



LifeMD<sup>+</sup>

Corporate Presentation

August 2022



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# Business Overview

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# A rapidly growing direct-to-patient telehealth company leveraging deep expertise in medicine, technology and marketing to make healthcare more accessible, affordable and convenient

✓ 50 State Digital Pharmacy

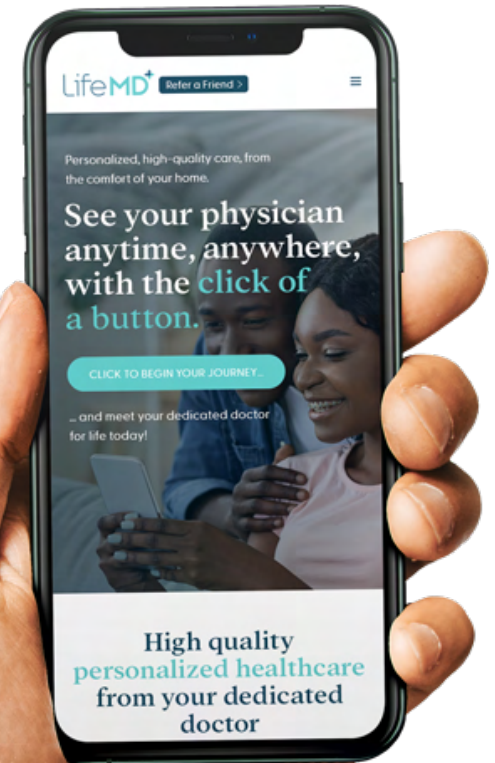
✓ Nationwide Provider Network

✓ 600K+<sup>1</sup> Patients & Growing

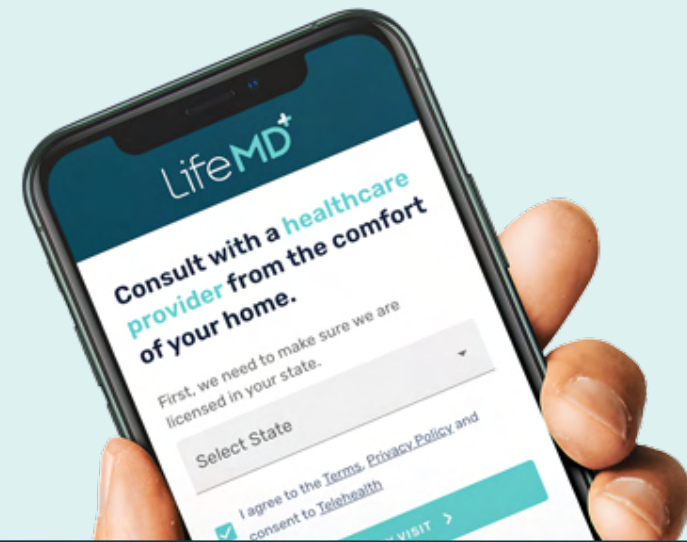
✓ Diversified Brand Portfolio

✓ Proprietary Technology Platform

✓ Virtual Primary Care Clinic



# A Differentiated Approach to Telehealth



## Diversified Condition-Specific Care Strategy

Enables smarter acquisition through focused treatment offerings and precision targeting



## Deep Experience in Direct-Response Marketing

Relentless focus on optimizing marketing spend, analytics and maximizing retention



## Comprehensive Telehealth Technology Platform

Built to support an end-to-end healthcare experience and broad portfolio of treatments and services



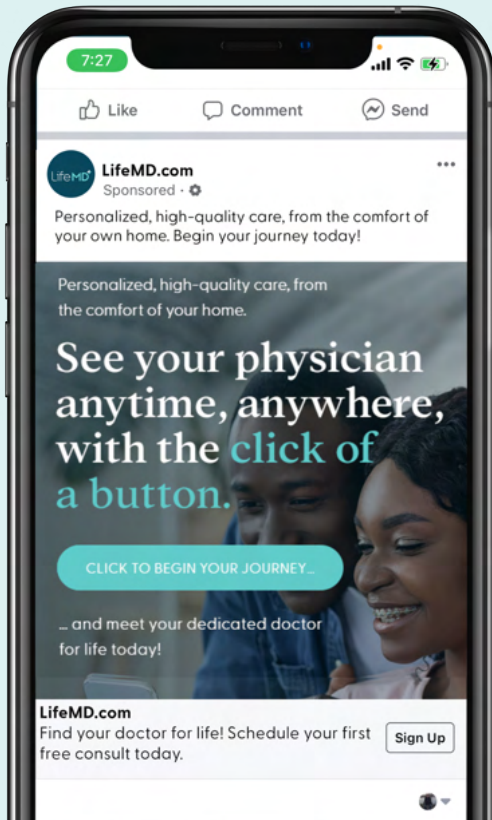
## Long-Term Primary Care Offering

Impacting our customers' health by creating longitudinal patient-physician relationships

# LifeMD's Direct-to-Patient Healthcare Experience

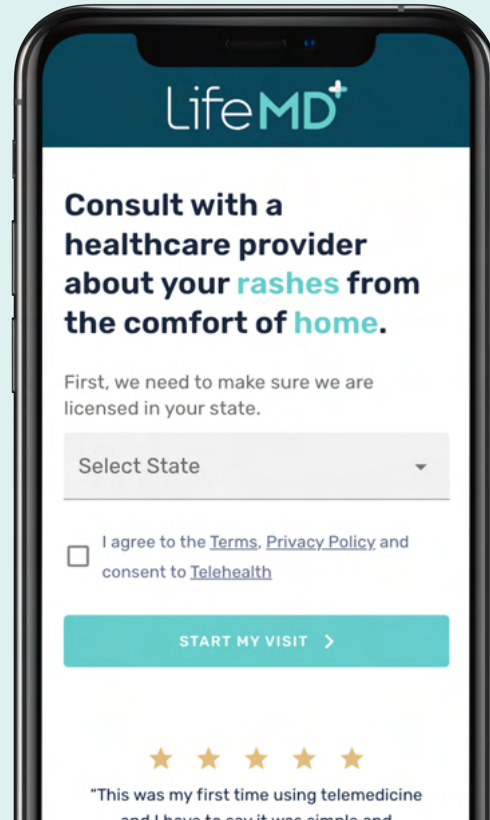
## Brand Discovery

Patient views an online or offline advertisement and visits our telehealth website.



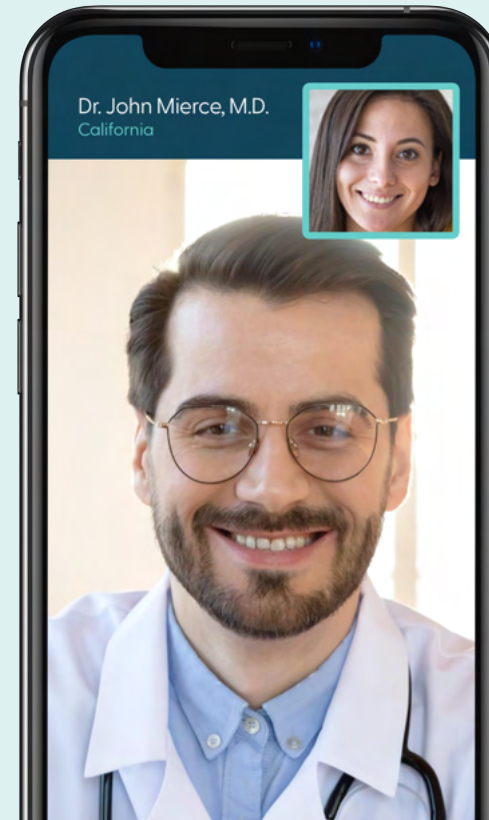
## Diagnosis/Screening

Patient is screened via online intake form and pays for treatment and medication.



