

LifeMD<sup>+</sup>

Corporate Presentation

May 2022



# Important Cautions Regarding Forward-Looking Statements

This presentation includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended; Section 21E of the Securities Exchange Act of 1934, as amended; and the safe harbor provision of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements contained in this presentation may be identified by the use of words such as: “believe,” “expect,” “anticipate,” “project,” “should,” “plan,” “will,” “may,” “intend,” “estimate,” “predict,” “continue,” and “potential,” or, in each case, their negative or other variations or comparable terminology referencing future periods. Examples of forward-looking statements include, but are not limited to, statements regarding our financial outlook and guidance, short and long-term business performance and operations, future revenues and earnings, regulatory developments, legal events or outcomes, ability to comply with complex and evolving regulations, market conditions and trends, new or expanded products and offerings, growth strategies, underlying assumptions, and the effects of any of the foregoing on our future results of operations or financial condition.

Forward-looking statements are not historical facts and are not assurances of future performance. Rather, these statements are based on our current expectations, beliefs, and assumptions regarding future plans and strategies, projections, anticipated and unanticipated events and trends, the economy, and other future conditions, including the impact of any of the aforementioned on our future business. As forward-looking statements relate to the future, they are subject to inherent risk, uncertainties, and changes in circumstances and assumptions that are difficult to predict, including some of which are out of our control. Consequently, our actual results, performance, and financial condition may differ materially from those indicated in the forward-looking statements. These risks and uncertainties include, but are not limited to, “Risk Factors” identified in our filings with the Securities and Exchange Commission, including, but not limited to, our most recently filed Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and any amendments thereto. Even if our actual results, performance, or financial condition are consistent with forward-looking statements contained in such filings, they may not be indicative of our actual results, performance, or financial condition in subsequent periods.

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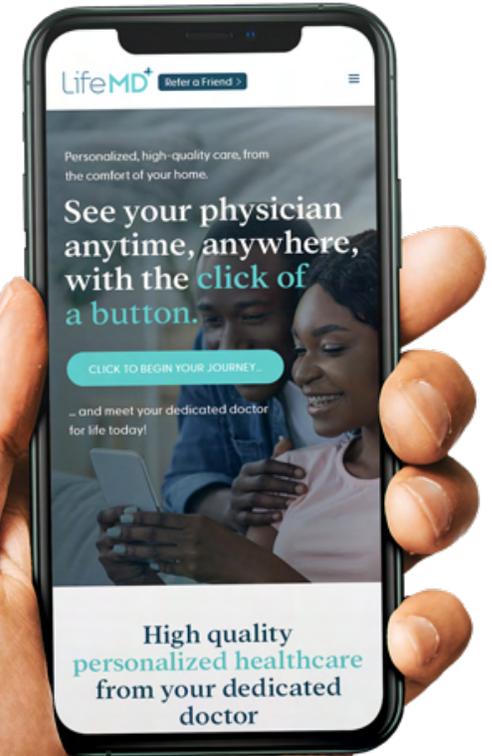
# Business Overview

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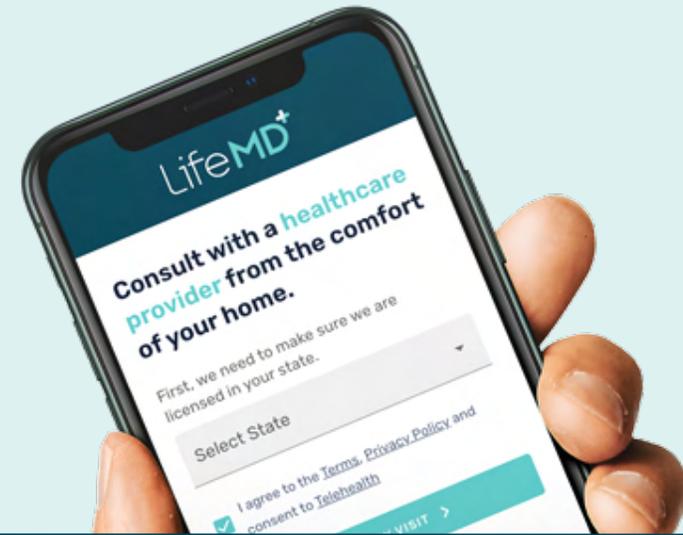
# A rapidly growing direct-to-patient telehealth company leveraging deep expertise in medicine, technology and marketing to make healthcare more accessible, affordable and convenient

- ✓ 50 State Digital Pharmacy
- ✓ 550K+<sup>1</sup> Patients & Growing
- ✓ Proprietary Technology Platform

- ✓ Nationwide Provider Network
- ✓ Diversified Brand Portfolio
- ✓ 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



