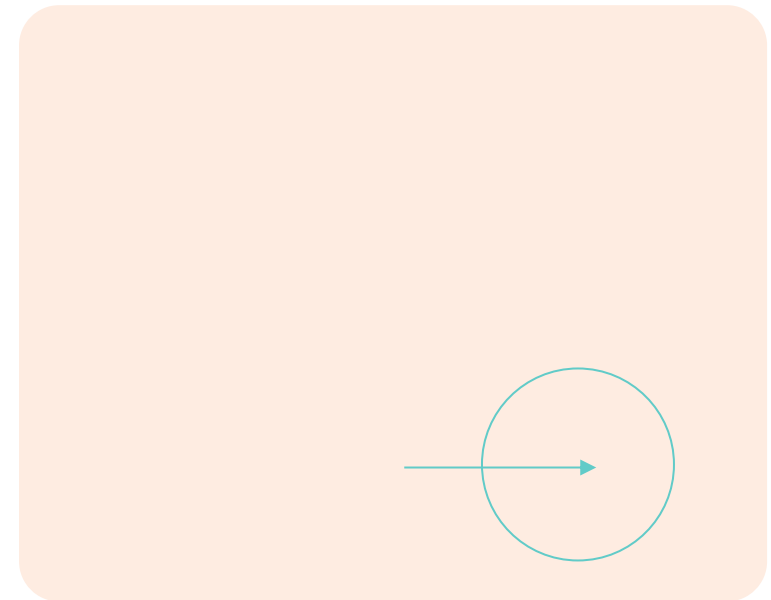
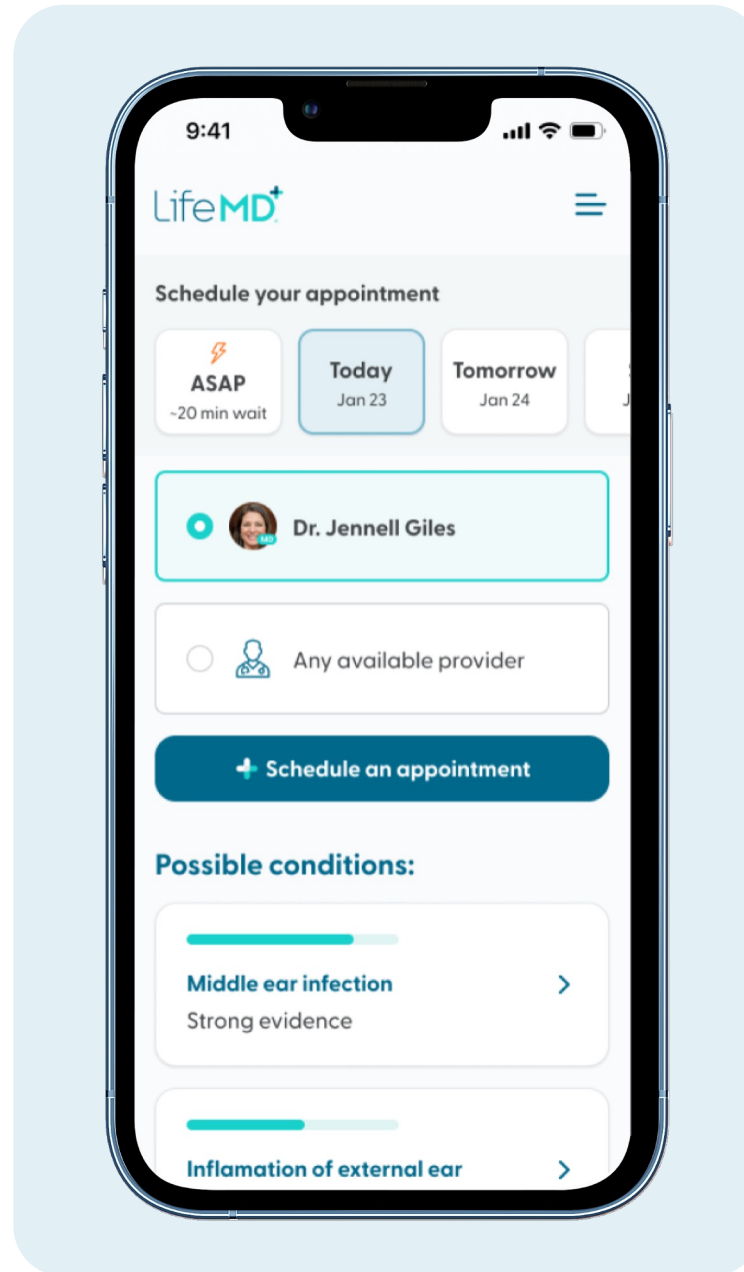




Investor Presentation

August 2023
NASDAQ: LFMD



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Building the leading platform for comprehensive virtual healthcare

- End-to-end, compliance-first platform for direct-to-consumer virtual primary care
- Early-mover advantage and partnership strategy create a deep competitive moat
- Affiliated 50-state medical group anchored by full-time providers who provide industry-leading, comprehensive virtual care
- Flexible and proprietary technology stack proven to support complex virtual care at scale
- 73% equity holder in WorkSimpli, a rapidly growing SaaS business in the document management space


