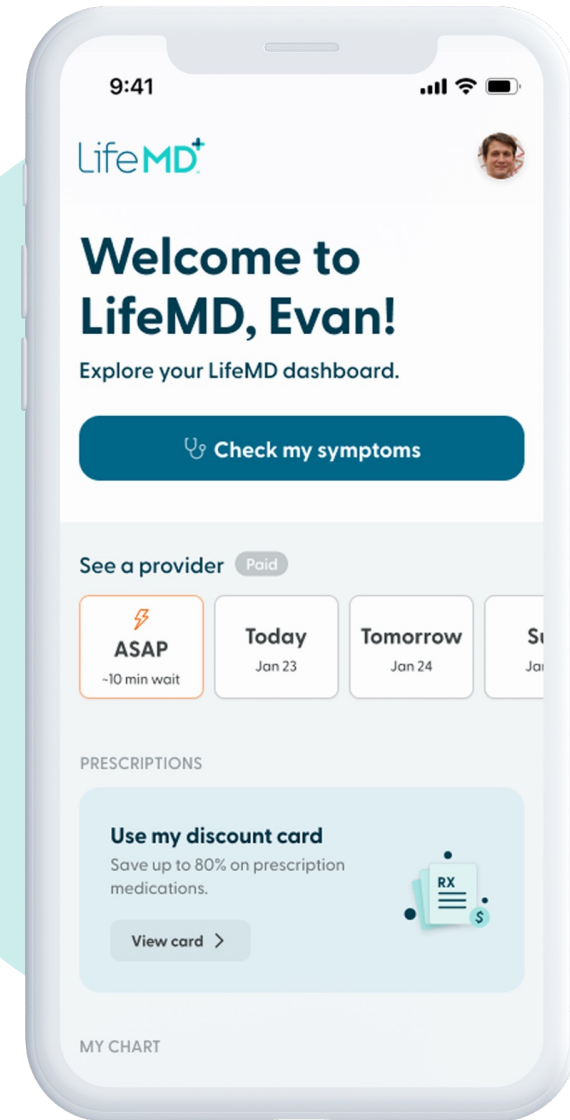




**The Doctor Will See You Now<sup>SM</sup>**

November 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.

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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 expected year-end adjusted EBITDA profitability.

**\$125m**

2022E  
Revenue

**650k<sup>1</sup>**

Patient  
Consultations

**200+**

Conditions  
Treated

**130+**

Patient Care  
FTE's

**149%**

'21 Revenue  
Growth

**\$2m**

EBITDA  
Q4 '22E

**\$15/mo**

Primary Care  
Subscription<sup>2</sup>

**80%**

Q2 '22 Telehealth  
Gross Margin

**~5,000**

Virtual Primary Care  
Patients Q4 '22E

## OUR BRANDS

LifeMD<sup>+</sup>®

cleared.®

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

REX MD<sup>®</sup>

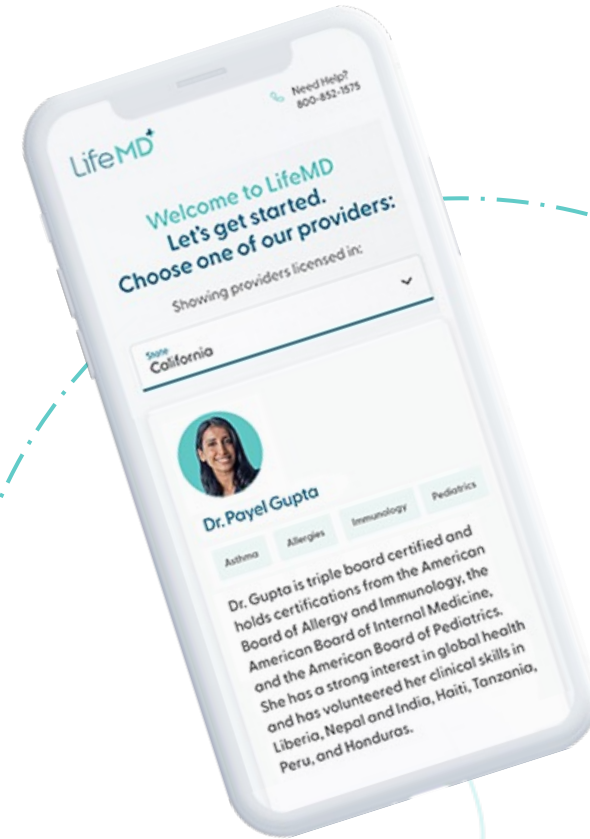
SHAPIRO MD<sup>®</sup>  
— HAIR GROWTH EXPERTS —

1. 600K patient consultations since inception as of 9/30/2022.
2. Platform fee, excluding costs for virtual consultations.