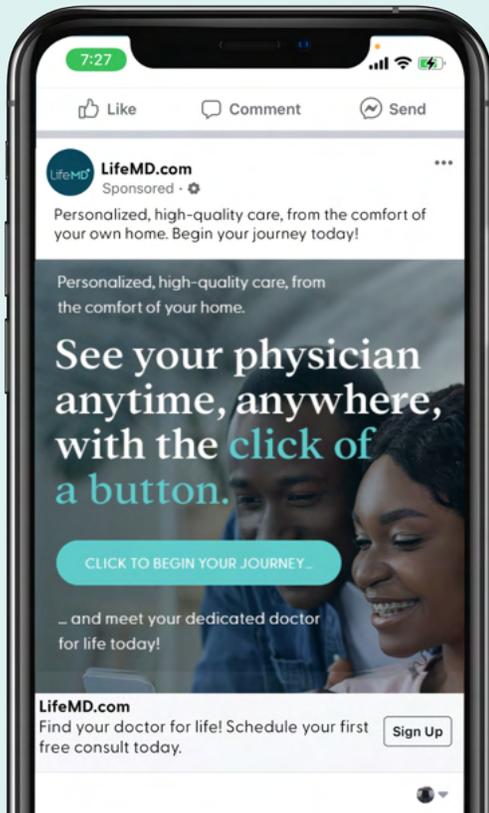
## Long-Term Primary Care Offering

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

# LifeMD's Direct-to-Patient Healthcare Experience

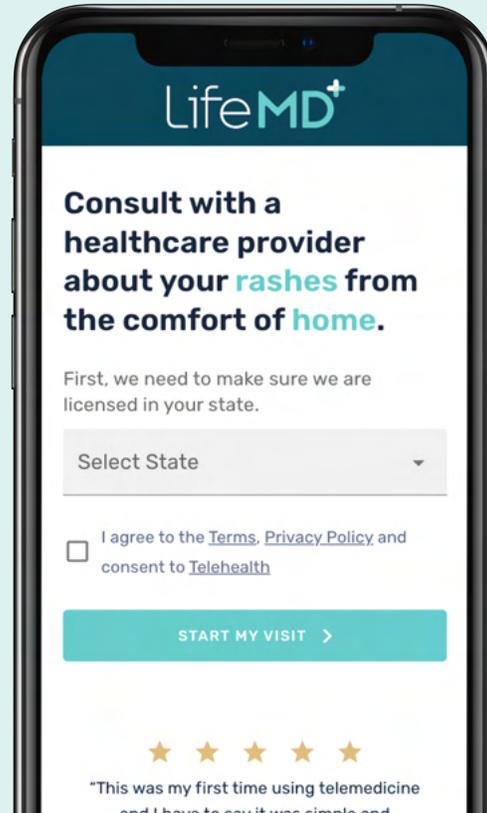
## Brand Discovery

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



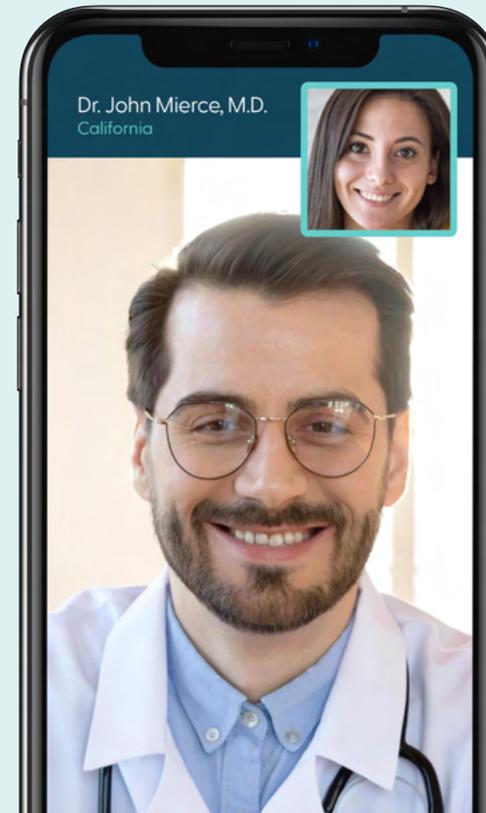
## Diagnosis/Screening

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