755,000
Virtual Consults Conducted




193,000
Active Patients



\$146-152M
Revenue Guidance for 2023

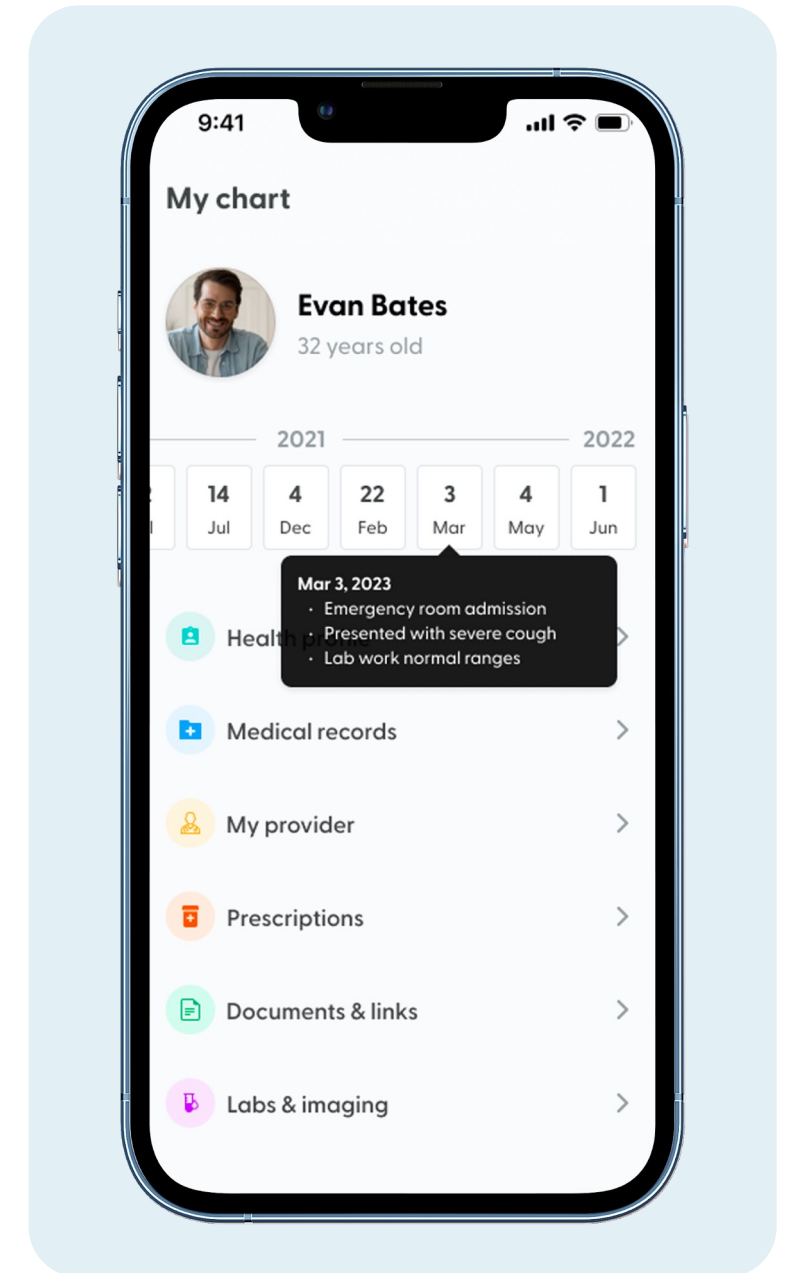


250+
Employees Across the US



Investment highlights

- **Proven ability to operate at scale** within large and growing addressable markets thanks to robust infrastructure
- **Differentiated, end-to-end technology platform and affiliated medical group** supporting complex virtual primary care needs of ~750 new patients per day
- **Significant growth opportunities** from joint ventures, strategic partnerships, and licensing transactions
- **Adjusted EBITDA positive** with \$10-13M of Adj. EBITDA forecast for 2023 and balance sheet capitalized to pursue strategy
- **High-margin products/services** generating 85%+ consolidated gross margins
- **WorkSimpli providing high-margin recurring revenue** with potential for \$100M+ exit in 2024



Telehealth can solve many of the biggest problems facing the U.S. healthcare system

	Need	Solution
Timeliness	1/3 of Americans don't have a primary care doctor, and the average wait time to see a family doctor is 20.6 days. ¹	At LifeMD, the median time from scheduling to the first provider appointment is only 2 hours.
Cost	Four in 10 U.S. adults say they have delayed or gone without medical care in the last year due to cost. ²	Patients in all 50 states can see a LifeMD-affiliated provider for as little as \$39/mo. via their PC or smartphone.
Access	Only 8% of Americans undergo routine, preventative screenings due mainly to issues with cost and access. ³	Routine, preventative care is built into LifeMD's virtual primary care membership programs.
Chronic Conditions	50% of the U.S. population has a chronic disease, and 86% of healthcare costs are attributable to chronic conditions. ⁴	LifeMD's comprehensive care platform, combined with lab and in-home device partners, supports the ongoing needs of patients with chronic conditions.