# 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

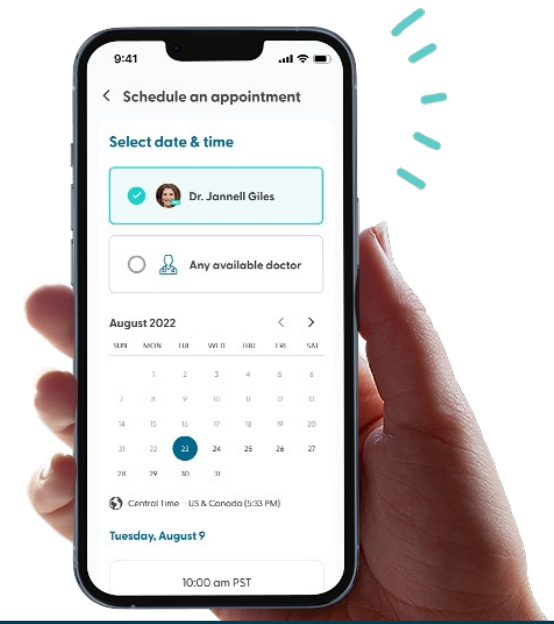


Data & Analytics



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



In Home Health Tools & Wearables<sup>1</sup>



Supplement & Lifestyle Routines



Clinical Specialist Access

1. Planned for launch in 2023.

# A Telehealth Platform Trusted By Over 650k 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.



# 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



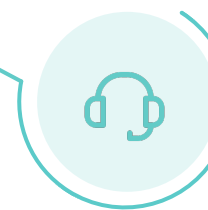
**Treatments**  
Comprehensive, virtual care for hundreds of conditions