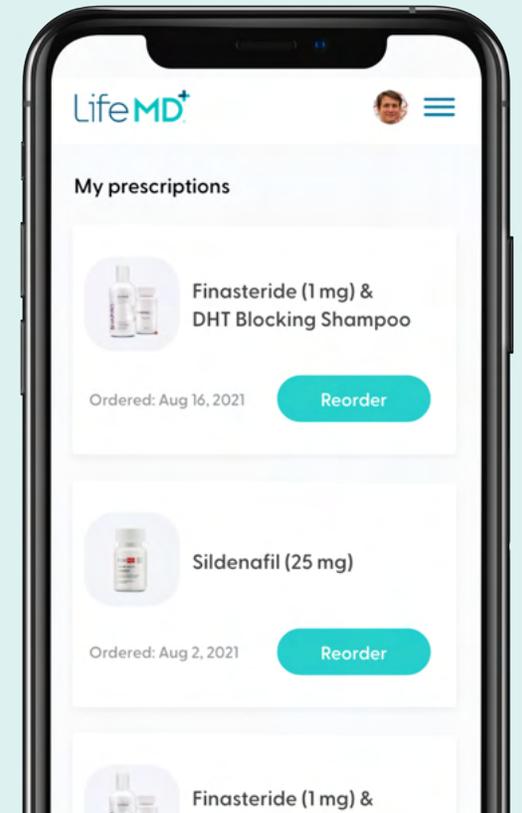
## Virtual Consultation

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

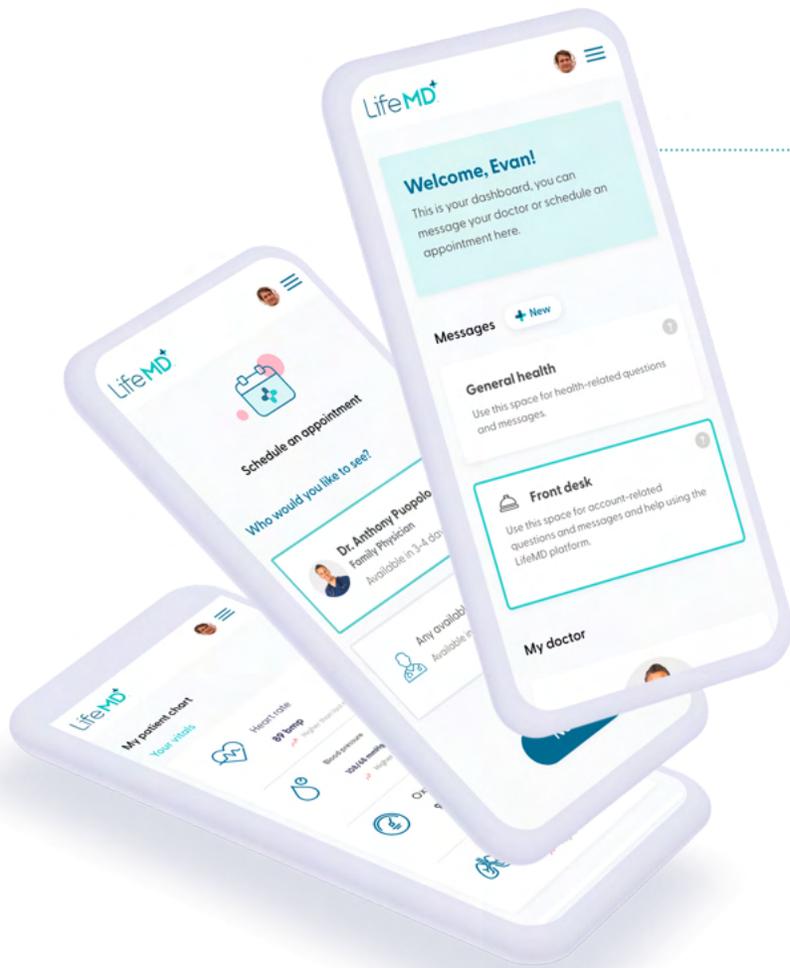


## Personalized Treatment

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



# An End-to-End Telehealth Technology Platform

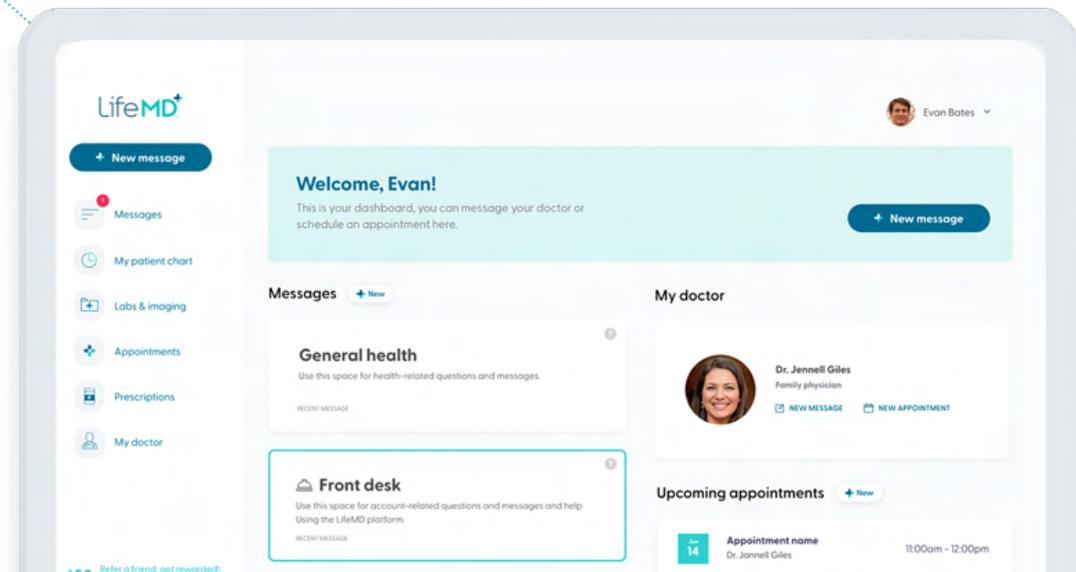


A platform designed to accommodate a diverse portfolio of DTC telehealth offerings and primary care.