1. Merritt Hawkins, 2022 Survey of Physician Appointment Wait Times, 2022.

2. Gallup website, Record High in U.S. Put Off Medical Care Due to Cost in 2022, 2022

3. F. Batarseh, I. Ghassib, D. Chong, P. Su Preventive healthcare policies in the US: solutions for disease management using Big Data Analytics, 2020

4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

A \$170 billion total addressable market in the U.S.

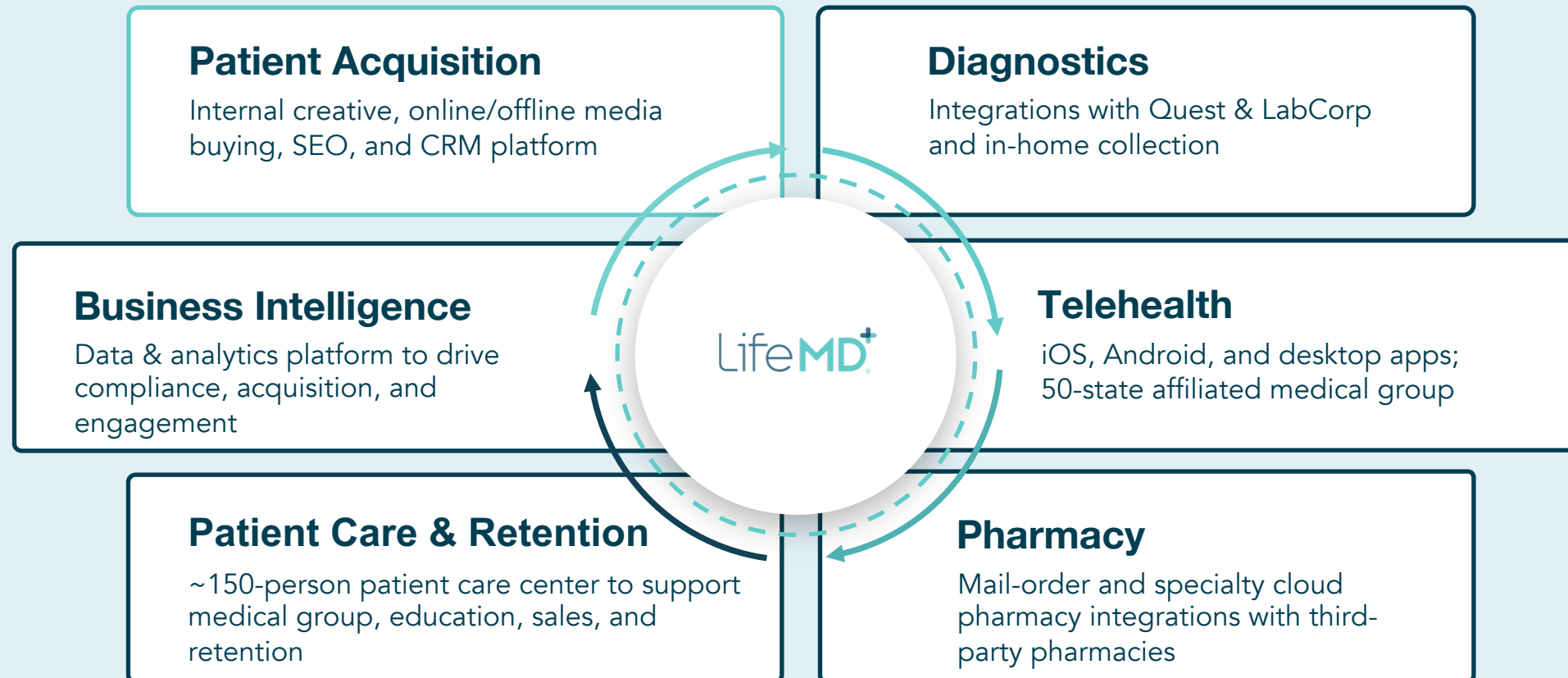
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



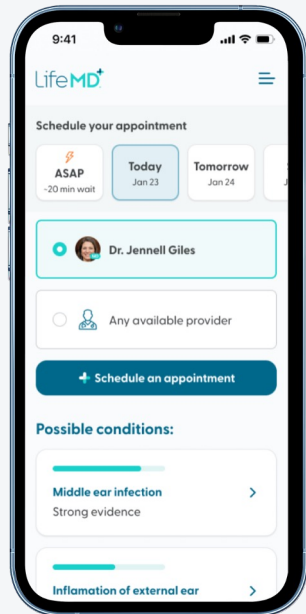
\$170B

U.S. Primary Care Market

LifeMD has built an end-to-end platform for comprehensive virtual healthcare

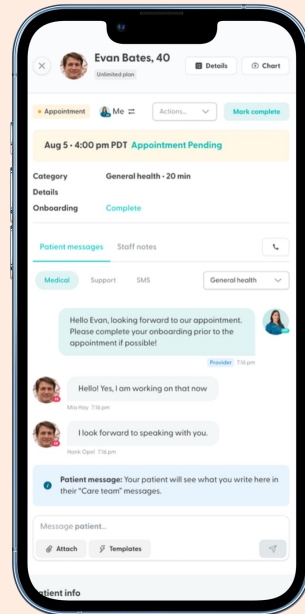


Technology designed to provide Best-in-class experience and care for all stakeholders