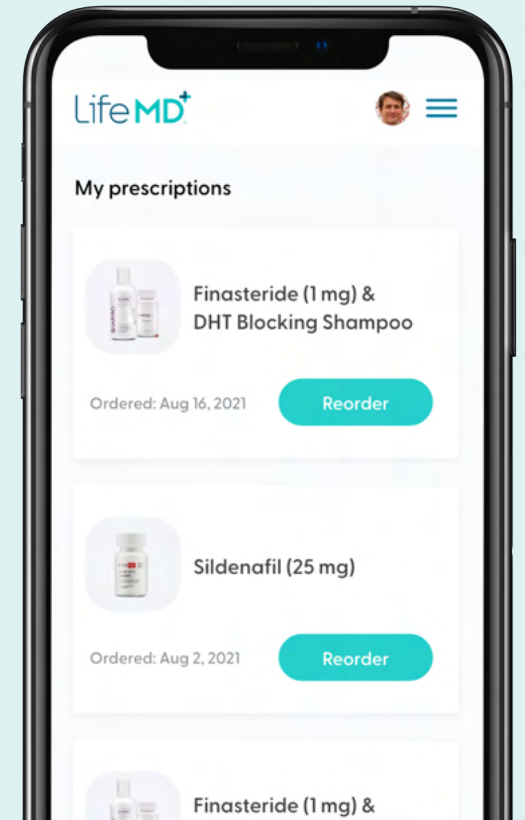
## Virtual Consultation

An asynchronous or audio/video consultation is conducted with the patient.

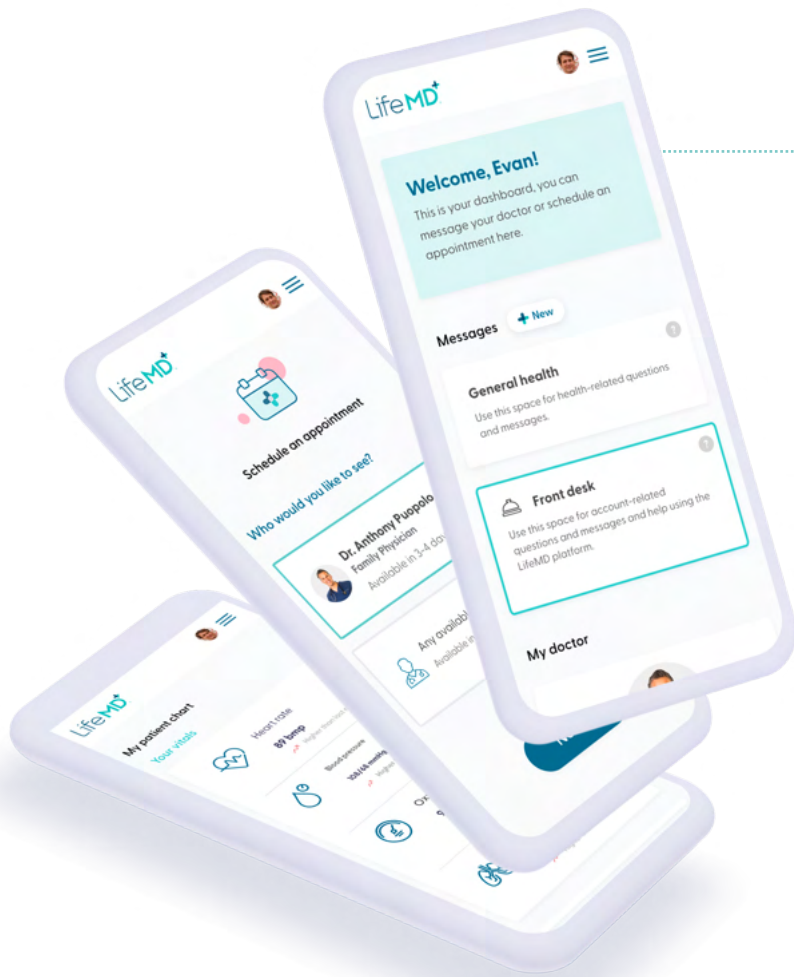


## Personalized Treatment

Patient receives personalized treatment and ongoing care from the comfort of their own home.



# An End-to-End Telehealth Technology Platform

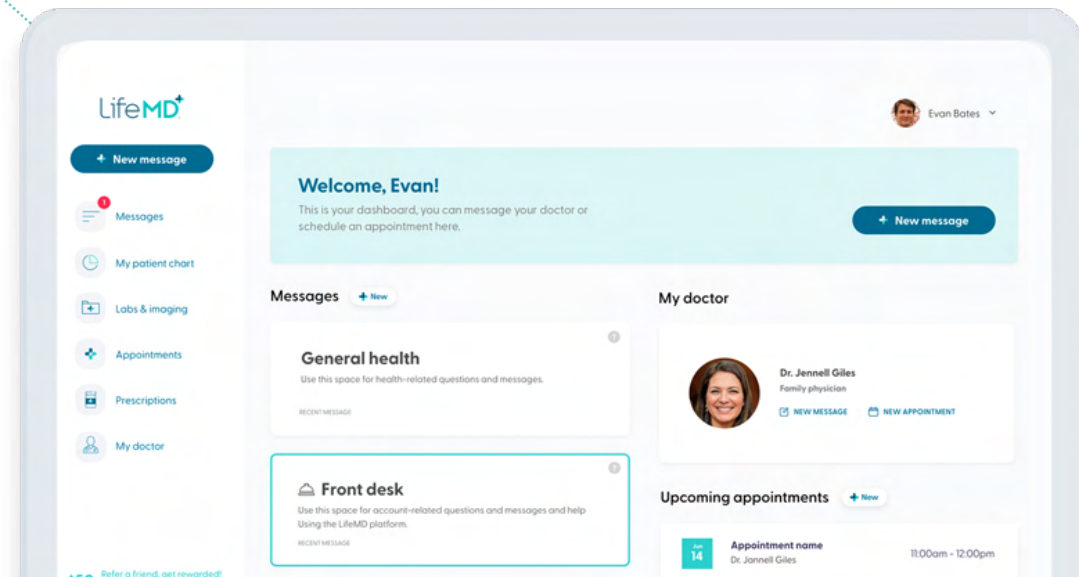


A platform designed to accommodate a diverse portfolio of DTC telehealth offerings and primary care.

Built to handle 50 state daily consult volume at scale without sacrificing quality of care or timely service.

A mobile-first primary care platform enhanced by partnerships with Quest Diagnostics and Particle Health.

Designed with a compliance-first mindset, adhering to HIPAA standards with real-time monitoring tools.



# LifeMD Simplifies Healthcare by Empowering Healthcare Providers & Patients

- ✓ Cost Savings
- ✓ Convenience
- ✓ Transparency
- ✓ Single Access Point



**LifeMD+**  
Proprietary Technology Platform

Empowers patients with immediacy, accessibility, and affordability.

Empowers doctors with agency, conveniency, and compliancy.

Condition-Specific Care

Primary Care

Prophylactic Care

Our Digital Infrastructure Enables Scalable End-to-End Healthcare Delivery

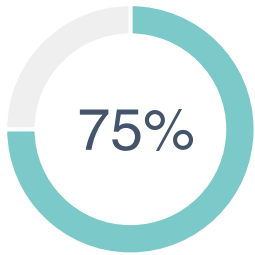


# Our Brands

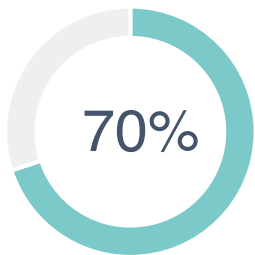
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# Our Brands Address Large Underserved Markets



Percentage of consumers who would like a wellness visit or physical to be able to happen at home.



Percentage of patients who prefer virtual visits over an in-person appointment to save time.