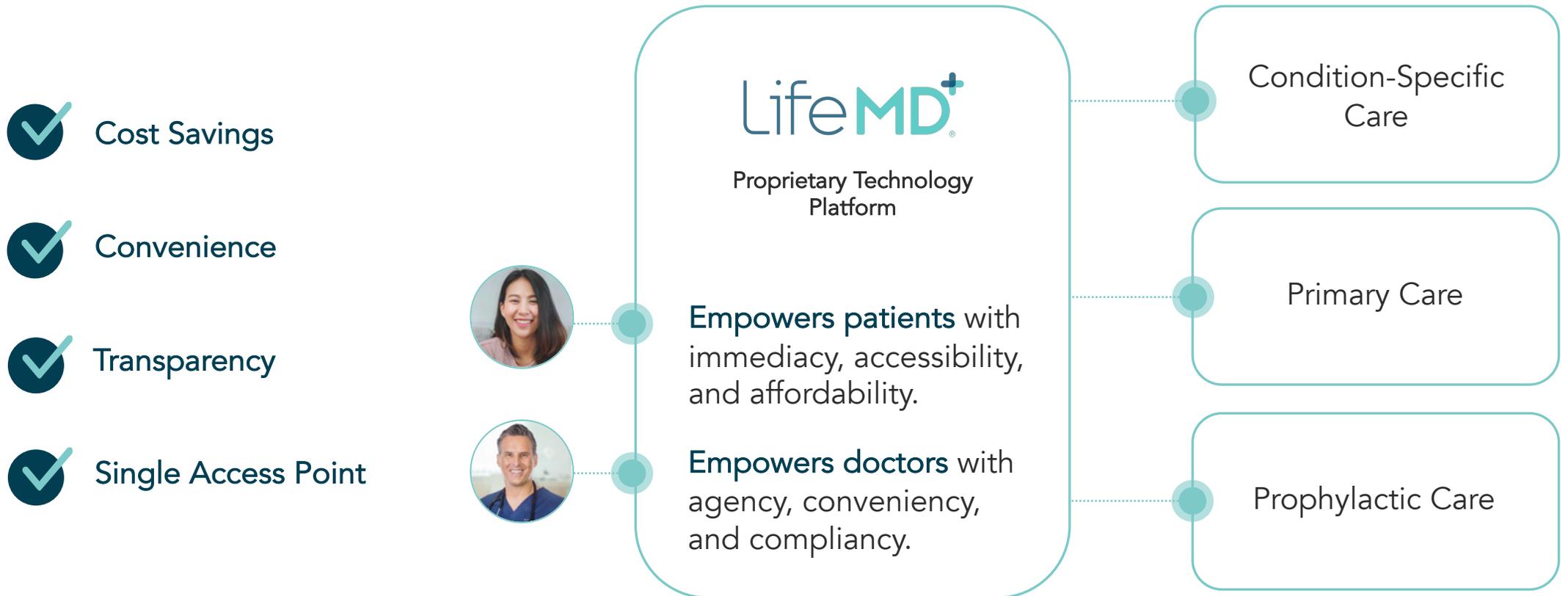
Built to handle 50 state daily consult volume at scale without sacrificing quality of care or timely service.

