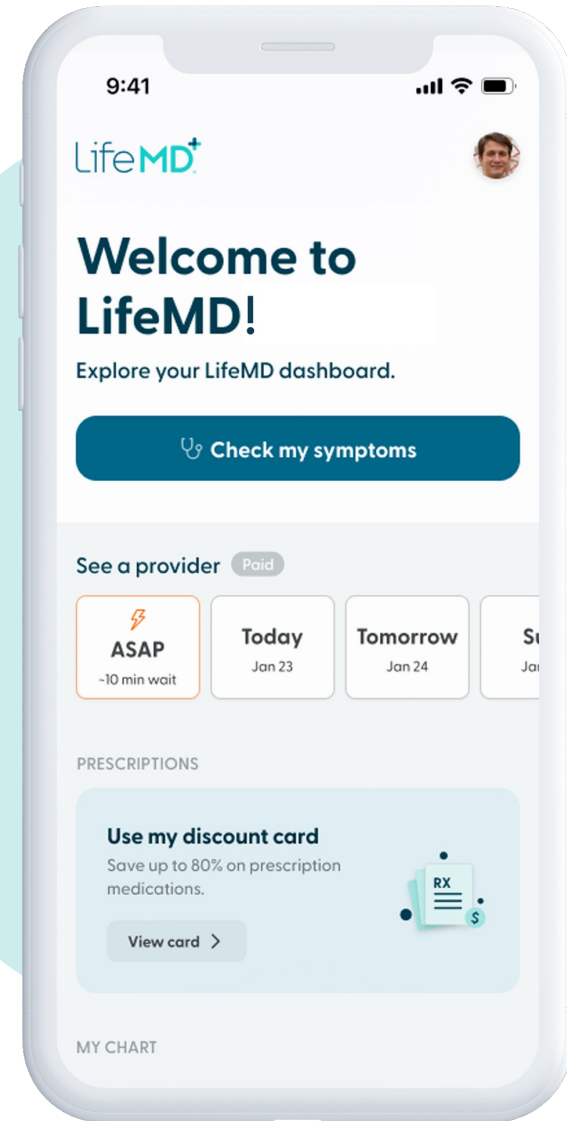




**The Doctor Will See You Now**

May 2023

NASDAQ: LFMD



# 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.

This presentation is not an offer to sell or a solicitation of an offer to purchase securities by the Company. Any such offer or solicitation, if any, will only be made by means of offering documents (e.g., prospectus, offering memorandum, subscription agreement and or similar documents) and only in jurisdictions where permitted by law. Certain information contained herein has been provided by or obtained from third-party sources and has not been independently audited or verified by the Company. The Company makes no representation or warranty, express or implied as to the accuracy or completeness of information contained in this document, and nothing contained in this document is, or shall be relied upon as, a promise or representation by the Company.

This presentation is not intended for any commercial purpose but strictly for educational or informational purposes only. Please note that some photographs and images appearing in this presentation are not necessarily those of the Company or accurate representations of its products or operations, but may be stock images, third-party operations, product mock-ups, and/or may have been edited for competitive or confidentiality reasons. Any third-party images not owned by the Company are used for non-commercial, illustrative, and educational ‘fair use’ purposes only. All images and trademarks are the property of their respective owners.

Our Mission

**Empower people to live healthier lives by increasing access to affordable, high quality virtual and in-home healthcare**

# LifeMD At A Glance

A transformational year, including new brands and partnerships, heightened focus on subscription-based virtual care platform, and rapidly growing profitability.

**\$119m**

2022A  
Revenue

**715k<sup>1</sup>**

Patient  
Consultations

**200+**

Conditions  
Treated

**130+**

Patient Care  
FTE's

**28%**

'22 Revenue  
Growth

**\$2M**

Q1 '23A Adj.  
EBITDA

**\$12-\$18M**

FY23 Adj. EBITDA  
Guidance

**87%**

Q1 '23 Consolidated  
Gross Margin

**11,000**

Virtual Primary Care  
Patients Q1 '23A

## OUR BRANDS

LifeMD<sup>+</sup><sup>®</sup>

cleared.<sup>®</sup>

N A V A<sup>MD</sup>  
— Clinical Skincare —

REX MD<sup>®</sup>

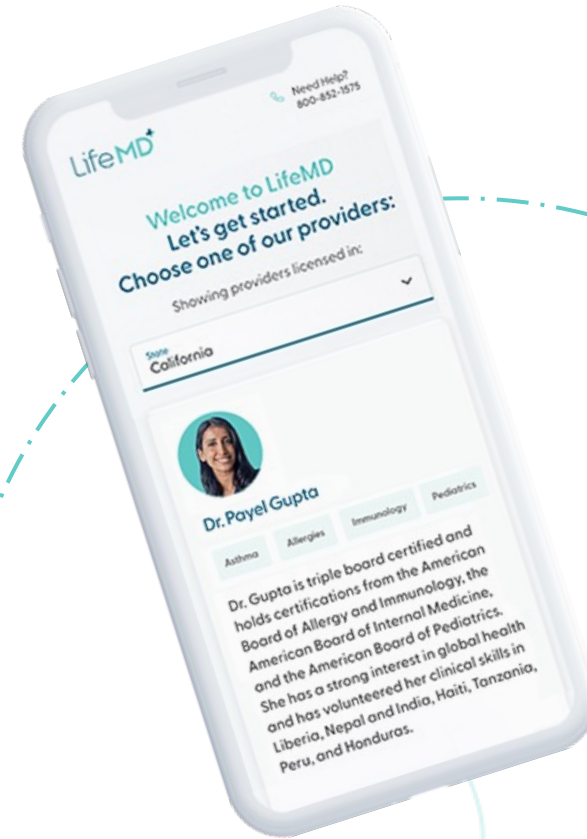
SHAPIRO MD<sup>®</sup>  
— HAIR GROWTH EXPERTS —

1. 715K+ patient consultations since inception as of 3/31/2023.

