



Reven, LLC
600 Corporate Circle, Ste D
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<https://www.reven.com>

Reven Announces the Appointment of Jeffrey Halverson as Chief Financial Officer

Golden, Colorado, Thursday, May 1, 2020 8:00am MDT – Reven, LLC, a biopharmaceutical company that is developing Rejuveinix (RjX) for patients with cardiovascular and other health conditions, announced today the appointment of Jeffrey B. Halverson as Chief Financial Officer. Mr. Halverson will begin his employment on May 1, 2020.

Mr. Halverson joins Reven with broad experience in finance, most recently as the Founder, President and Chief Executive Officer of American Sky Financial, a Commercial and Residential Mortgage company serving community banks and developers nationwide. For 31 years, Halverson has served in various executive capacities in banking and finance. In his new position at Reven, Halverson will take on the task of developing and executing the company’s financial strategy as it prepares for new fundraising efforts, the commercialization of its product candidate and the expansion of its operations.

Halverson stated, “Reven’s accomplishments and prospects in health care are highly commendable. This is a critical moment in the company’s history. We seem to have a unique opportunity, and I am extremely grateful to be able to contribute to the company’s next stage of growth and prosperity. I look forward to joining Reven’s leadership team and contributing to Reven’s future success as the company progresses to the next phase of its strategy.”

Over the years, Halverson proudly served his community and has held several board positions for charitable organizations including Levitt Pavilion Foundation, Eagle Valley Family Assistance, Church Youth Director, the Communications Board for the American Bankers Association, and Habitat for Humanity. Halverson has a degree in Business Administration.

“Jeff possesses a profound understanding of financial instruments. With deep functional expertise and technical knowledge in all aspects of corporate finance and financial planning, I believe Jeff has the required leadership capabilities to strategically manage our finances, enabling Reven to move forward for success and future sustainable growth,” said Peter Lange, Founder and CEO. “On behalf of the executive team at Reven, I am extremely pleased to welcome Jeff as our Chief Financial Officer.”

About Cardiovascular Disease

Cardiovascular disease (CVD) is a class of diseases that involve the heart or blood vessels. Cardiovascular disease includes coronary artery diseases such as angina and myocardial infarction. Other CVDs include stroke, heart failure, rheumatic heart disease, cardiomyopathy, heart arrhythmia, congenital heart disease and more. Cardiovascular diseases are the leading cause of death globally, of which coronary artery disease and stroke account for 80% of CVD deaths in males and 75% of CVD deaths in females. In the United States, 11% of people between



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20 and 40 have CVD, while 37% between 40 and 60, 71% of people between 60 and 80, and 85% of people over 80 have CVD.

About Reven, LLC

Reven, LLC is a Golden, Colorado based biopharmaceutical company. Reven's vision is to make a difference in the world by making its products accessible to everyone suffering the effects of cardiovascular disease. Reven is committed to being the premier, research-intensive biopharmaceutical company that advances the health and well-being of people around the world. Its primary product, RJX, targets Critical Limb Ischemia patients facing amputation as well as a larger patient population suffering PAD and other vascular related medical conditions.

Forward-Looking Statements

This announcement may contain forward-looking statements. These statements are based on Reven management's current estimates and expectations of future events as of the date of this announcement. Furthermore, the estimates are subject to risks and uncertainties that could cause actual results to differ materially and adversely from those indicated or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, risks associated with our ability to continue to operate as a going concern; our ability to raise sufficient additional funds to continue operations and to conduct clinical trials of RJX in the United States and elsewhere; our ability to enlist clinical trial sites and enroll patients; the risk that the FDA stops RJX early as a result of the occurrence of certain safety events or does not approve an expansion of RJX; obtaining and maintaining regulatory approvals required to market and sell our products; the possibility that future clinical trials will not be successful or confirm earlier results; the timing and costs of clinical trials; the timing of regulatory submissions; the timing, receipt and maintenance of regulatory approvals; the timing and amount of other expenses; the timing and extent of third-party reimbursement; intellectual-property risk; risks related to assumptions regarding the size of the available market; the benefits of our products; product pricing; timing of product launches; future financial results; and other factors. Given these uncertainties, one should not place undue reliance on these forward-looking statements. We do not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information or future events or otherwise, unless we are required to do so by law.



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