**Patient-Centric**  
Always putting patients first

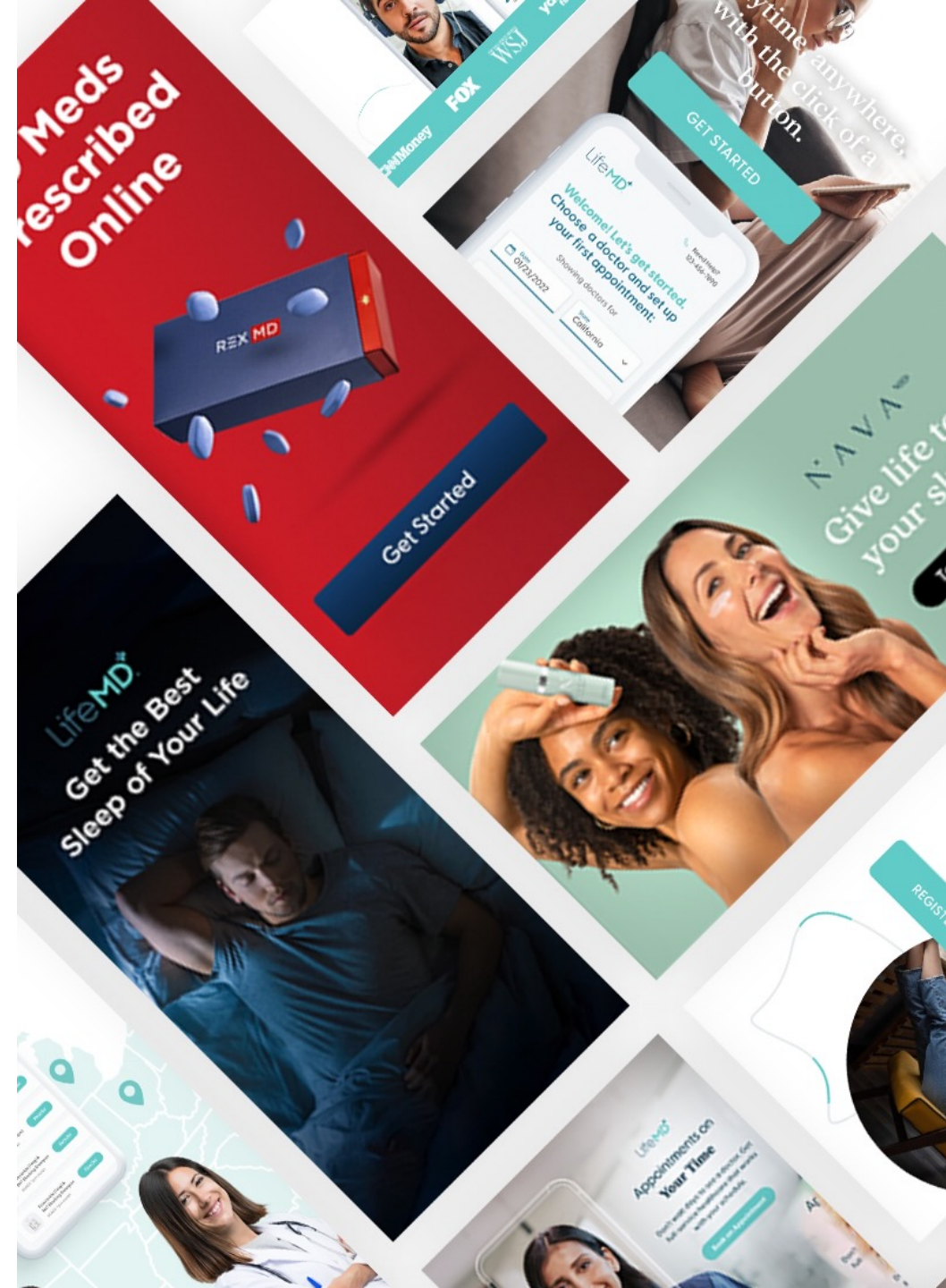


**Customer Service**  
In-house clinical operations team supports medical providers



# 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 (Q4 '22), 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



# Our Brands

~\$250B  
market size

LifeMD<sup>+</sup>

## Primary Care

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

~\$44B  
market size

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

## Dermatology

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

~\$13.5B  
market size

cleared.

## Allergy & Asthma

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

>\$5.1B  
market size

REX MD<sup>®</sup>

## Men's Health

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

~\$2.8B  
market size

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

## Hair Loss

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

# Rapidly Expanding Telehealth Presence

2019

## DTC Telemedicine

- + Subscription-based treatment+Rx offerings
- + Established, wholly-owned brands with large customer base
- + E.D., pain, dermatology, insomnia, allergy & asthma