# Our Patient-Centric Approach

LifeMD's integrative platform elevates the healthcare experience with seamless, end-to-end care spanning diagnosis, medication delivery, and ongoing care. Our patients receive care that is thoughtful, convenient, and affordable.

Powered and delivered by LifeMD's robust tech stack; growing, affiliated provider network; and patient care experts.



## Virtual Care

Comprehensive care including primary care, urgent care, and chronic condition management.

## Diagnostics

Technology-enabled results with advanced triage powered by:

- ✓ ML-powered symptom checker
- ✓ In-home lab testing
- ✓ Real-time alerts

## Pharmacy

Affordable medications for pickup or home delivery.

# Our Growing LifeMD Ecosystem

Powered by Strong Partners & Integrations



50-State Telehealth Platform



Marketing & E-Commerce



Lab Services



Pharmacy Adjudication & Cash-Pay Medications

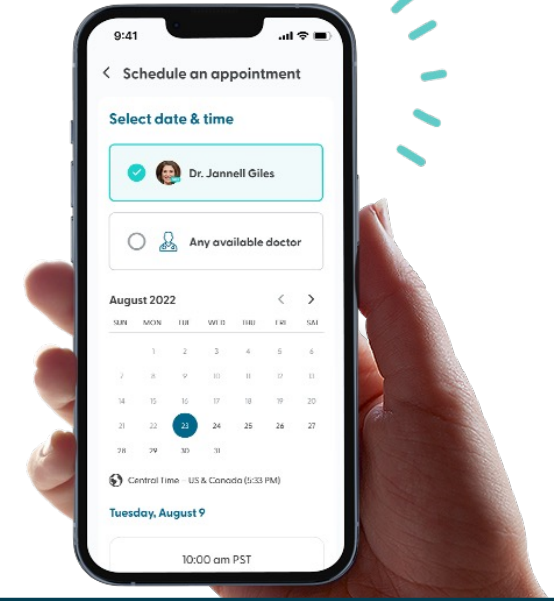


Data & Analytics



Customer Service

# Facilitating The Future Of Virtual-First, In-Home Healthcare



Diagnostics &  
In-Home Labs



Prescription  
Discount Card



Advanced  
Symptom  
Checker



Patient  
Education



Virtual Consults  
& Messaging



Robust GLP-1  
Weight Loss  
Platform



Supplement  
& Lifestyle  
Routines



Clinical  
Specialist  
Access

# A Telehealth Platform Trusted By Over 715k Patients



## Best-in-Class Providers

We attract and invest in amazing medical providers that deliver incredible patient experiences.<sup>1</sup>



## Marketing & Data Analytics

Deep expertise in performance marketing, supported by a strong data & analytics platform.



## Scalable Technology

Our vertically integrated platform is proven to support high volume, 50-state offerings.