>\$5.1B  
market size

Men's Health

~\$2.8B  
market size

Hair Loss

~\$13.5B  
market size

Allergy & Asthma

~\$44B  
market size

Dermatology

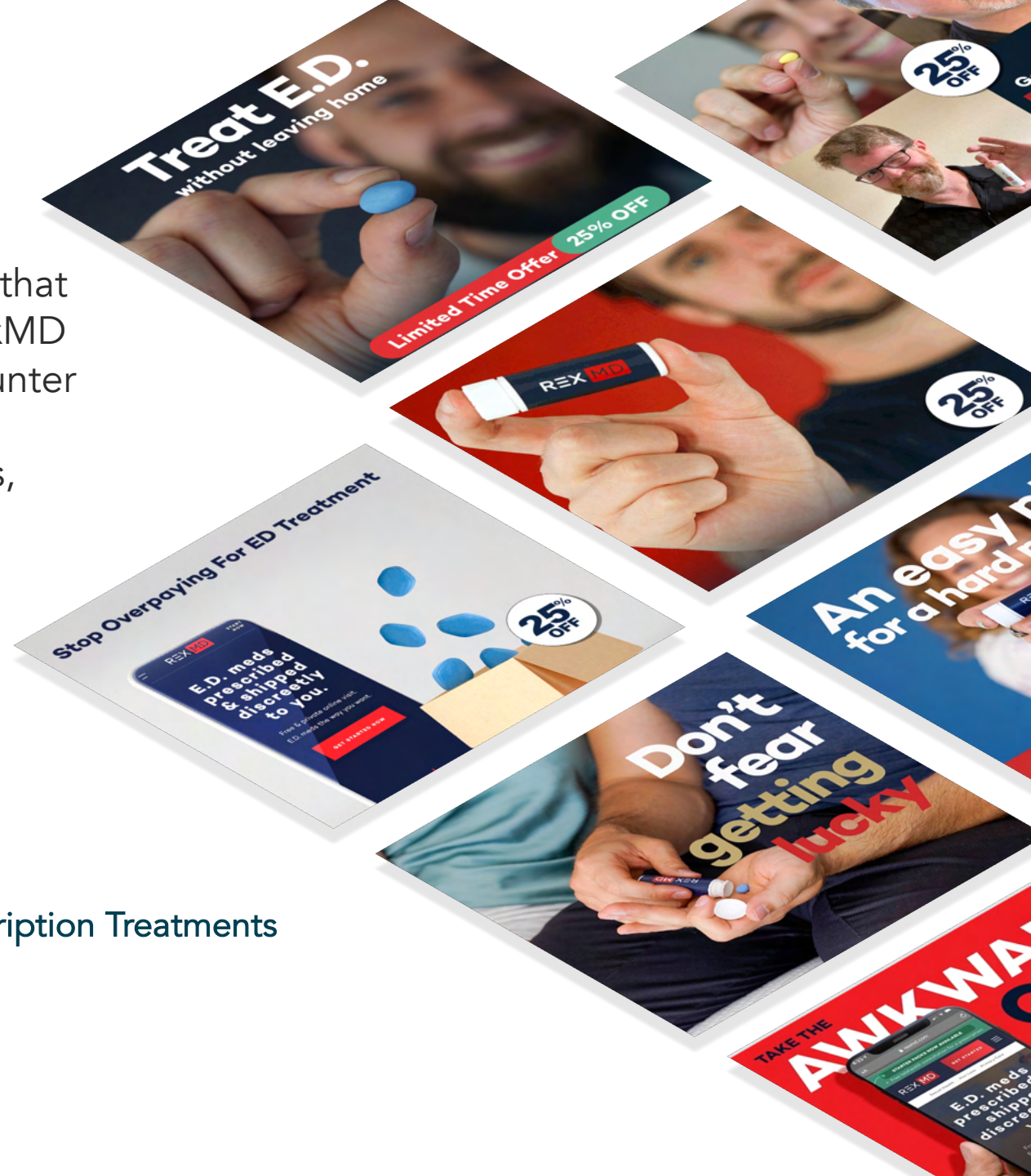
~\$250B  
market size

Primary Care

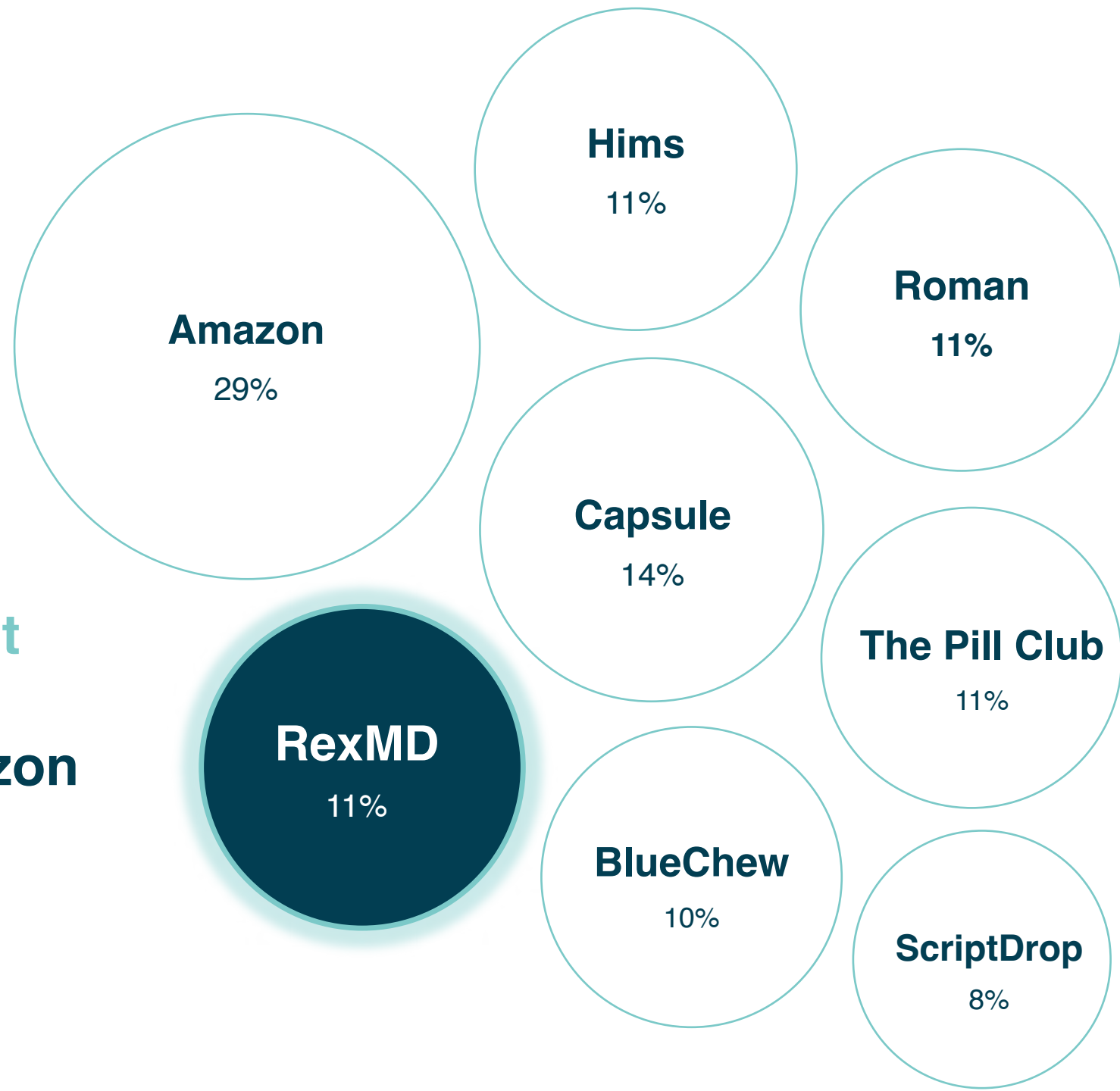
# REX MD

RexMD™ is a direct-to-patient telehealth brand that offers virtual healthcare for men nationwide. RexMD offers prescription medications and over-the-counter treatments for Erectile Dysfunction, Premature Ejaculation, Topical Pain Management, Hair Loss, Insomnia, Testosterone Support and more.

