

# SANUWAVE®

Healing today. Curing tomorrow.

## BUSINESS SUMMARY

SANUWAVE Inc. is an emerging leader in the development and commercialization of non-invasive, biological response activating devices in the regenerative medicine area for the repair and regeneration of tissue, musculoskeletal and vascular structures. SANUWAVE's portfolio of products and product candidates activate biologic signaling and angiogenic responses, including new vascularization and microcirculatory improvement, helping to restore the body's normal healing processes and regeneration.

- ▶ Its Pulsed Acoustic Cellular Expression (PACE™) technology is being developed for wound healing, orthopedic/spine, plastic/cosmetic and cardiac conditions.
- ▶ SANUWAVE's lead product dermaPACE™ addresses the \$10 billion global advanced wound care market.
- ▶ The Company is currently enrolling subjects in a pivotal Investigational Device Exemption (IDE) clinical trial for its first indication, diabetic foot ulcers (DFU). This randomized, double-blind, multi-center study has reached 75% patient enrollment.
- ▶ SANUWAVE has a legacy of commercial development and Class III PMA regulatory success with two approved legacy indications in orthopedics.

## PACE™ SCIENCE

High energy, acoustic pressure waves are delivered in the "shock wave" acoustic spectrum to enhance new blood vessel formation, and soft tissue and bone regeneration. PACE™ pressure waves combine compressive and tensile stresses on cells and structures to promote an inflammatory response in musculoskeletal and soft tissue, resulting in microcirculatory improvement, including the proliferation of angiogenic growth factors, enhanced new blood vessel formation (angiogenesis) and subsequent regeneration of tissue. The PACE™ wave front, in which the compressive forces exist, is a region of sudden and forceful change in stress density and temperature, which reinitiates the inflammatory and proliferation phases, allowing the body's own healing response to reinitiate or be enhanced.

PACE™ technology appears to be well suited for an array of applications due to its stimulation of a broad spectrum of cellular events critical for the initiation and progression of healing.

## INVESTMENT HIGHLIGHTS

- ▶ Innovative replacement devices for large, well-established markets
- ▶ Proven technology with superior efficacy, safety and cost profile
- ▶ DFU IDE completion by 2010, FDA submission by 2011
- ▶ Significant barriers to entry; broad patent estate, 50 issued/pending patents
- ▶ Significant product development pipeline addressing large global markets
- ▶ Multiple near-term milestones for value creation
- ▶ Experienced management, track record of success and regulatory approvals, US and Europe



## CORPORATE HEADQUARTERS

SANUWAVE  
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## PUBLIC MARKET INFO

Date:	5/1/2010
Ticker:	SNWV.OB
Share Price:	\$4.25
Shares Outstanding:	12.5 million
Shares in Float:	1.5 million
Market Cap:	\$53 million

## INVESTOR RELATIONS CONTACT

Barry Jenkins, CFO  
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## DEVELOPMENT PLAN

In addition to wound healing, SANUWAVE's product development pipeline and preclinical and pilot clinical research is targeting degenerative disease and non-healing injuries in orthopedics, cosmetic regenerative medicine in conditions like cellulite, and product candidates for the removal of plaque in arteries and improved blood supply to the heart.

Product Segment	Research	Development		Approved	
	Preclinical Studies	Pilot	Pivotal	EU / OUS	FDA
<b>Wound (dermaPACE™)</b> Diabetic Foot Ulcers Chronic/Mixed Wounds Burns Decubitus Ulcers (Pressure Sores)	→	→		→	
<b>Orthopedic</b> Tendinopathy Fracture Healing Osteoarthritic Pain Osteoporosis	→	→		→	
<b>Spine/Neuro</b> Osteoporosis Spinal Fusion Nerve Repair	→				
<b>Plastic/Aesthetics</b> Cellulite Surgical wound healing/scar	→	→			
<b>Cardiac</b> Atherosclerosis Myocardial Ischemia	→				

## RECENT NEWS

**May 25, 2010** - SANUWAVE Health to present at the Sixth Annual Noble Financial Equity Conference on June 7, 2010.

**May 14, 2010** - SANUWAVE Health reports first quarter financial results and provides business update.

**April 6, 2010** - SANUWAVE completes enrollment in dermaPACE phase III pivotal IDE clinical trial for the treatment of diabetic foot ulcers.