1. Medical treatment from licensed providers is provided by "LifeMD Affiliated P.C.s."



# Best-In-Class Providers

## Health Care Professionals

50 state coverage by LifeMD affiliated doctors and NPs



## Leadership

Deep experience in virtual and brick-and-mortar primary and urgent care



## Multi-State Coverage

75% of clinicians are licensed in 35+ states



## Treatments

Comprehensive, virtual care for hundreds of conditions



## Patient-Centric

Always putting patients first



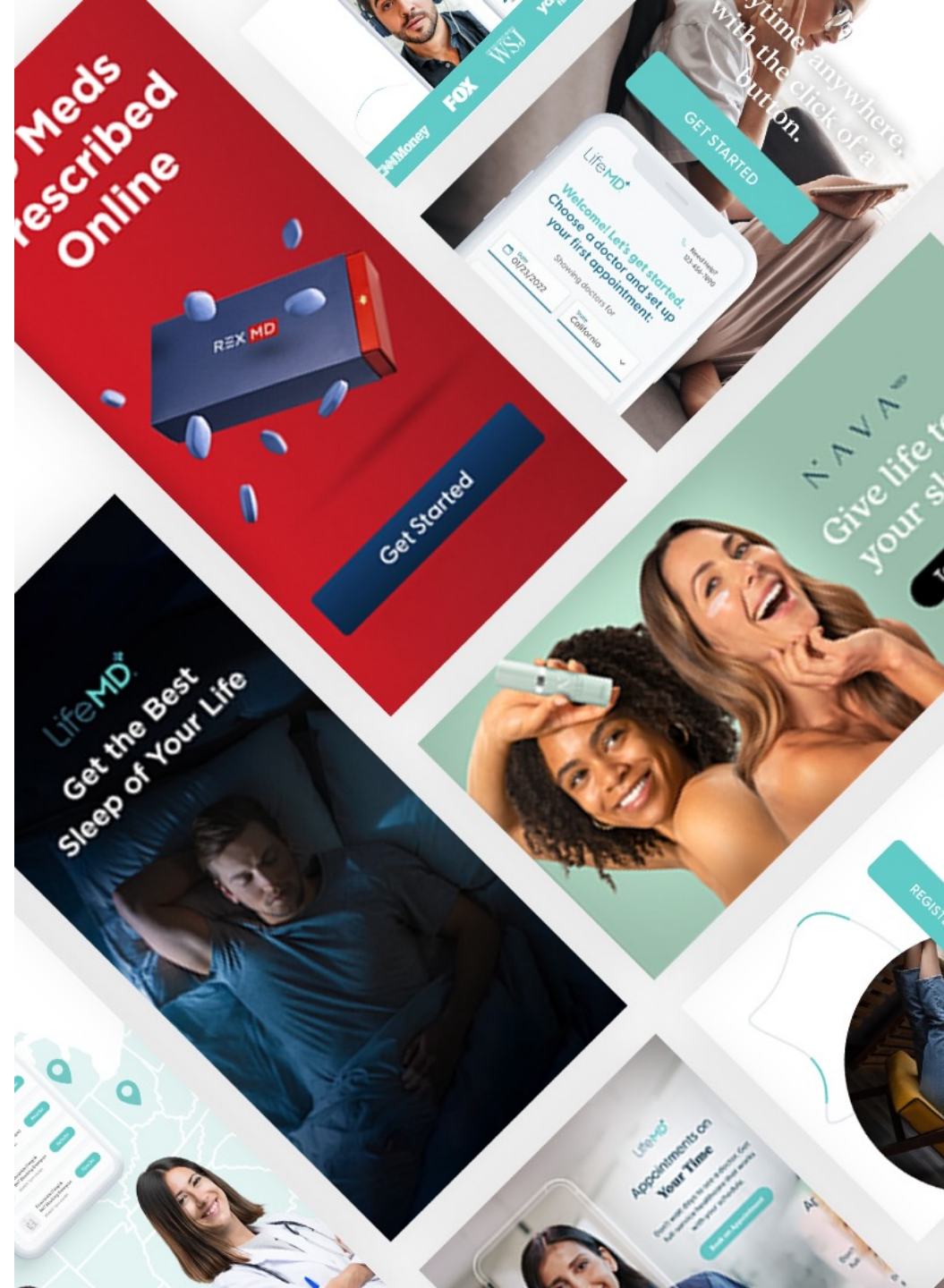
## Customer Service

In-house clinical operations team supports medical providers



# Experts In Marketing & Analytics

- ✓ **Proprietary technology platform** that enables flexible acquisition strategies
- ✓ **~130 person** call center in Greenville, SC that drives new acquisition and high touch patient care
- ✓ Custom built analytics platform that enables **real-time** reporting and decision making