- ✓ 4.3 Star Trustpilot Rating
- ✓ 4+ Star Ranking on Facebook & Amazon
- ✓ Expanding Portfolio of Condition-Specific Prescription Treatments



**RexMD is the third most popular ePharmacy service, following Amazon & Capsule**



# SHAPIRO MD

HAIR GROWTH EXPERTS

ShapiroMD® is a direct-to-patient telehealth brand that offers virtual medical treatment for male and female hair loss. ShapiroMD's product portfolio consists of a patented line of OTC products, prescription medications, and an FDA cleared medical device.

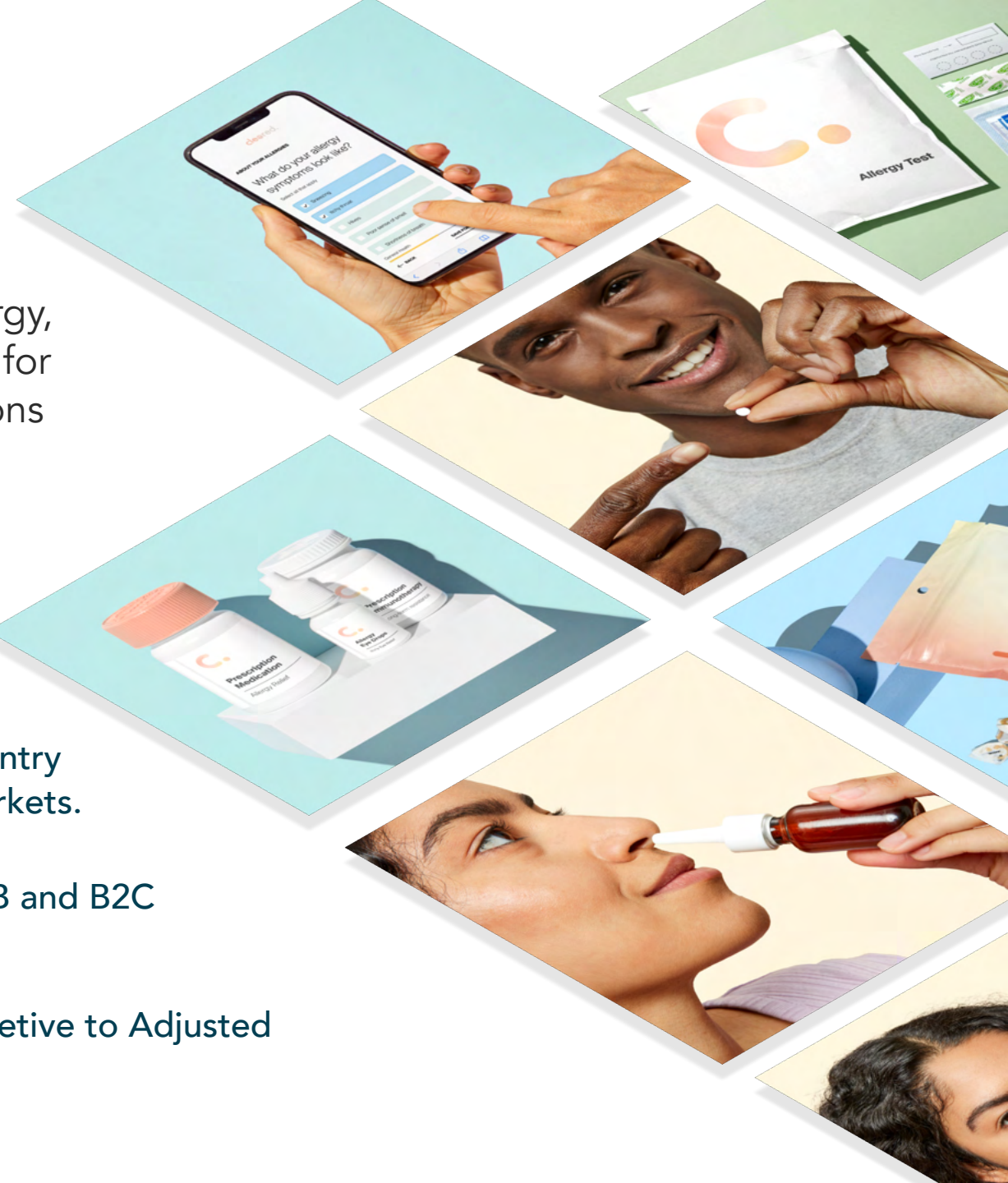
- ✓ 4.9 Star Trustpilot Rating
- ✓ Patent Protected and Doctor Formulated Products
- ✓ Robust Product Line For Both Male and Female Patients



# cleared.

Cleared provides personalized treatments for allergy, asthma, and immunology including in-home tests for both environmental and food allergies, prescriptions for allergies and asthma, and FDA-approved immunotherapies for treating chronic allergies.

- ✓ A first-in-class telehealth destination for bespoke end-to-end allergy treatment.
- ✓ Acquired by LifeMD in January 2022 to provide entry into \$13.5B Allergy, Asthma and Immunology markets.
- ✓ Leading pharma partnerships; providing both B2B and B2C revenue sources.
- ✓ Highly synergistic with existing platform and accretive to Adjusted EBITDA growth.



Two of the most prevalent chronic conditions

The cost to society of allergy & asthma now exceeds **\$100 billion** every year, and growing.

**75M**

Americans suffer from allergy or asthma

**1 in 3**

U.S. adults suffer

**115**

days/year that the avg allergy sufferer experiences symptoms

**\$11B**

annual U.S. spend on allergy/ asthma medications alone

**24M**

annual visits to the doctor for allergies or asthma



**\$2.5 B**

annual U.S. spend on visits to allergist

# N·A·V·A<sup>MD</sup>

— Clinical Skincare —

NavaMD™ is a direct-to-patient telehealth brand that combines teledermatology with a patented line of clinically studied OTC skincare products. NavaMD offers virtual treatment and prescription medications for Acne, Anti-Aging, and Rosacea.

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**Powered by LifeMD's 50 State Provider Network**
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**Opinion Leading Dermatology Advisory Board**
- 
**\$50M+ Invested in Intellectual Property & R&D<sup>1</sup>**