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

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



# LifeMD Simplifies Healthcare by Empowering Healthcare Providers & Patients



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

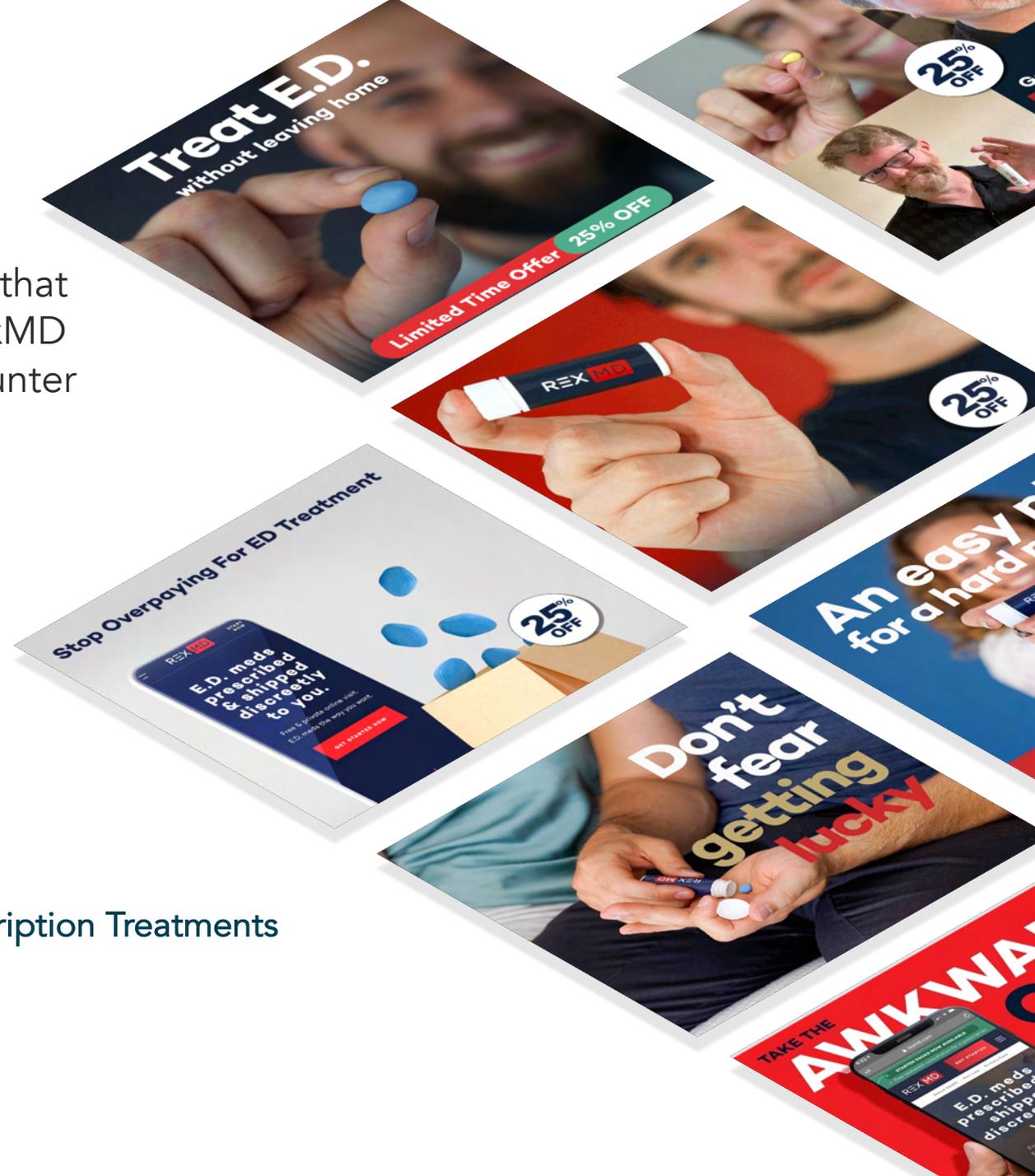
~\$250B  
market size

Primary Care

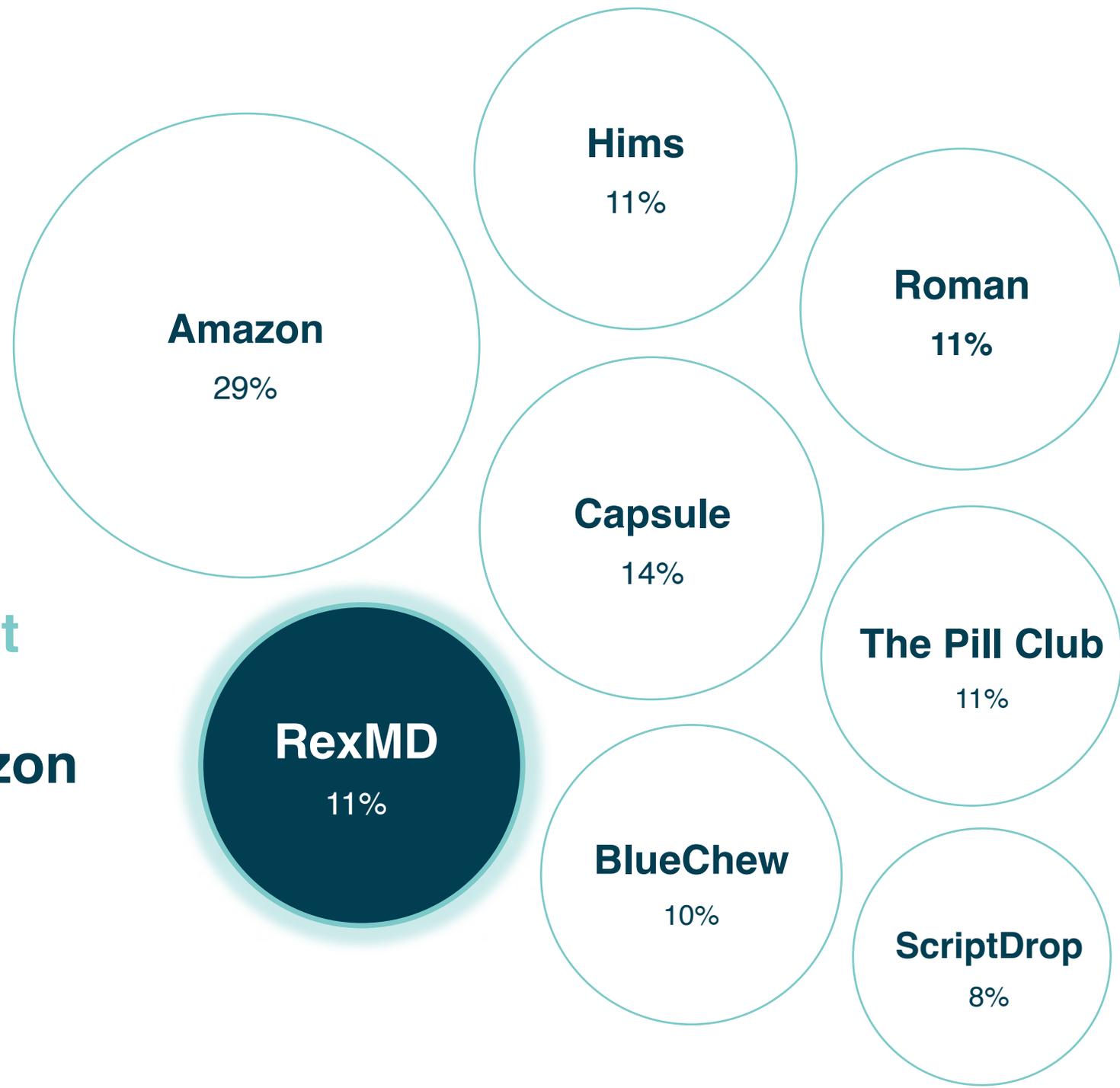
# REX MD

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, Hair Loss, Insomnia, Testosterone Support and more.

- ✓ 4.6 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.