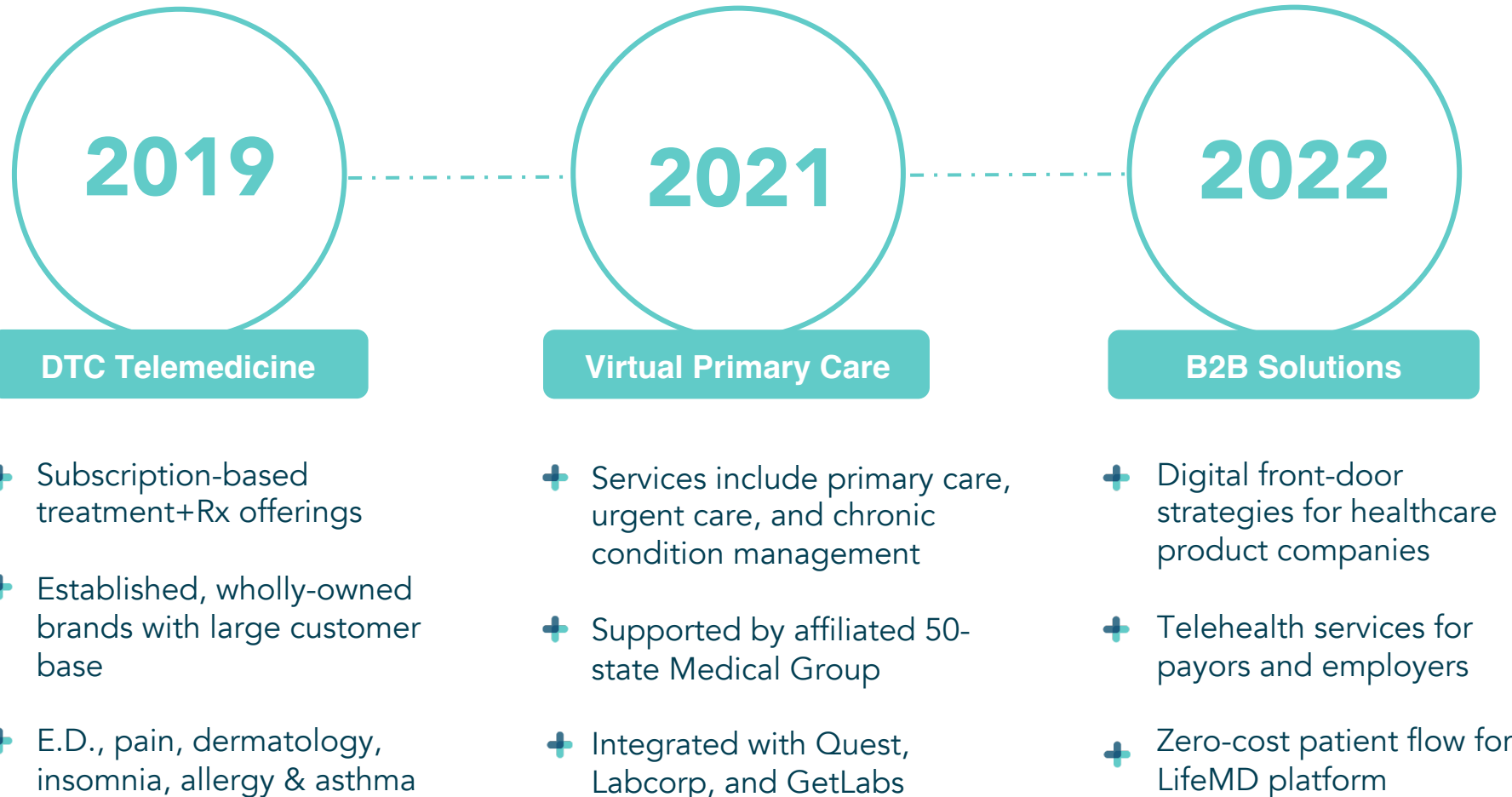


# Proprietary & Scalable Tech Stack

- Designed to support a diverse portfolio of **DTC and B2B telehealth** product and service offerings
- Integrations with Quest, LabCorp, EMR, multiple pharmacies, in-home tools, symptom checker, prescription discount card, and more
- Designed with a compliance-first mindset, adhering to HIPAA standards with real-time monitoring tools



# Rapidly Expanding Telehealth Presence



# Our Telehealth Brands

~\$250B  
market size



## Primary Care

Primary care, urgent care, chronic condition management, and wellness.

~\$44B  
market size



## Dermatology

Dermatology treatment, prescription medications, and patented<sup>1</sup> OTC products.

~\$13.5B  
market size



## Allergy & Asthma

Treatment, prescription medications, and OTC offering for allergy, asthma, and immunology.

>\$5.1B  
market size



## Men's Health

Discreet and fast treatment, prescription medications, and OTC products for E.D., sleep, pain, and more.

~\$2.8B  
market size



## Hair Loss

Treatment, prescription medications, and patented OTC products for male and female hair loss.

1. Patented OTC products licensed from Restorsea.

# WorkSimpli

## Overview:

Leading global provider of workplace and document services solutions ranging including pdf, HR and document services. Over 170K subscribers worldwide. Stand-alone business that operates separate from LifeMD while providing valuable cash flow back to LifeMD and is self-funded

## LifeMD Ownership:

LifeMD is the controlling shareholder of WorkSimpli owning 74%, having served as the company's initial seed investor in 2018.

## Performance:

Scaled to \$36M revenue and approximately \$5M EBITDA in FY22 in just over three years. Projected to deliver approximately \$50M of revenue and \$15-\$20M of EBITDA in FY23.