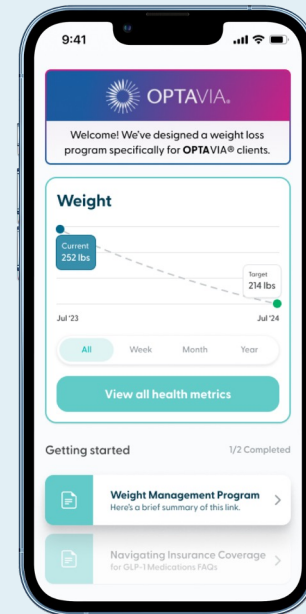
For Patients

Patients benefit from an intuitive virtual care platform powered by a 50-state provider network, lab work partnerships, mail order pharmacy, and AI-powered tools.



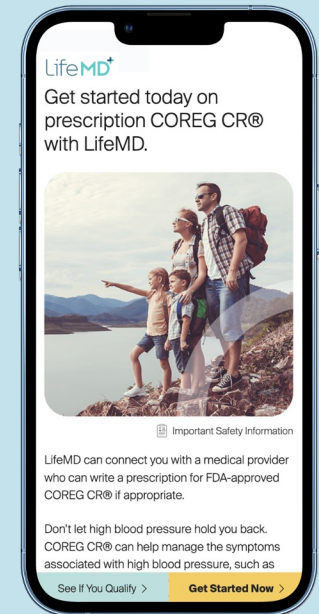
For Providers

Streamlined workflow optimization with proprietary EHR and scheduling capabilities allow providers to focus on patient interactions that ensure the highest quality clinical care.



For Partners

Flexible partnerships with unique offerings are enabled by sophisticated de-identified data analytics, custom dashboards, and telehealth capabilities.



For Industry

Life sciences companies who partner gain access to robust direct-to-patient capabilities across marketing, and medication adherence and compliance.

Our affiliated medical group, staffed by full-time providers, is central to our success

99%

Of consults start on time*

750K

Consults completed

200+

Different conditions LifeMD treats

4.92/5

Average physician rating

98%

Patients satisfied with their care

50

State coverage

Dr. Gupta

LifeMD Affiliated Provider

"I love what I do because I get the pleasure of being a part of my patients' lives."



*within 15 minutes for soonest available appointment during queue hours and within 2 minutes of scheduled appointment time slots

Our success is driven by three core pillars

DTC Telemedicine

- Subscription-based treatment + Rx Offerings
- Established, wholly-owned brands with large customer base
- Supported by mail order pharmacy capabilities
- E.D., pain, dermatology, insomnia, allergy & asthma

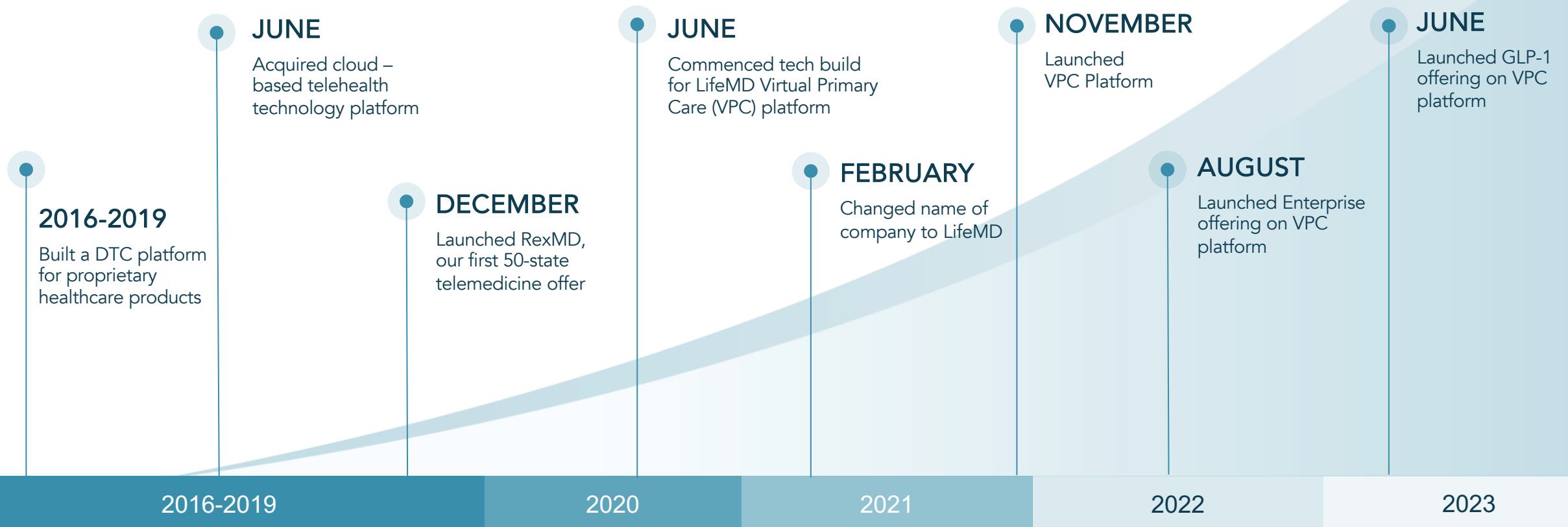
Virtual Primary Care

- Services include primary care, urgent care, and chronic condition management
- Supported by affiliated 50-state Medical Group
- Lab work powered by integrations with Quest, Labcorp, and GetLabs
- Weight Management/GLP-1 Program

