by Zcube also includes other repeat and net new investors such as Beresford Ventures, Equation Angels, FACIT, mHub, Women's Equity Lab, and Chia Ventures.

*"Since its participation in the Zcube's Open Accelerator program in 2020, the innovative potential of this startup has been of great interest to us. We believe strongly in Hyivy Health and are delighted that Zcube - Zambon Research Venture is part of this exciting journey that continues to be marked by important clinical and financial milestones – said **Andrea D'Alessandro, President at Zcube** - We will continue to support Rachel Bartholomew and the entire team in their mission to improve women's health".*

Building from recent Health Canada approvals for Investigational Use, Hyivy Health has spearheaded two revolutionary clinical trials with world-class researchers, updating the 84-year-old global standard of care for cancer and endometriosis patients. The first trial with Grand River Hospital Regional Cancer Centre involves addressing the needs of large, complex gynecological and colorectal patient populations who have not been studied or supplied with updated treatment options for almost a century. The second trial is led by world-renowned gynecological surgeon and endometriosis specialist Dr. Mathew Leonardi at McMaster University to employ Hyivy technology in the first-of-its-kind study measuring the impact,

measurement, and contributors to pelvic pain in endometriosis patients with a new and proven pain management tool introducing efficacy and safety-first solutions for this prolific patient population.

“When I founded Hyivy Health four years ago I knew I was addressing an unmet need for women with chronic pelvic pain, but I couldn’t have imagined the overwhelmingly positive response from clinical researchers who see a multitude of opportunities in taking advantage of our technology” said **Rachel Bartholomew, CEO and Founder of Hyivy Health.**

The data sets from the Hyivy system sees promising and exciting results for not just the treatment of pelvic pain, but also potential diagnostic capabilities across the more than 51 conditions associated with pelvic pain that affect women at any stage of life. Hyivy’s approach serves as a medical connective bridge between patient and healthcare professional to provide the first ever pelvic and gynecological benchmarking/baselining, real-time monitoring, and therapeutic intervention through the clinician software portal, all while the patient uses the Hyivy device and patient app from the comfort of home.

Hyivy Health’s alpha launch is slated for the US, with the last year and a half dedicated to unlocking existing reimbursement models to provide effective and affordable care. Starting in California with over 25 clinics in their pipeline, Hyivy Health is continuing to recruit gynecological and pelvic floor physiotherapy clinics in the state of California to adopt this first of its kind solution.

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