**PDF** Simpli

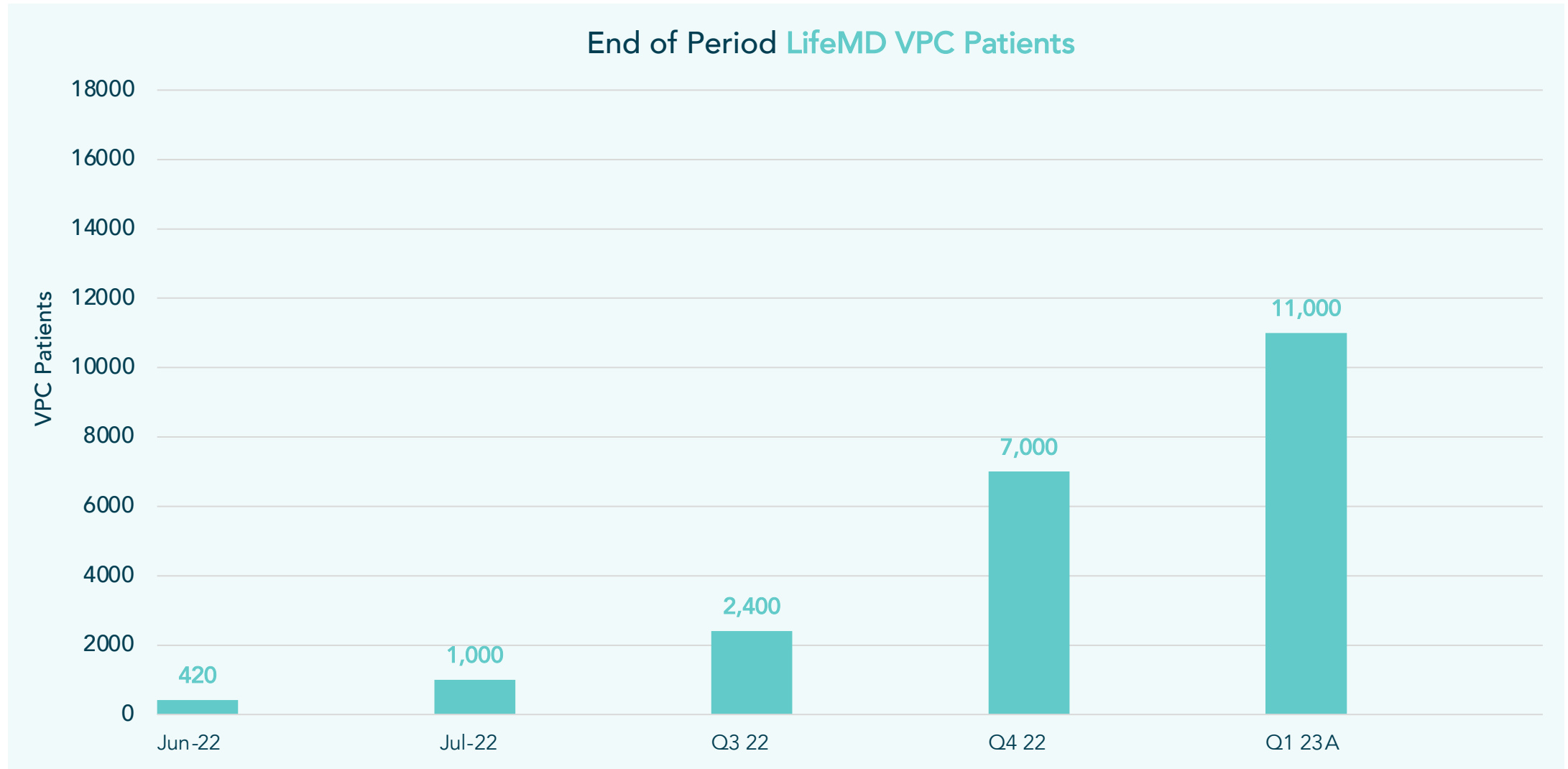
**SIGN** Simpli

**DOCU** Simpli

**LEGAL** Simpli

 **Resume**  
— BUILD —

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



# Early Mover Advantage, Supported By A Patient-Centric Approach, Has Enabled Incredible Growth

\$140-\$150M