B2B Solutions

- Digital front-door strategies for healthcare product companies
- Telehealth services for payors and employers
- Zero-cost patient flow for LifeMD platform
- Comprehensive device-supported Cardiovascular Care Program

Our track record of strategic focus and growth



Clear strategy focused on scaling high-value revenue streams

Key Priorities

Virtual Primary Care

- Continue to scale weight management/GLP-1 offering
- Launch cardiovascular health and hormone therapy offerings
- Launch commercial health insurance programs in 10 states
- Prepare Medicare/Medicaid infrastructure for 2024 deployment

RexMD

- Double digit new patient growth in E.D. business
- Build and cross-sell patients to men's health primary care offerings

Partnerships

- Execute strategic partnerships in GLP-1 space
- Continue to build long-term partnerships with Life Sciences companies



Goals

High Value Revenue Streams With Long-Term Brand Equity

Differentiated Telehealth Offerings With Strong Retention

30%+ YoY Revenue Growth With ~25% Adj. EBITDA Margins

LifeMD Synonymous With Highest Quality, Affordable Virtual Care

WorkSimpli Software is rapidly growing and highly profitable

- **Rapidly growing**, global provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- **Over 170,000 subscribers** with platform available in approximately 20 languages globally
- Full Year 2023 revenue forecast at **\$53 million and growing over 50% year-over-year**
- Highly profitable enterprise with Adjusted EBITDA margins exceeding 30% and Full Year **2023 Adjusted EBITDA forecast at \$15-\$18 million**
- **Scalable platform** with capabilities to rapidly expand in adjacent verticals on existing platform and provide users one-stop pricing for and access to the full suite of platform offerings
- **LifeMD maintains over 73% ownership** in WorkSimpli with asset representing potential future exit value exceeding \$100 million and the source of sizeable near-term cash flow back to LifeMD
- Separately led and managed by **highly skilled and experienced management** with a demonstrated track record in building related consumer technology businesses

Our management team has deep experience leading innovative healthcare organizations