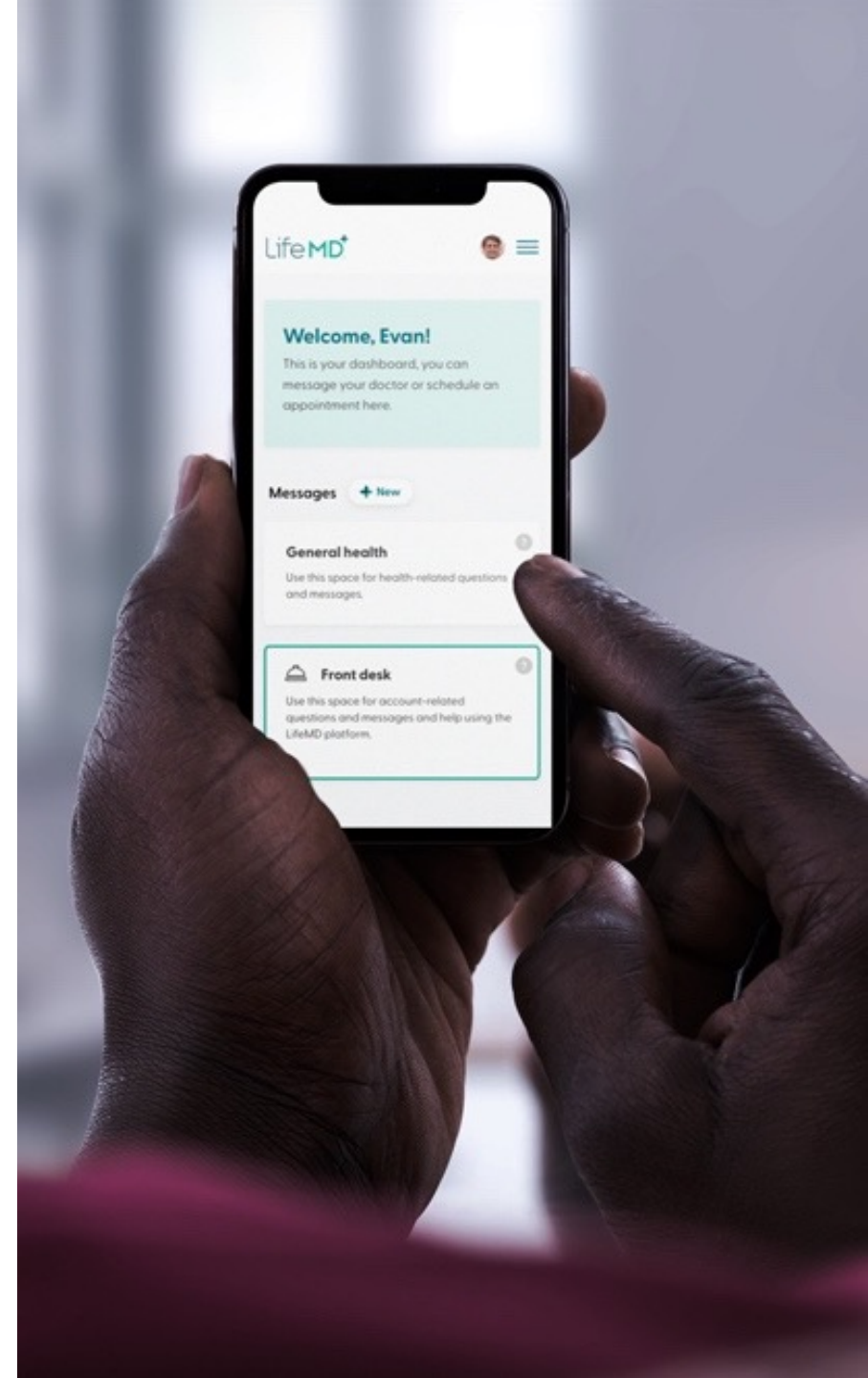






LifeMD is a personalized, subscription-based virtual primary care platform. The LifeMD primary care clinic provides patients access to a high-quality provider for their primary care, urgent care, and chronic care needs.

- ✓ Best-in-class virtual primary care provided by dedicated, affiliated 50-state physician network.<sup>1</sup>
- ✓ Provide access to treatment for over 200 of the most common medical conditions.
- ✓ Affordable access to dedicated physicians starting as low as \$15 per month
- ✓ Nationwide, 50 state coverage.



1. Medical services will be furnished by a licensed medical provider practicing under our affiliated network of physician-owned professional corporations.

# Financials

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# Early mover advantage supported by a patient-centric approach has enabled incredible growth