**\$140M - \$150M**

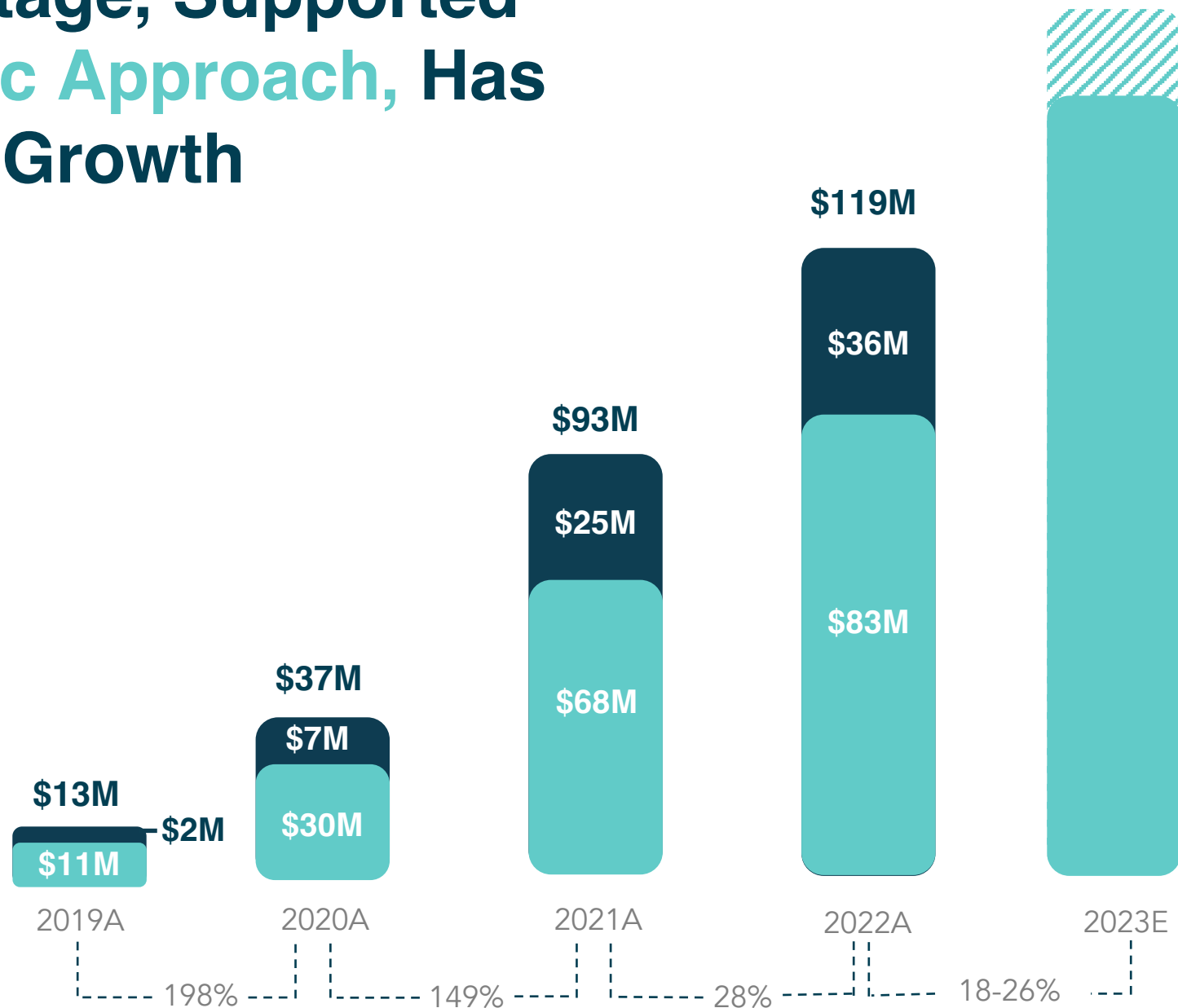
2023E Revenue Forecast

**18% - 26%**

YoY Estimated Revenue Growth in '23

**715K+**

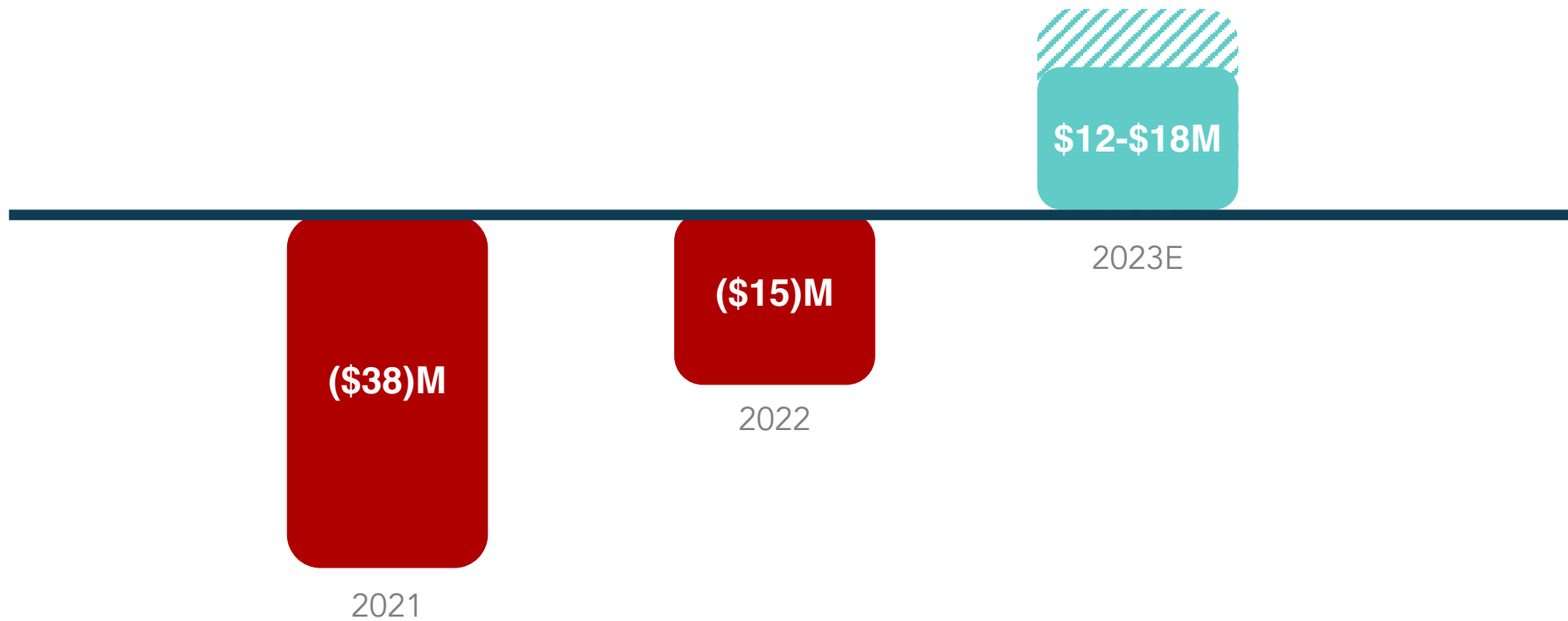
Patients & Customers To-Date