2021

## Virtual Primary Care

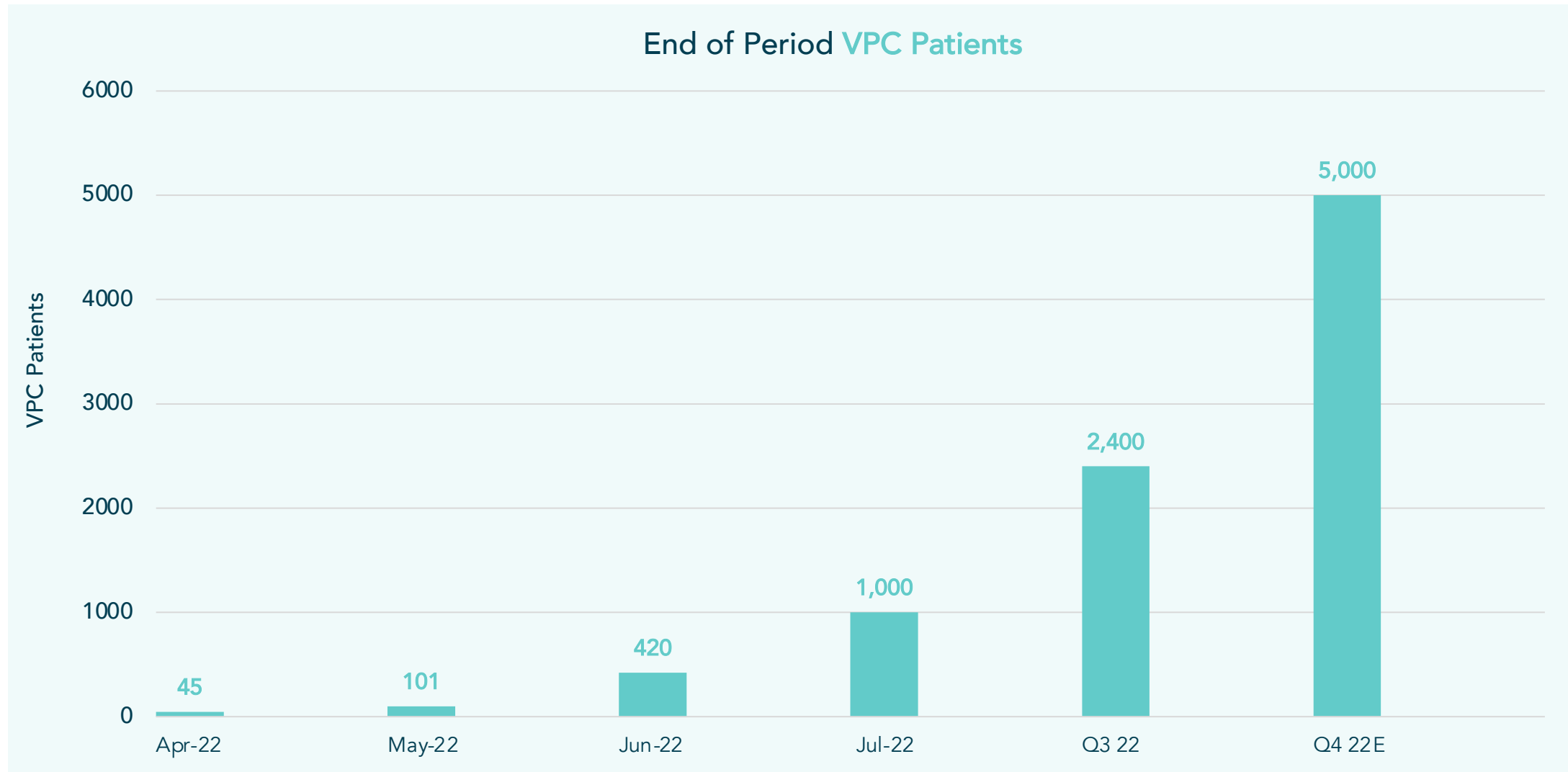
- + Services include primary care, urgent care, and chronic condition management
- + Supported by affiliated 50-state Medical Group
- + Integrated with Quest, Labcorp, and GetLabs

2022

## B2B Solutions

- + Digital front-door strategies for healthcare product companies
- + Telehealth services for payors and employers
- + Zero-cost patient flow for LifeMD platform