**\$122M-\$128M**

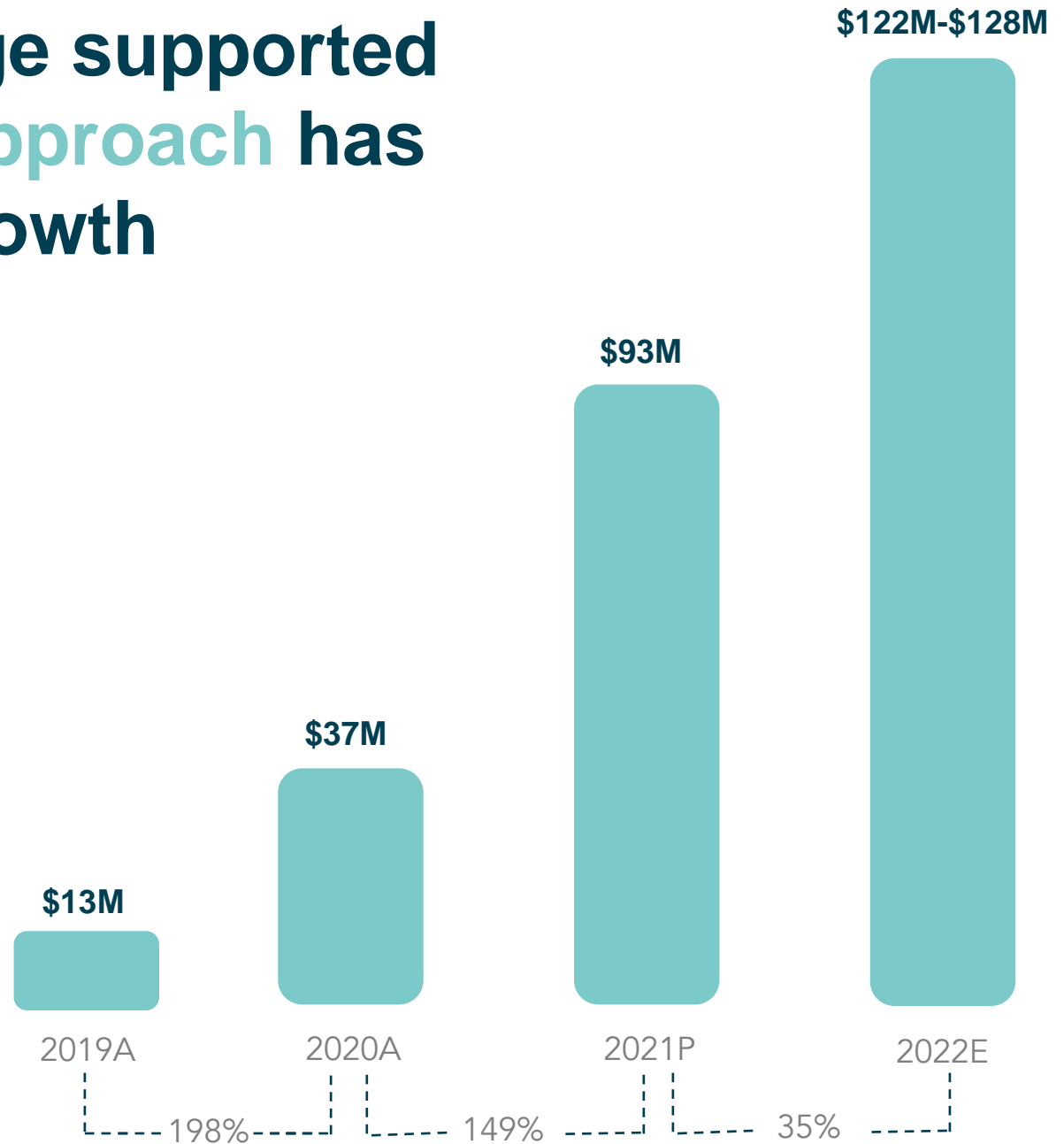
2022 Revenue Forecast

**149%**

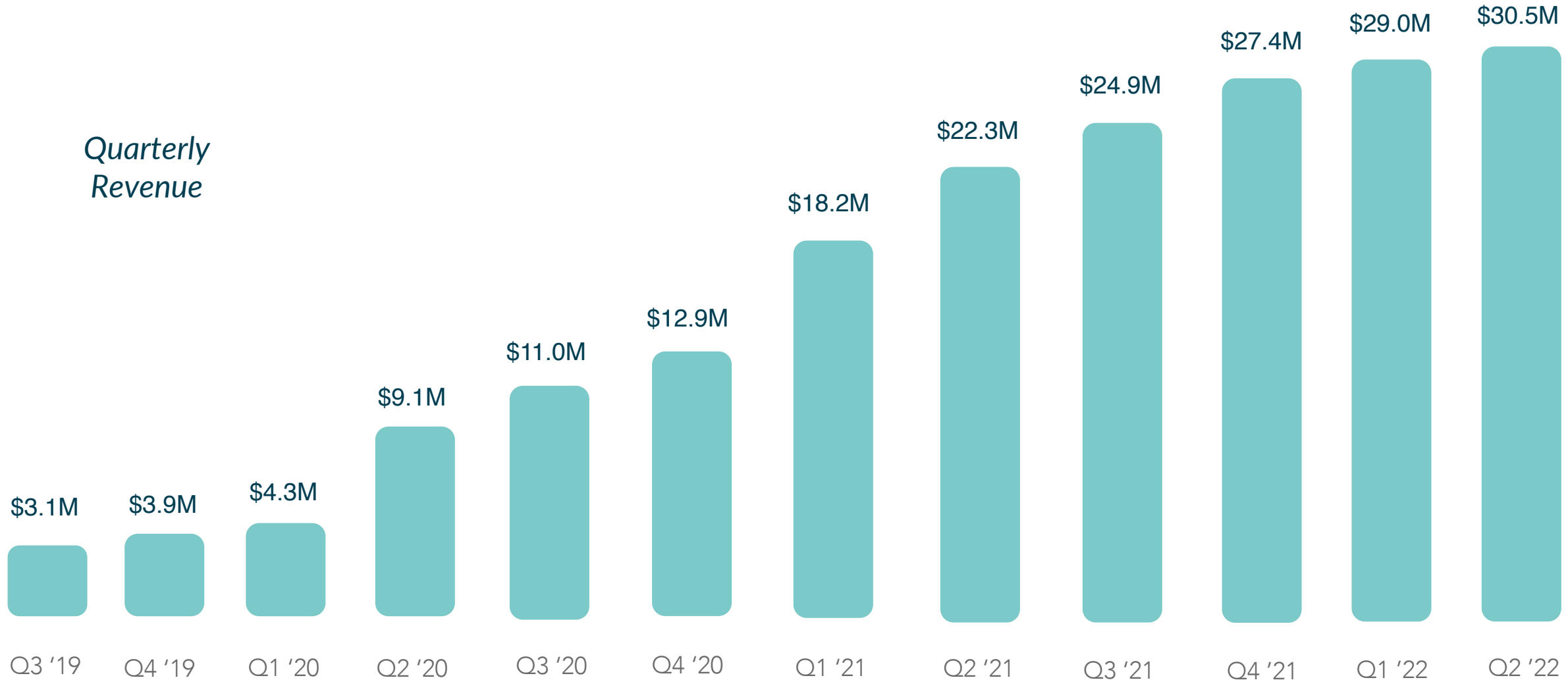
YoY Revenue Growth in '21

**600K+**

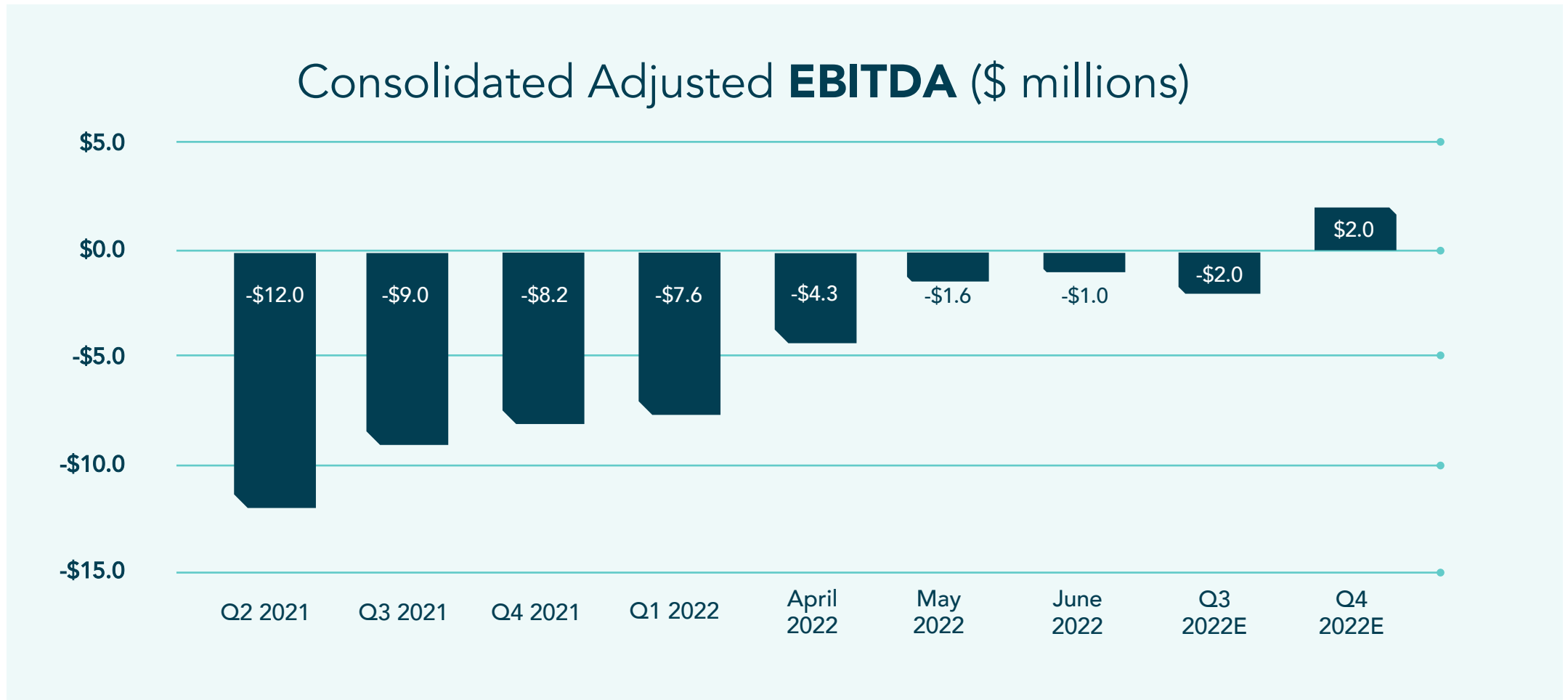
Patients & Customers To-Date



# Producing strong results on a sequential basis

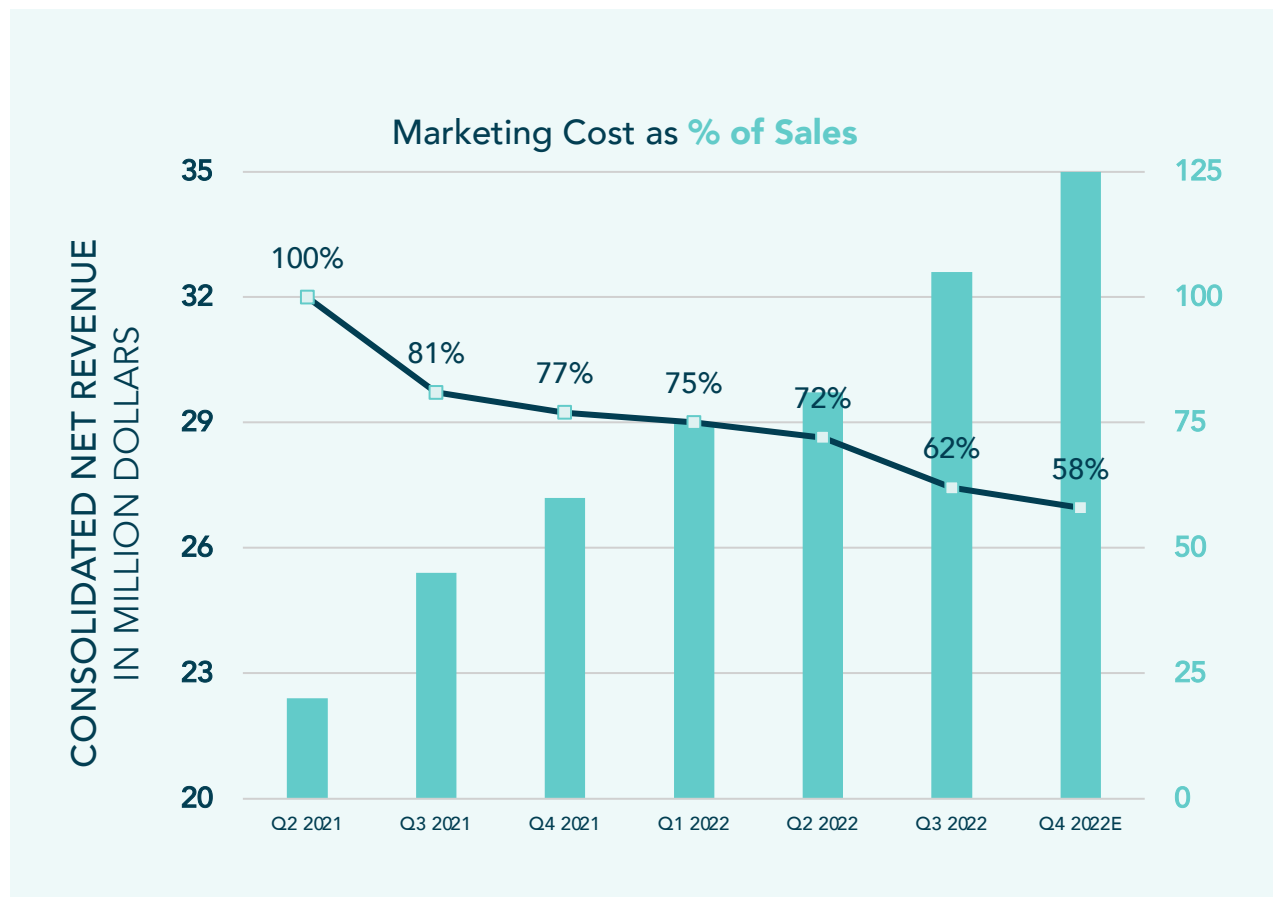