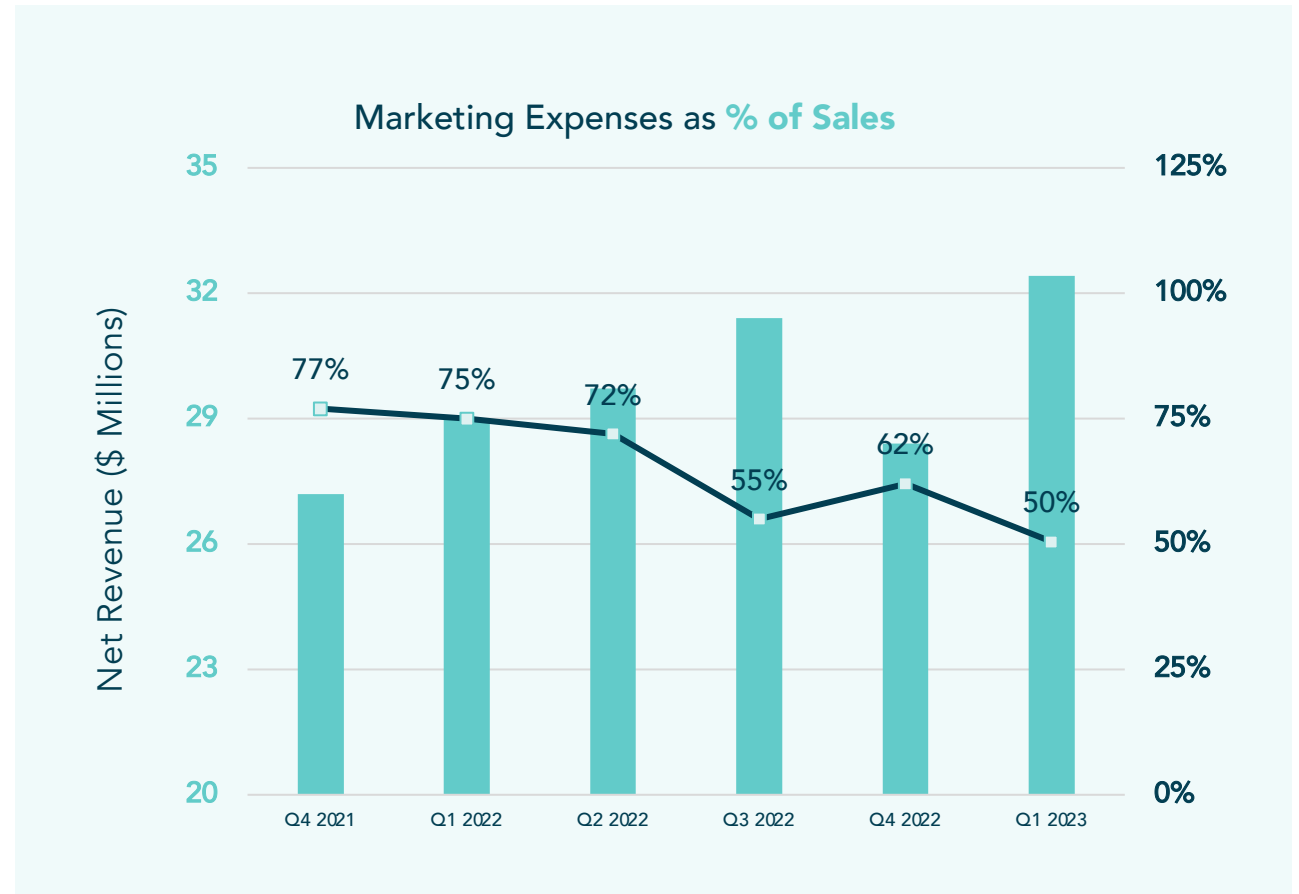
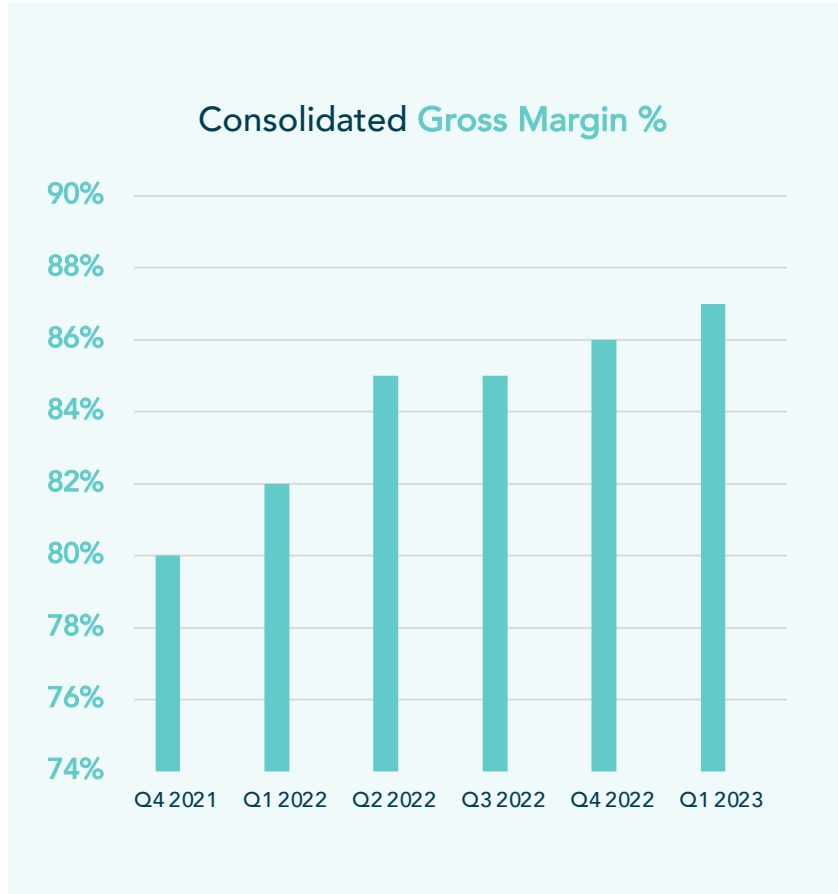
# Achieved Profitability in Q4 '22, Meaningful Growth Ahead

Annual Consolidated Adjusted EBITDA (\$ millions)



Note: Consolidated Adjusted EBITDA includes Telehealth and WorkSimpli results.