**March 31, 2010** - SANUWAVE Health reports 2009 financial results and progress for the year.

*This factsheet may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, such as statements relating to financial results and plans for future business development activities, and are thus prospective. Forward-looking statements that include all statements that are not statements of historical fact regarding intent, belief or current expectations of the Company, its directors or its officers. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, many of which are beyond the Company's ability to control. Actual results may differ materially from those projected in the forward-looking statements. Among the key risks, assumptions and factors that may affect operating results, performance and financial condition are risks associated with the marketing of the Company's product candidates and products, unproven pre-clinical and clinical development activities, regulatory oversight, fluctuations in the Company's quarterly results, the Company's ability to continue and manage its growth and liquidity and other capital resource issues, competition and the other factors discussed in detail in the Company's periodic filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statement.*

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## MANAGEMENT TEAM

Christopher M. Cashman, Director, President and Chief Executive Officer, was previously President of Therapeutic Surfaces for Kinetic Concepts, Inc., a global leader in advanced wound care. He conducted a management buyout in November 2001 of Snowden Pencer, a minimally invasive surgical device manufacturer, and assumed the role of CEO and President. Snowden Pencer was subsequently sold to Cardinal Health in 2004. Christopher was the business unit head of Genzyme Biosurgery and held several other senior positions with Genzyme Surgical Products and Deknatel Snowden Pencer. He is a graduate of the United States Naval Academy, and he earned his MBA from The Kellogg Graduate School of Management at Northwestern University.

Barry J. Jenkins, Chief Financial Officer, was previously with Automatic Data Processing as Chief Financial Officer for the Benefits Services Division. He was Vice President of Finance at AHL Services, a public company which grew to over \$900 million. As Chief Financial Officer at Snowden Pencer, he helped grow the corporation prior to the company being sold to Cardinal Health in March 2004. Barry is a Certified Public Accountant with 25 years of financial management experience. He is a graduate of Virginia Tech, cum laude.

Peter A. Stegagno, Vice President of Operations, has 16 years of experience in the medical device market encompassing manufacturing, design and development, quality assurance and international and domestic regulatory affairs. Peter was Vice President of Quality and Regulatory Affairs for Elekta and other medical device companies including Genzyme Biosurgery. He has a B.S. degree in Chemical Engineering from Tufts University.

Iulian Cioanta, Vice President of Research and Development, was previously a Business Unit Manager of Cordix Endovascular, Director of Development Engineering with Kensey Nash Corporation and Research Manager at ArgoMed Inc. Iulian worked 12 years in the medical devices industry and 8 years in academia at Polytechnic University of Bucharest in Romania, Leicester University in the U.K. and Duke University. Iulian holds an M.S. degree in Mechanical Engineering and Technology, and a PhD degree in Biomedical Engineering from Duke University in the field of extracorporeal shock wave lithotripsy. He is published in the field of acoustic bioengineering and authored 15 issued patents and 8 pending patents.

Bernie Laurel, Vice President of Marketing and Sales, joined SANUWAVE in November 2009 with more than 15 years experience in sales and marketing, including expertise in the advanced wound care market. Prior to joining SANUWAVE, he was Vice President of Sales and Marketing for Medela, Inc.'s newly-formed Healthcare Americas business unit, where he drove overall planning, marketing strategy, new product development, distribution, direct and indirect sales and other business development initiatives. Bernie was also VP of Marketing for Imagyn Medical Technologies, a newly public urologic device manufacturer, and he held sales, marketing and consulting roles in several privately-funded device start-ups.

Anne Stefurak, Vice President of Medical Policy, re-joined SANUWAVE in November 2009 as Vice President of Medical Policy and Reimbursement with more than twenty years in the medical field working with local, regional and national insurance companies, medical device companies, technology assessment organizations, advocacy groups, academic centers, various physician offices, and radiation oncology centers. Anne brings experience with payer reimbursement, invasive as well as noninvasive medical device technology, sales and marketing, coverage policy, appeals, contracting and FDA compliance. Before rejoining SANUWAVE, Anne worked as Director of National Policy and Reimbursement at Physician Oncology Services. Anne also brings expertise as a Regional Access Manager and Senior Regional Reimbursement Manager at Cyberonics, National Provider Relations Manager at National Healthcare Network, and Manager of Provider Relations at Aetna U.S. Healthcare.