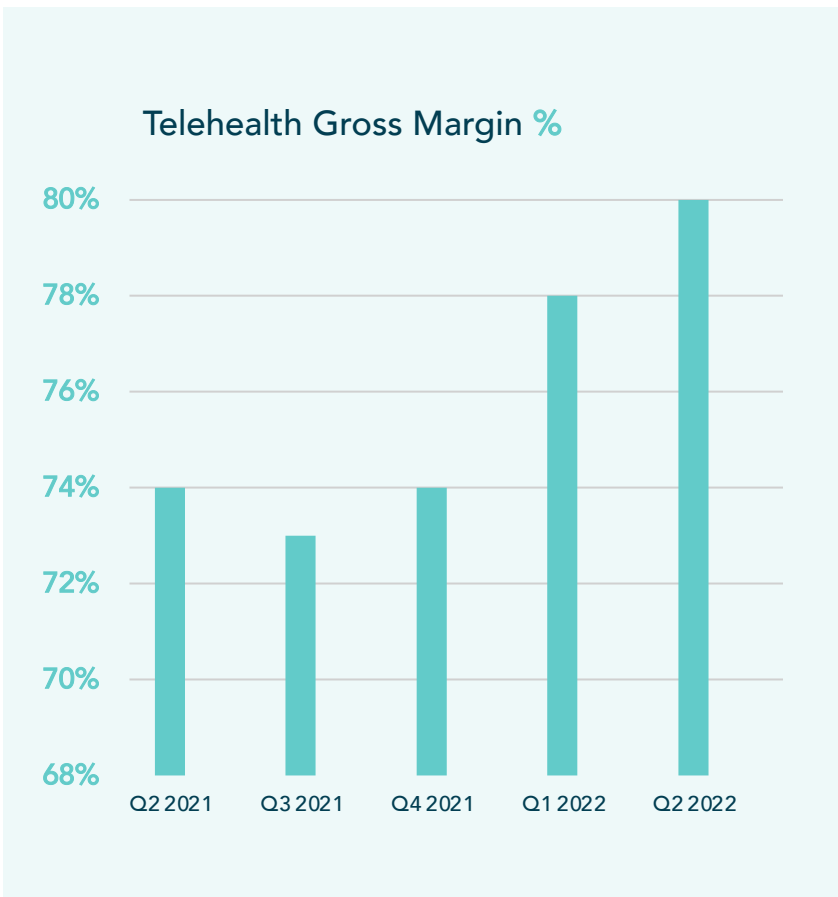


# Meaningful Improvement in Cash Burn and Bottom Line Performance; Consolidated Profitability by Q4 '22



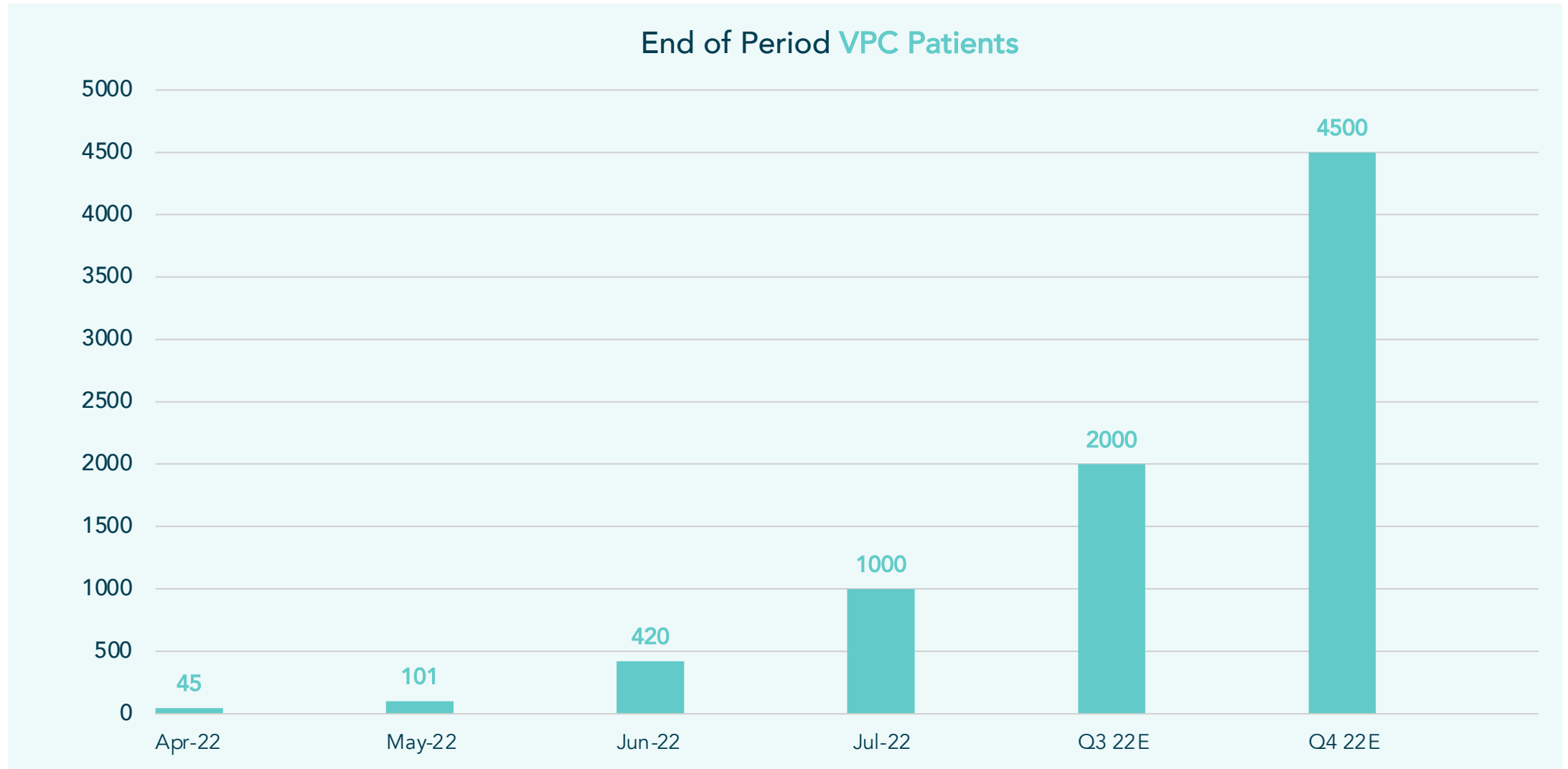
*Note:* Consolidated Adjusted EBITDA includes Telehealth and WorkSimpli results.