# Rapidly Accelerating Gross Margins And Increasing Leverage On Marketing Spend Driving Continued Growth In Profitability



Revenue and marketing cost as % of sales 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	\$140-\$150 million	\$119 million	+18-26%
Gross Margin %	87%	84%	+300 bps
Consolidated Adj. EBITDA	\$12-\$18 million	\$(15) million	+180-220%
Free Cash Flow Break-Even	Reach Free Cash Flow Break-Even/ Positivity by <b>Mid-2023</b>		

# 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

Reach Free Cash Flow Break-Even/Positivity by Mid- 2023

# Management Team



**Justin Schreiber**

Chief Executive Officer



**Alex Mironov**

President



**Marc Benathen**

Chief Financial Officer



**Stefan Galluppi**

Chief Innovation & Marketing Officer



**Brad Roberts**

Chief Operating Officer



**Jessica Friedeman**

Chief Marketing Officer



**Dr. Tony Puopolo**

President, LifeMD Affiliated P.C.'s



**James Porte**

SVP of Patient Experience



**Eric Yecies**

General Counsel & Chief Compliance Officer



**Dennis Wijnker**

Chief Technology Officer

# Board of Directors



**Justin Schreiber**

Chairman



**Stefan Galluppi**



**Joseph DiTrolio**



**Bertrand Velge**



**Roberto Simon**



**Naveen Bhatia**



**John Strawn**



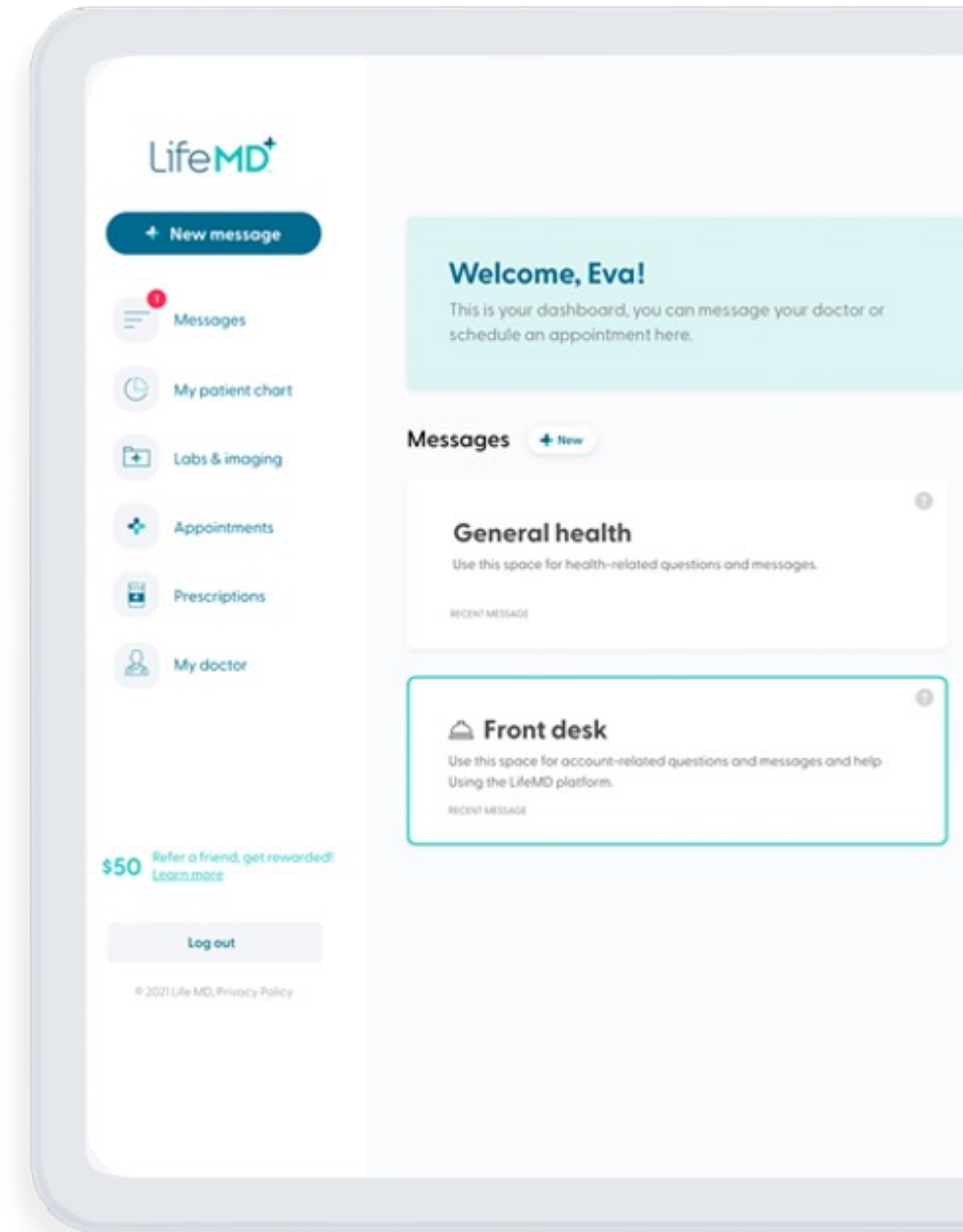
**Bobby Jindal**



**Joan LaRovere, MD**

# Investor Highlights

- **Significant presence** within massive and growing addressable markets
- **Proprietary technology platform** differentiated by leading 50-state, affiliated physician network
- **High margin products/services** generating 85%+ consolidated gross margins
- **EBITDA break-even** with significant 2023 EBITDA profitability forecasted
- **Diversified, non-cyclical revenue streams** covering numerous healthcare areas





Company Contact

**Marc Benathen**

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

LifeMD<sup>+</sup>

---