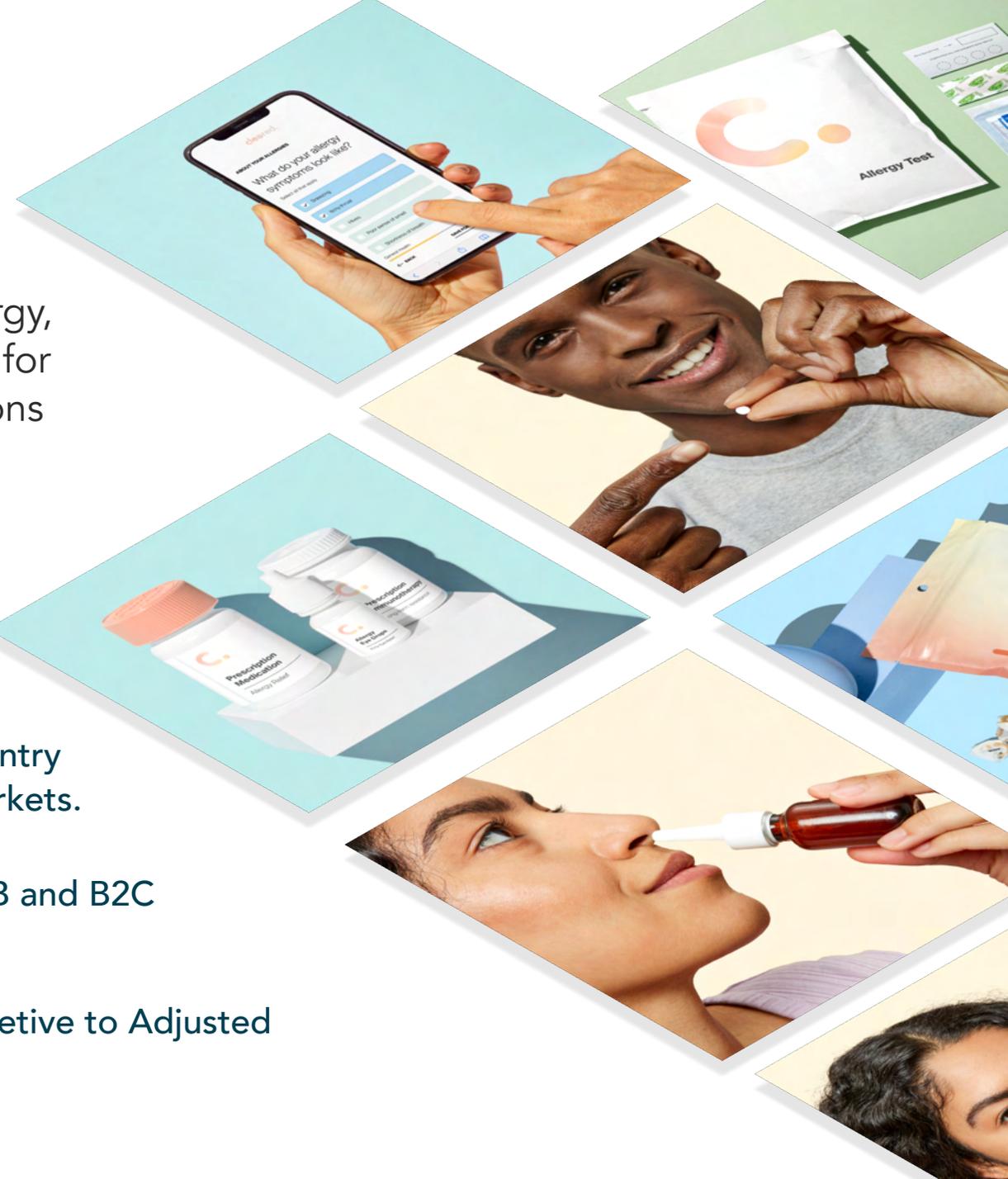
- ✓ 4.9 Star Trustpilot Rating
- ✓ Patent Protected and Doctor Formulated Products
- ✓ Robust Product Line For Both Male and Female Patients



# 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

# NAVA<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.

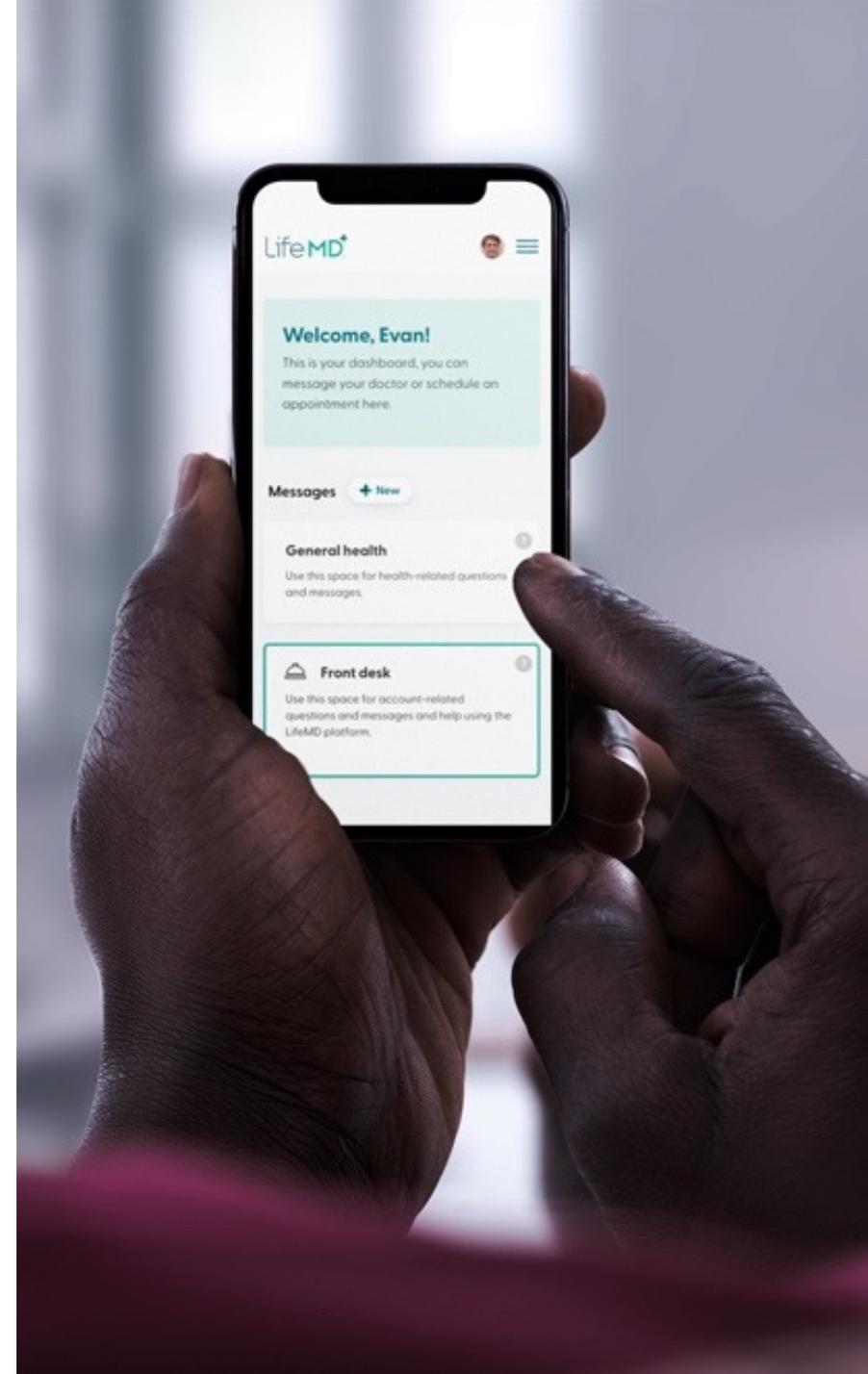
- 
**Powered by LifeMD's 50 State Provider Network**
- 
**Opinion Leading Dermatology Advisory Board**
- 
**\$50M+ Invested in Intellectual Property & R&D<sup>1</sup>**