# 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

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

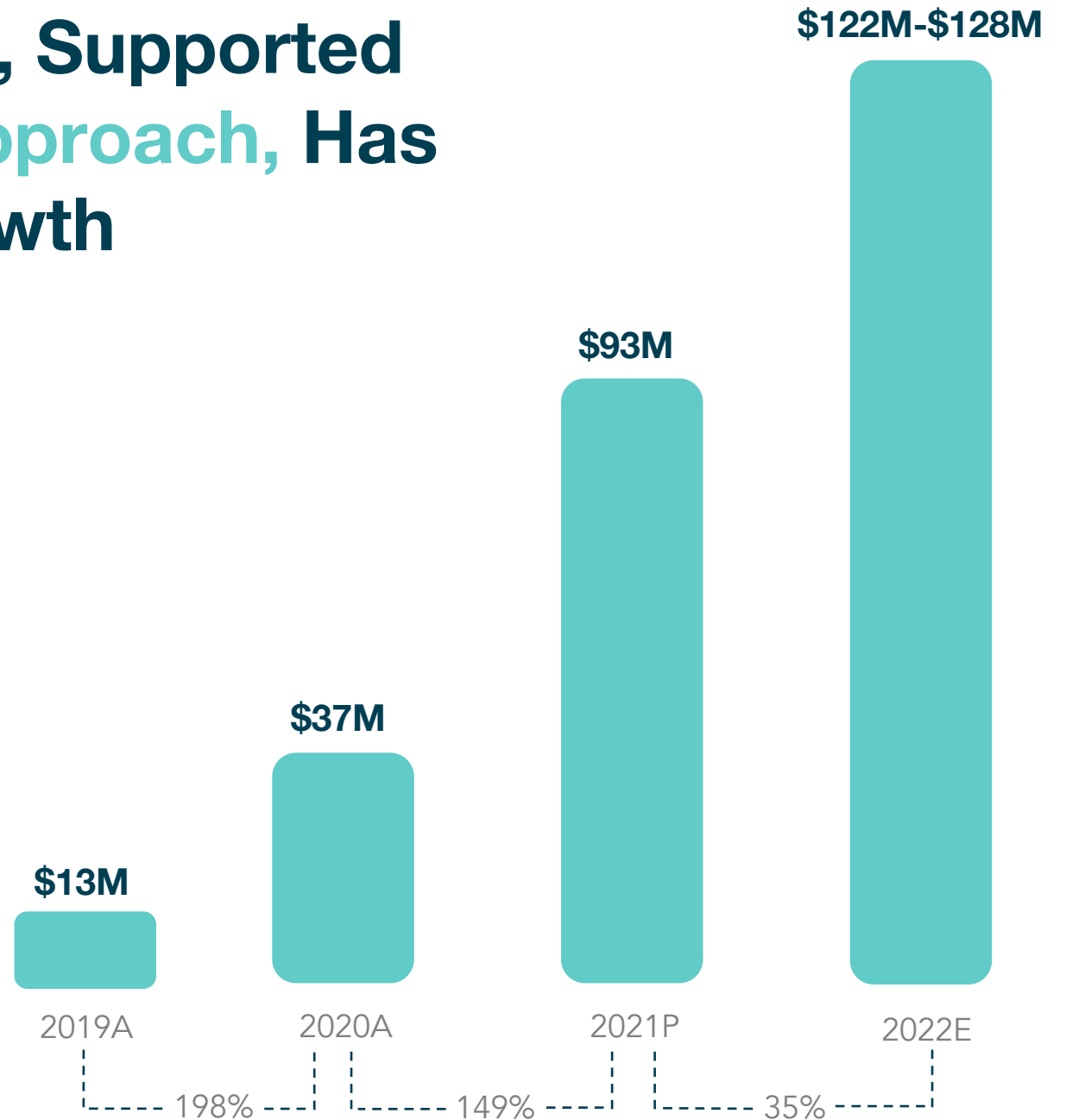
2022 Revenue Forecast

**149%**

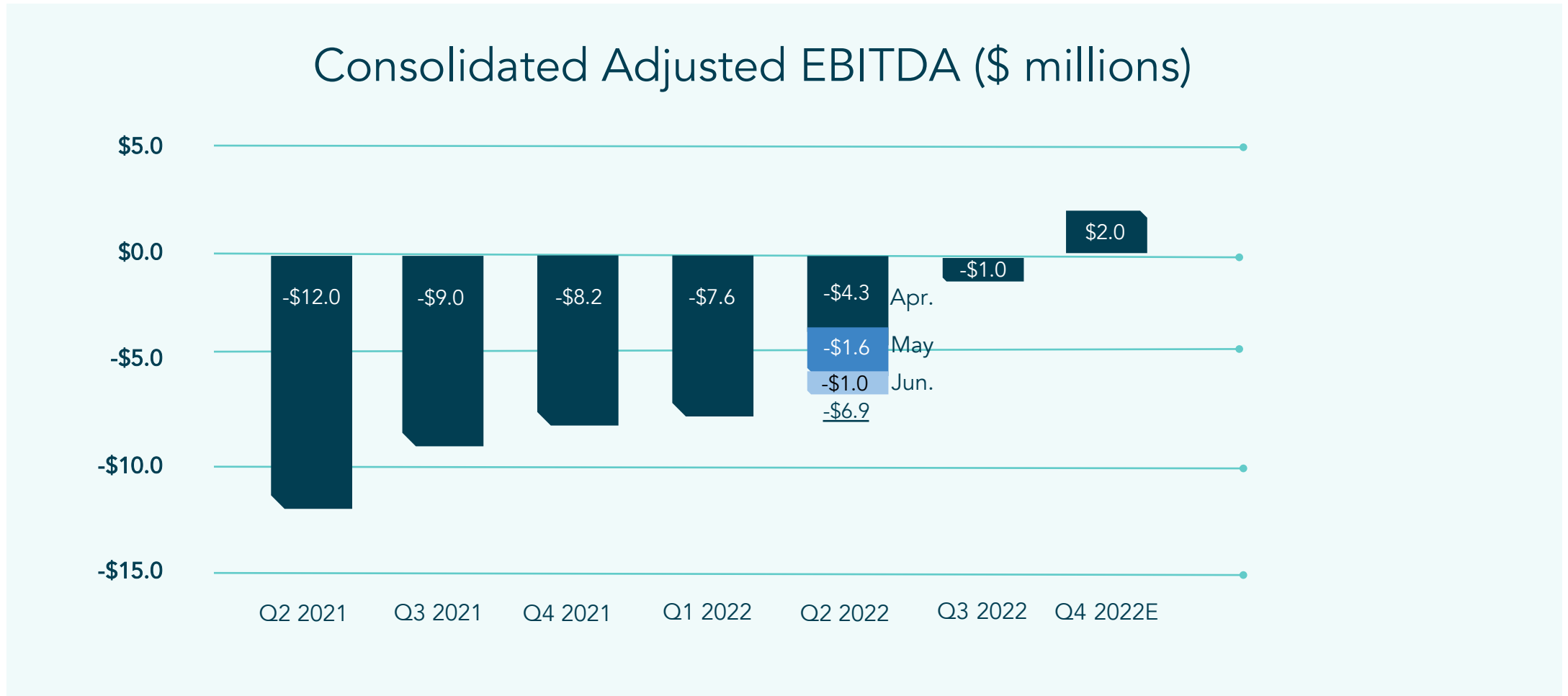
YoY Revenue Growth in '21

**650K+**

Patients & Customers To-Date



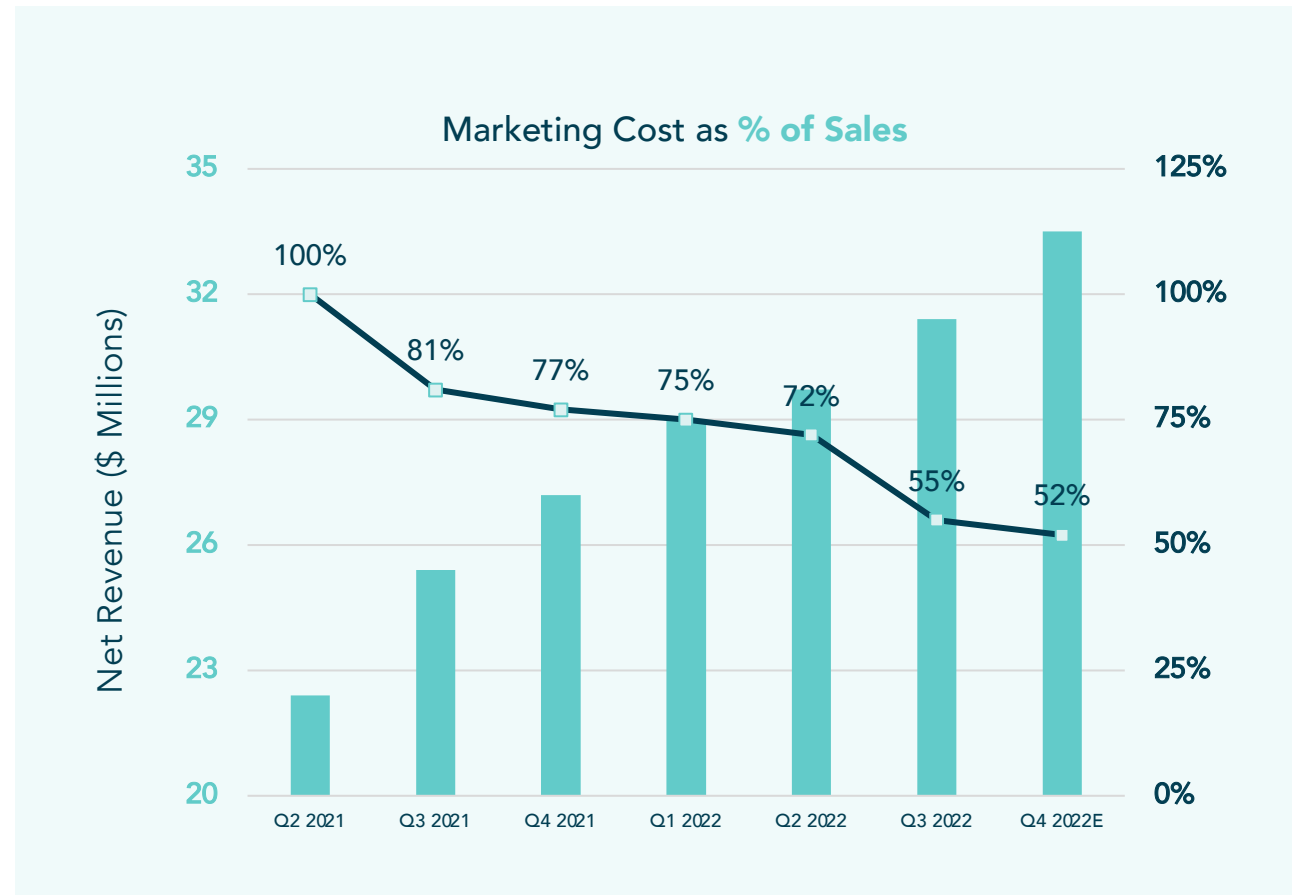
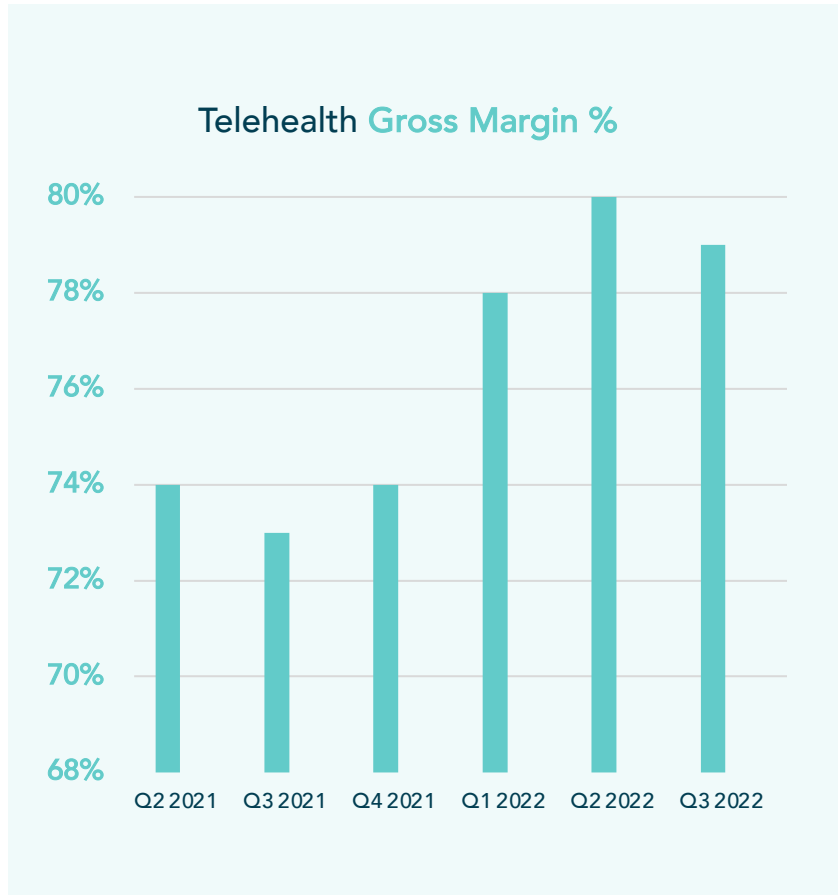
# Meaningful Improvement in Cash Burn & Bottom-Line Performance; Consolidated Profitability by Q4 '22



Note: Consolidated Adjusted EBITDA includes Telehealth and WorkSimpli results.



# Rapidly Accelerating Gross Margins And Increasing Leverage On Marketing Spend Driving Pathway To Profitability



Revenue and marketing cost as % of sales includes Telehealth and WorkSimpli results.

# 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



**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



**Tameca Brown**  
VP of Human Resources

# Board of Directors



**Justin Schreiber**  
Chairman



**Stefan Galluppi**



**Joseph DiTrolino**



**Bertrand Velge**



**Roberto Simon**



**Naveen Bhatia**



**John Strawn**



**Bobby Jindal**