Justin Schreiber

Chief Executive
Officer & Chairman

JLS | VENTURES



Marc Benathen

Chief Financial Officer

EQUINOX

blink

ANN TAYLOR



Brad Roberts

Chief Operating Officer

UPA
Utility Partners of America

NYU



Stefan Galluppi

Chief Innovation
Officer

NTI



Jessica Friedeman

Chief Marketing Officer

healthgrades

IBM Watson



Eric Yecies

General Counsel &
Chief Compliance
Officer

Holland & Knight

GOODWIN



Dennis Wijnker

Chief Technology
Officer

dr.
evidence
CALYX



Nick Alvarez

Chief Acquisition Officer

ib Internet
Brands

Our Board of Directors



John Strawn



Joseph DiTrolio, MD



Naveen Bhatia



Bertrand Velge



Roberto Simon



Bobby Jindal



Joan LaRovere, MD



William Febbo

Our businesses have experienced rapid, consecutive YoY Growth

\$146M - \$152M

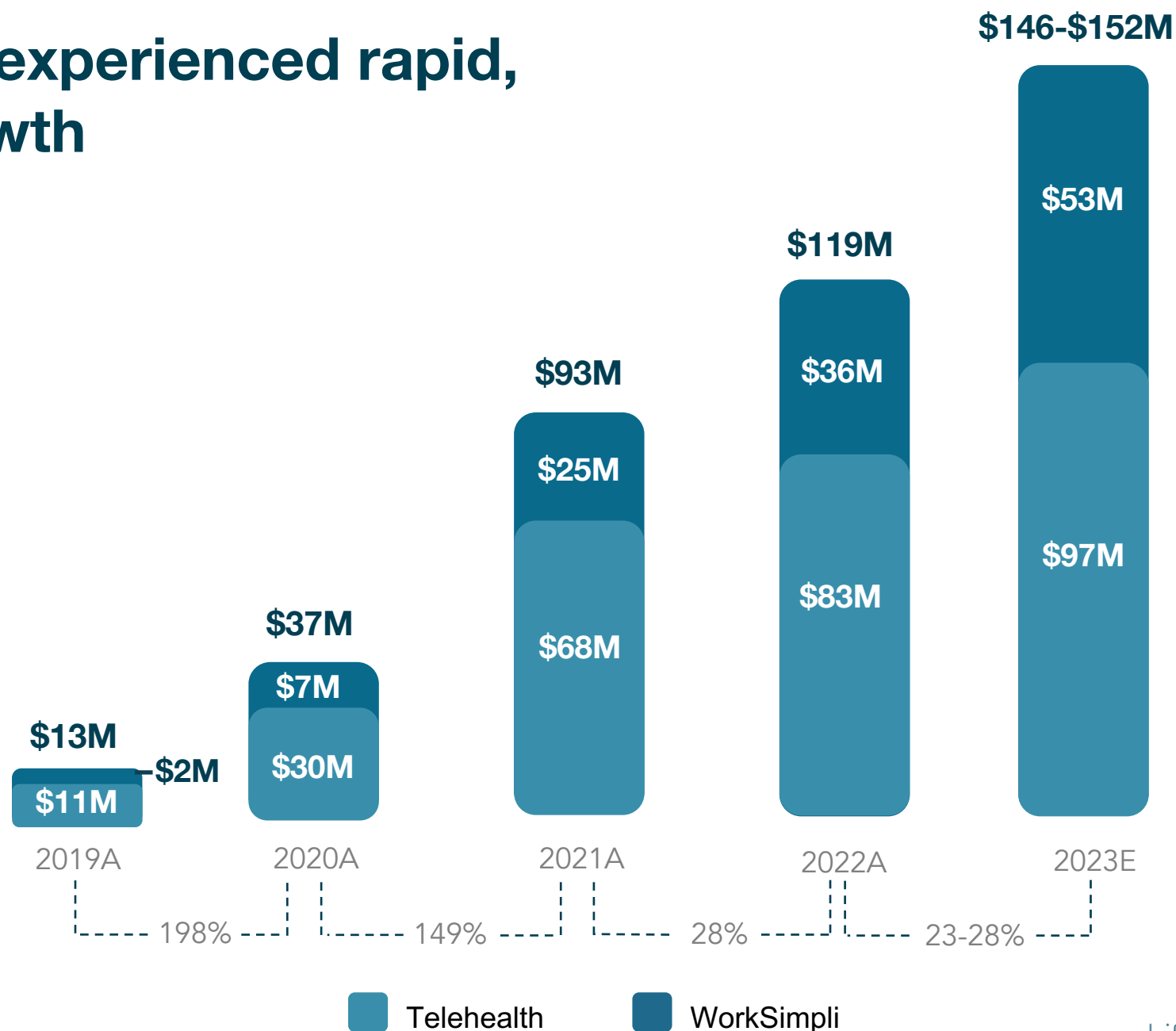
2023E Revenue Forecast

23% - 28%

YoY Estimated Revenue Growth in '23

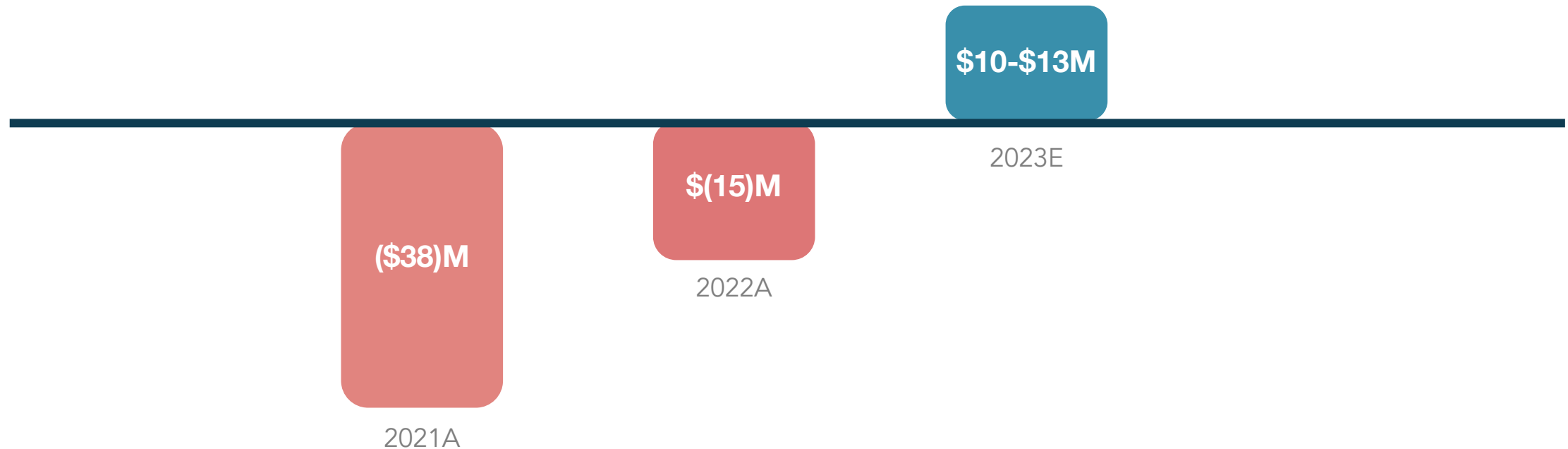
755K+

Patients & Customers To-Date



Rapid growth in profitability after achieving adjusted EBITDA profit in Q4 '22

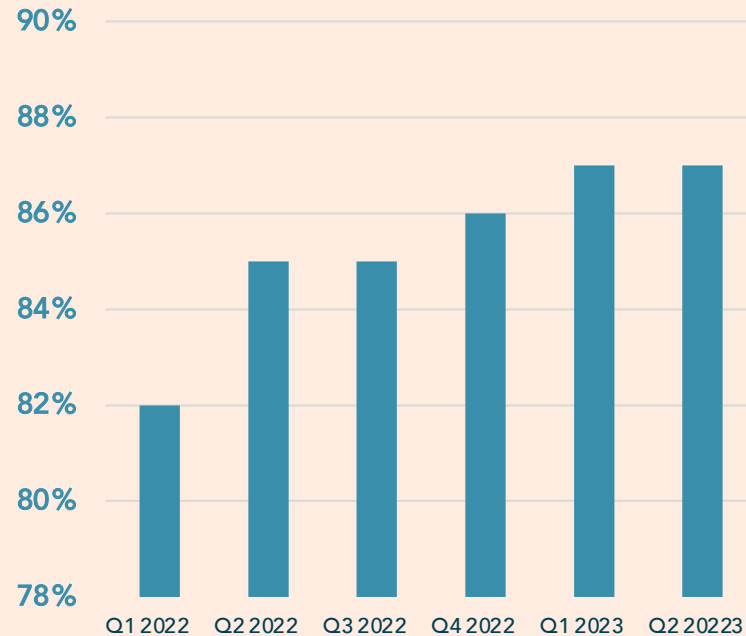
Annual consolidated adjusted EBITDA (\$ millions)



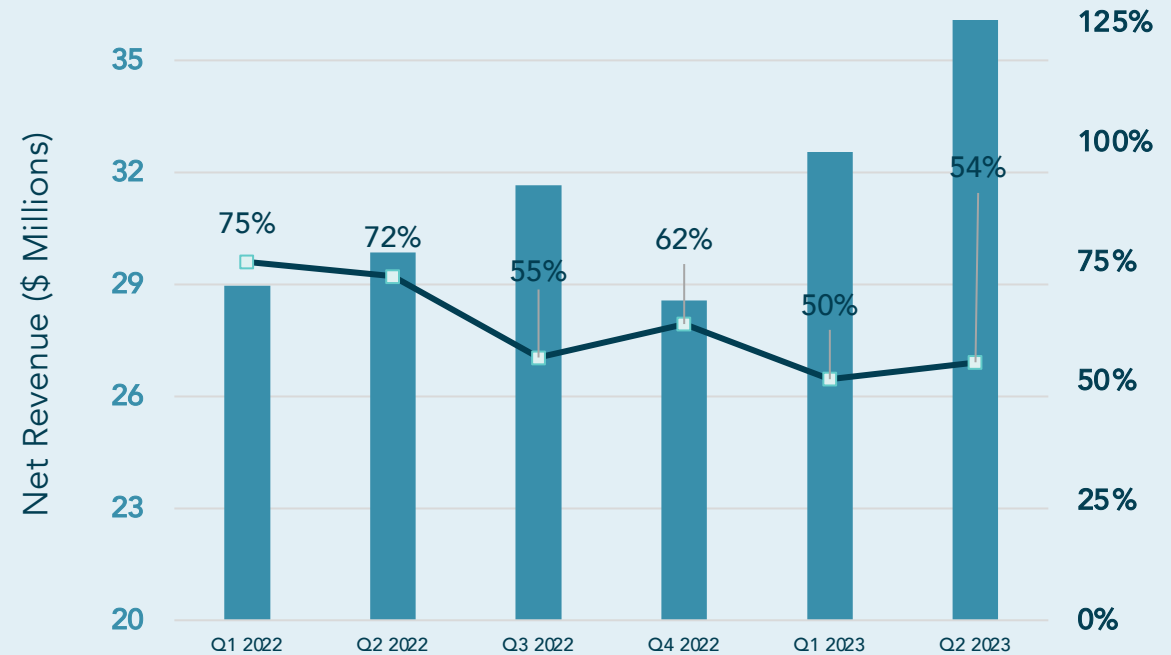
Note: Consolidated adjusted EBITDA includes Telehealth and WorkSimpli results.

Rapidly expanding gross margins and increasing leverage on marketing spend driving continued growth in profitability

Consolidated Gross Margin %



Marketing Expenses as % of Net Revenue



Marketing cost as % of net revenue includes Telehealth and WorkSimpli results. Operating expenses exclude non-cash items.