LifeMD is a personalized, subscription-based virtual primary care platform. The LifeMD primary care clinic provides patients 24/7 access to a high-quality provider for their primary care, urgent care, and chronic care needs.

- ✔ Best-in-class virtual primary care delivered by dedicated providers 24 hours a day, 7 days per week.<sup>1</sup>
- ✔ Mobile first platform incorporates virtual consultations and treatment, prescription medications, in-home diagnostics, and wearables.
- ✔ Robust capabilities powered by partnerships with Quest Diagnostics, Axle Health, Particle Health and Prescriptive.
- ✔ Nationwide, 50 state coverage; 24 hours / 7 days a week.



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

**\$132M-\$138M**

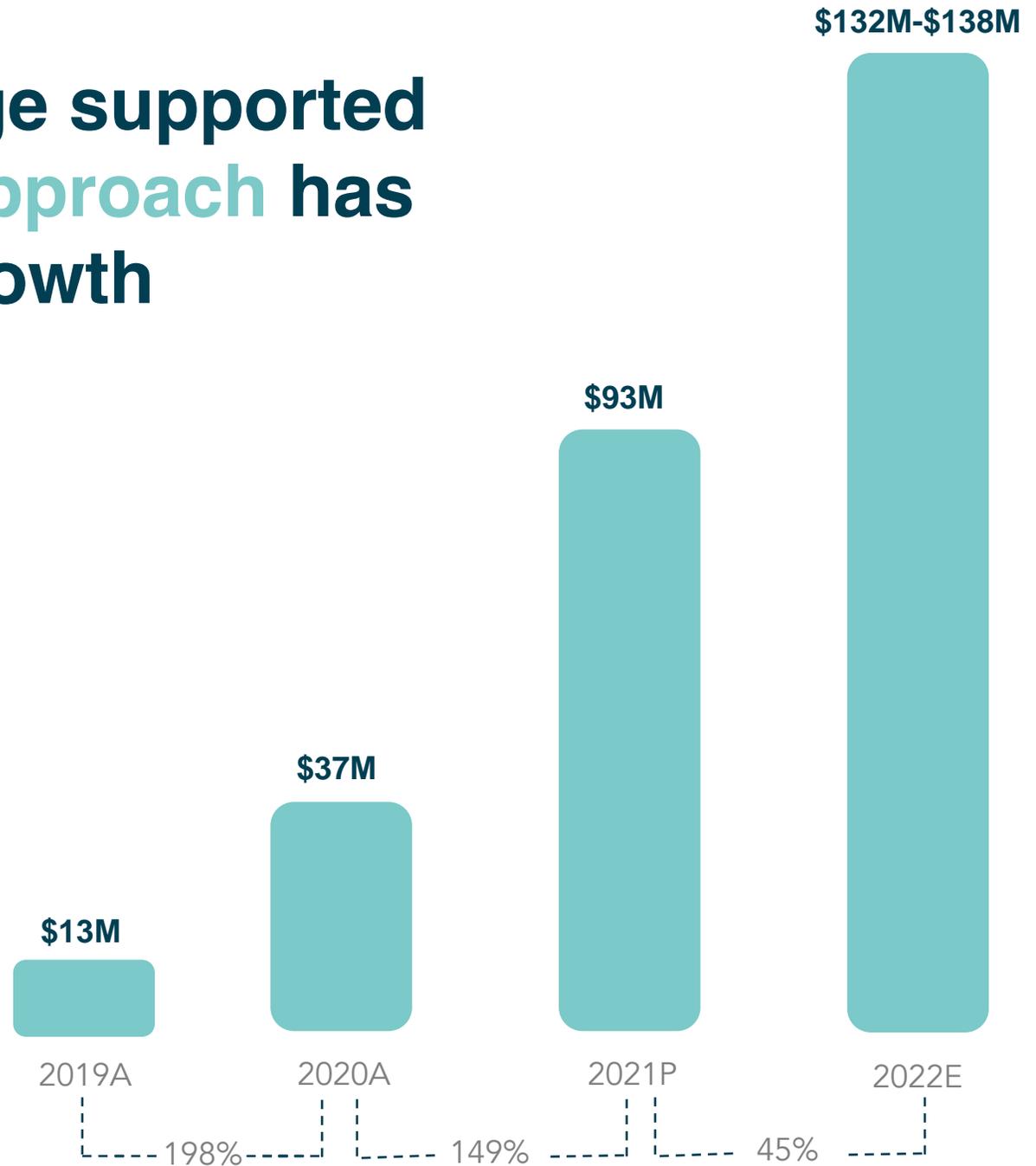
2022 Revenue Forecast

**149%**

YoY Revenue Growth in '21

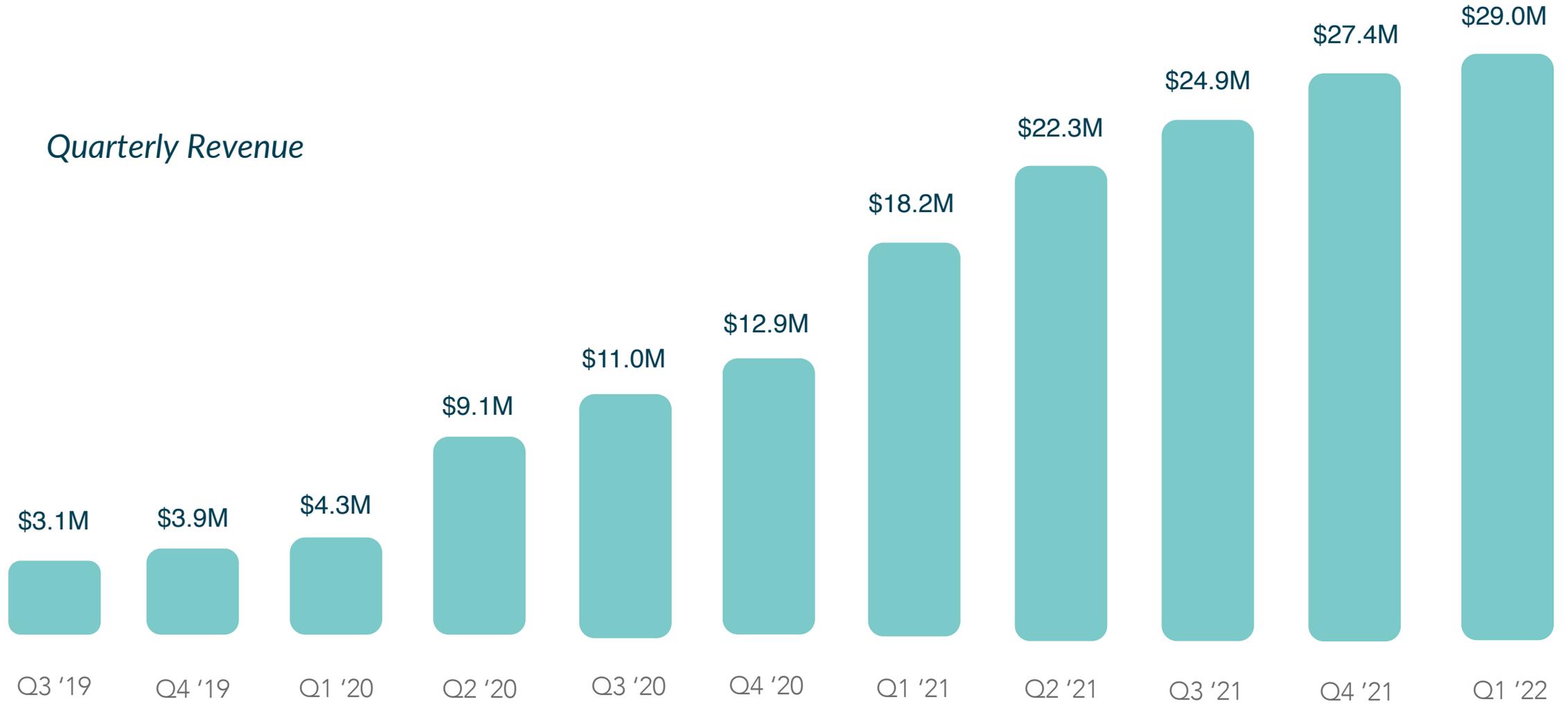
**550K+**

Patients & Customers To-Date



# Producing strong results on a sequential basis

Quarterly Revenue



# Driven by Strong KPI's

Unaudited, except Revenue and Gross Margin

