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Business Overview
A rapidly growing direct-to-patient telehealth company leveraging deep expertise in medicine, technology and marketing to make healthcare more accessible, affordable and convenient.
A Differentiated Approach to Telehealth

Diversified Condition-Specific Care Strategy
Enables smarter acquisition through focused treatment offerings and precision targeting

Comprehensive Telehealth Technology Platform
Built to support an end-to-end healthcare experience and broad portfolio of treatments and services

Deep Experience in Direct-Response Marketing
Relentless focus on optimizing marketing spend, analytics and maximizing retention

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.
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.

An End-to-End Telehealth Technology Platform
LifeMD Simplifies Healthcare by Empowering Healthcare Providers & Patients

Cost Savings
Convenience
Transparency
Single Access Point

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
Our Brands Address Large Underserved Markets

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

75%

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

70%

Sources: Arizton, 2018; Medgadget, 2019; Market Research, 2020; Grand View Research, 2020; SPH Analytics, 2021
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

Source: Yahoo Omnibus, 2021
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 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
- $2.5B annual U.S. spend on visits to allergist

Sources: ACAAI, 2021; AAFA, 2021
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

1. $50m+ invested by RestoreSea prior to LifeMD’s in-licensing of RestoreSea technology for NavaMD.
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.¹

- **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
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

Q3 ’19: $3.1M
Q4 ’19: $3.9M
Q1 ’20: $4.3M
Q2 ’20: $9.1M
Q3 ’20: $11.0M
Q4 ’20: $12.9M
Q1 ’21: $18.2M
Q2 ’21: $22.3M
Q3 ’21: $24.9M
Q4 ’21: $27.4M
Q1 ’22: $29.0M
Driven by **Strong KPI’s**

<table>
<thead>
<tr>
<th>Revenue ($ thousands)</th>
<th>2019A</th>
<th>2020A</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product (Telehealth)</td>
<td>$9,929</td>
<td>$30,561</td>
<td>$68,200</td>
</tr>
<tr>
<td>Software (WorkSimpli)</td>
<td>$2,539</td>
<td>$6,733</td>
<td>$24,700</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$12,468</strong></td>
<td><strong>$37,294</strong></td>
<td><strong>$92,900</strong></td>
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<tr>
<td>Subscription Revenue as % of Total</td>
<td>45%</td>
<td>69%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Gross Margin %

- 79%
- 76%
- 81%

Telehealth Volume

- **Total Telehealth Orders (thousands)**
  - 112
  - 320
  - 838

WorkSimpli Volume

- **Active Paid Subscribers (thousands)**
  - 28
  - 67
  - 102

and **Compelling Unit Economics**

<table>
<thead>
<tr>
<th></th>
<th>Telehealth</th>
<th>WorkSimpli</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year ARPU</td>
<td>$375-$425</td>
<td>$130-$150</td>
</tr>
<tr>
<td>1-Year LTV-CAC</td>
<td>1.50-2.0x</td>
<td>3.5-4.0x</td>
</tr>
<tr>
<td>Breakeven Months</td>
<td>3-5</td>
<td>2</td>
</tr>
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Appendix
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
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.

- 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.