Full year 2023 guidance reflecting substantial profitability growth

	FY 2023 GUIDANCE	FY 2022 ACTUAL	DELTA
Consolidated Net Revenue	\$146 - \$152 million	\$119 million	+23 - 28%
Gross Margin %	87%	84%	+300 bps
Consolidated Adj. EBITDA	\$10-\$13 million	\$(15) million	+25 to \$28 million
Free Cash Flow Break-Even	Achieved in Q2 2023 ahead of previous guidance		

Strong liquidity to meet our capital and growth needs

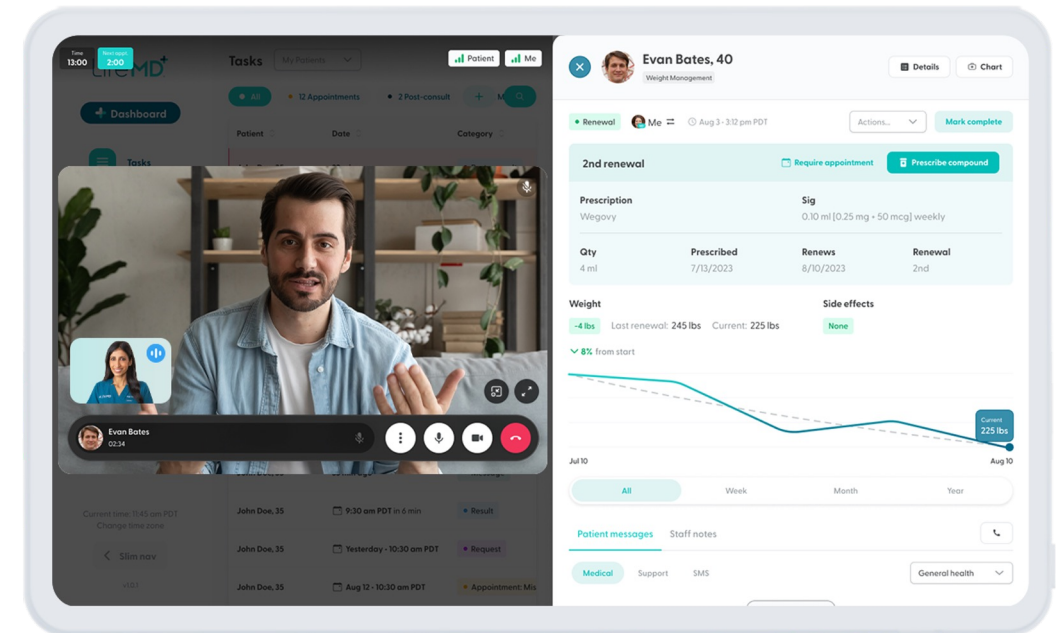
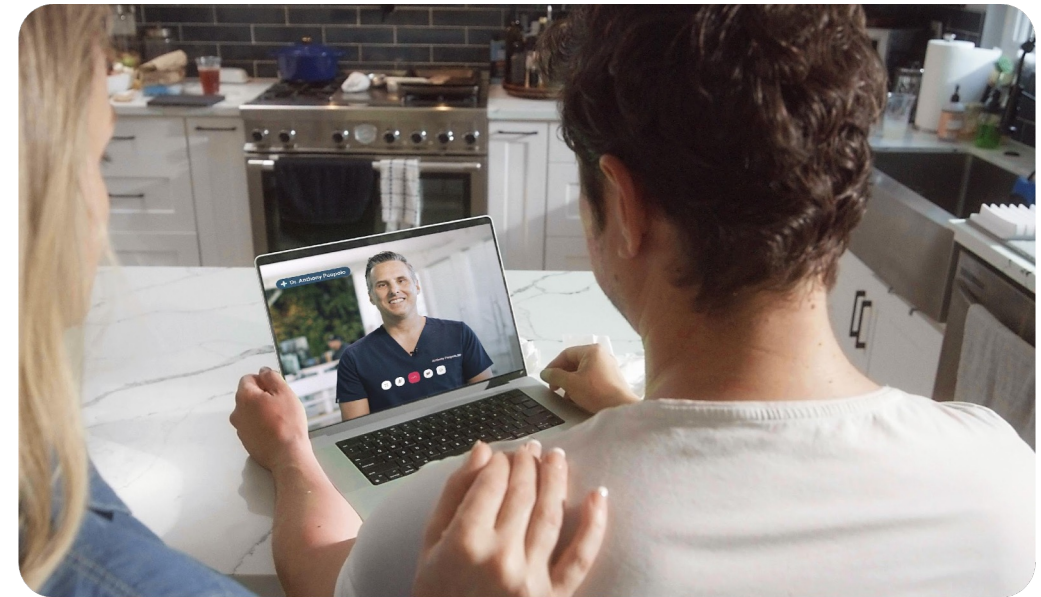
FY 2023 CASH FLOW GUIDANCE

End of Year 2022 Actual Cash Balance	\$4 million
Plus Avenue Capital FY23 Debt Proceeds, net	+\$18 million
Operating Cash Flow (incl. Interest Expense)	+\$4-\$8 million
Less Capex	\$(6)-\$(8) million
Less Preferred Dividends	\$(3) million
Less Series B Preferred Stock Redemption	\$(4) million
End of Year Projection for 2023 Cash Balance	\$13-15 million

Achieved Free Cash Flow Positivity in Second Quarter 2023

In summary

- **Significant presence** within established and growing addressable markets
- **Proprietary technology platform** differentiated by leading 50-state, affiliated physician network
- **High margin products/services** generating 85%+ consolidated gross margins
- **Powerful telehealth infrastructure** enabling highly scalable differentiated offerings
- **Free cash flow breakeven** with expanding adjusted EBITDA margins
- **Diversified, non-cyclical revenue streams** covering numerous healthcare areas





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