	2019A	2020A	2021
<b>Revenue (\$ thousands)</b>			
Product (Telehealth)	\$9,929	\$30,561	\$68,200
Software (WorkSimpli)	\$2,539	\$6,733	\$24,700
<b>Total Revenue</b>	<b>\$12,468</b>	<b>\$37,294</b>	<b>\$92,900</b>
<i>Subscription Revenue as % of Total</i>	45%	69%	93%
<b>Gross Margin %</b>			
	79%	76%	81%
<b>Telehealth Volume</b>			
<i>Total Telehealth Orders (thousands)</i>	112	320	838
<b>WorkSimpli Volume</b>			
<i>Active Paid Subscribers (thousands)</i>	28	67	102

## and Compelling Unit Economics

	<u>Telehealth</u>	<u>WorkSimpli</u>
1-Year ARPU	\$375-\$425	\$130-\$150
1-Year LTV-CAC	1.50-2.0x	3.5-4.0x
Breakeven Months	3-5	2

# 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.



### Investor Relations

LifeSci Advisors

[investors@lifemd.com](mailto:investors@lifemd.com)

### Partnership Opportunities

LifeMD Partnerships

[partnering@lifemd.com](mailto:partnering@lifemd.com)

### Corporate Contact

Marc Benathen

[marc@lifemd.com](mailto:marc@lifemd.com)

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