# Rapidly Accelerating Gross Margins and Increasing Leverage on Marketing Spend Driving Pathway to Profitability

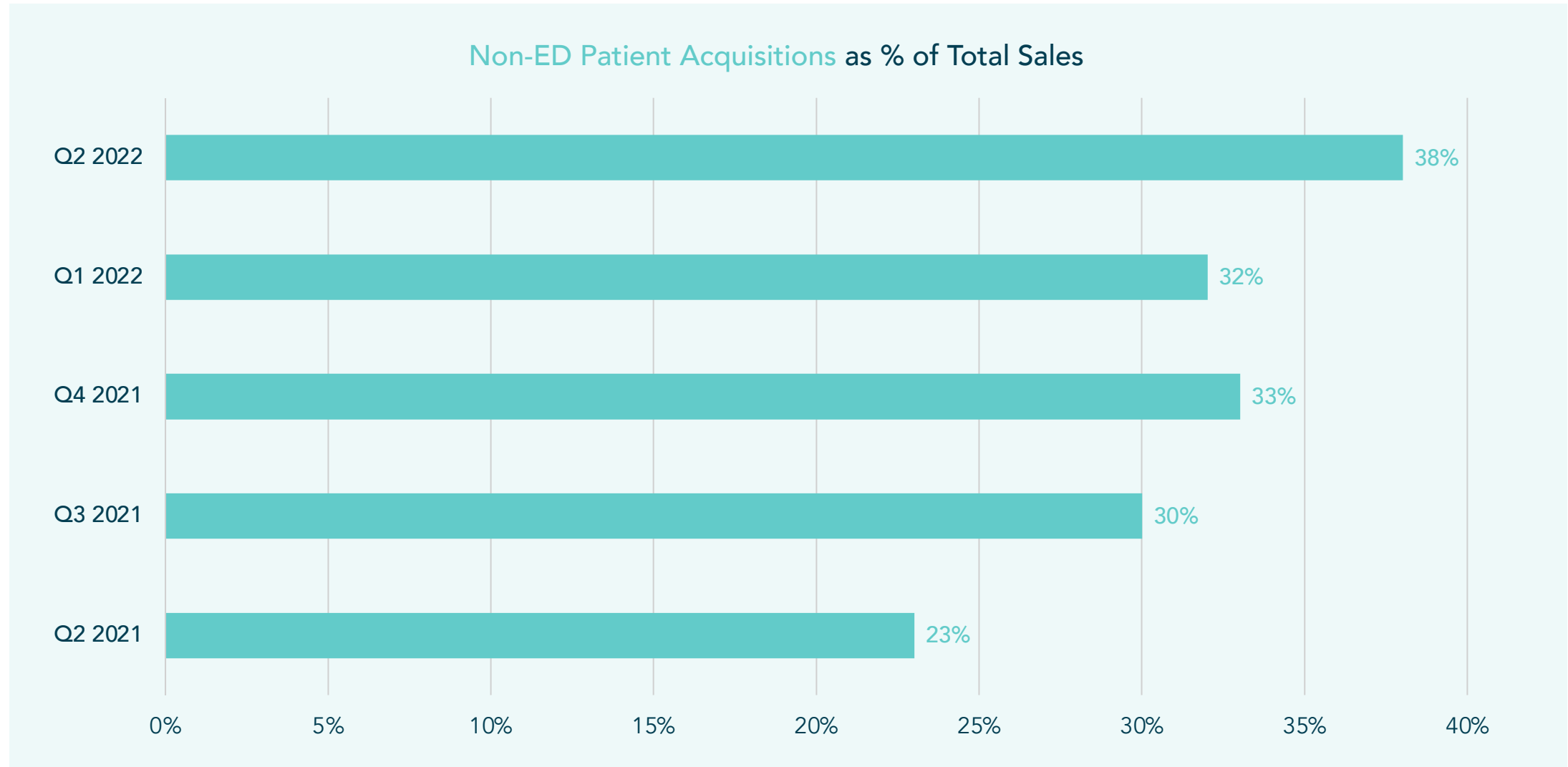


**Note:** Consolidated Net Revenue and Marketing % of Sales Telehealth and WorkSimpli

# Virtual Primary Care (VPC) Has Hit Its Stride and Is Rapidly Expanding



# We are **Rapidly Diversifying** from an Erectile Dysfunction (ED)-led Telehealth Provider to a Diversified Healthcare provider





# WorkSimpli Divestiture Remains On Track

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WorkSimpli Sales Process has yielded **strong demand** for the Company



Performance of business continues to accelerate on both top-and bottom-line **driven by success across** legacy pdf business and new vertical expansion



Process timing remains on track; targeting **closing a transaction by Q4**

# Appendix

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# Proven Management Team

Leadership Team of Industry Experts with a Track Record of Executing Growth Strategies



**Justin Schreiber**  
Chief Executive Officer



**Alex Mironov**  
President



**Marc Benathen**  
Chief Financial Officer



**Stefan Galluppi**  
Chief Innovation &  
Marketing Officer



**Brad Roberts**  
Chief Operating Officer



**Dr. Tony Puopolo**  
President, LifeMD  
Affiliated P.C.'s



**Dennis Wijnker**  
Chief Technology Officer



**Nick Alvarez**  
Chief Acquisition Officer



**Bryant Hussey**  
Chief Digital Officer



**Eric Yecies**  
General Counsel &  
Chief Compliance Officer

# WORK Simpli

WorkSimpli, operating as WorkSimpli Software, LLC, is a rapidly growing Direct-to-Consumer document services company that is expected to provide LifeMD an ample source of liquidity.

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- LifeMD owns 85.6% of WorkSimpli through a strategic investment in June 2018.
  - Cloud-based Software-as-a-Service (SaaS) enables editing, converting, compressing, and splitting of PDF files.
  - Users can easily edit and change text, keep PDF formatting 100% intact, and add an electronic signature for free.
  - Converts Word, JPG, and PNG file formats to PDF and vice versa.
  - Functions 100% online; no installation or downloads required.
- ✓ **Convert Anywhere, Anytime:** Convert PDFs to Word Doc files online from mobile or desktop.
  - ✓ **100% Safe, Secure & Private:** WorkSimpli does not store customer data or information.
  - ✓ **No Download or Installation:** Easy to use. Operates completely in the Cloud. Only requires an Internet connection.



Company Contact

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