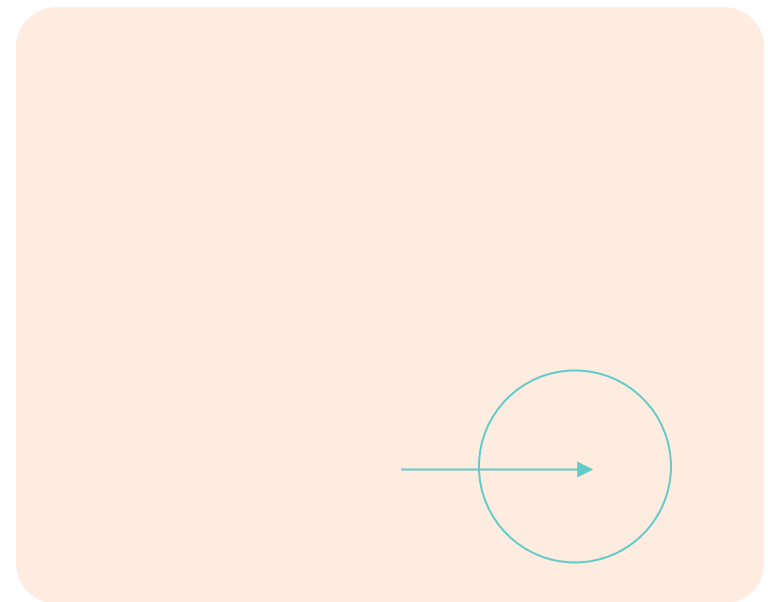
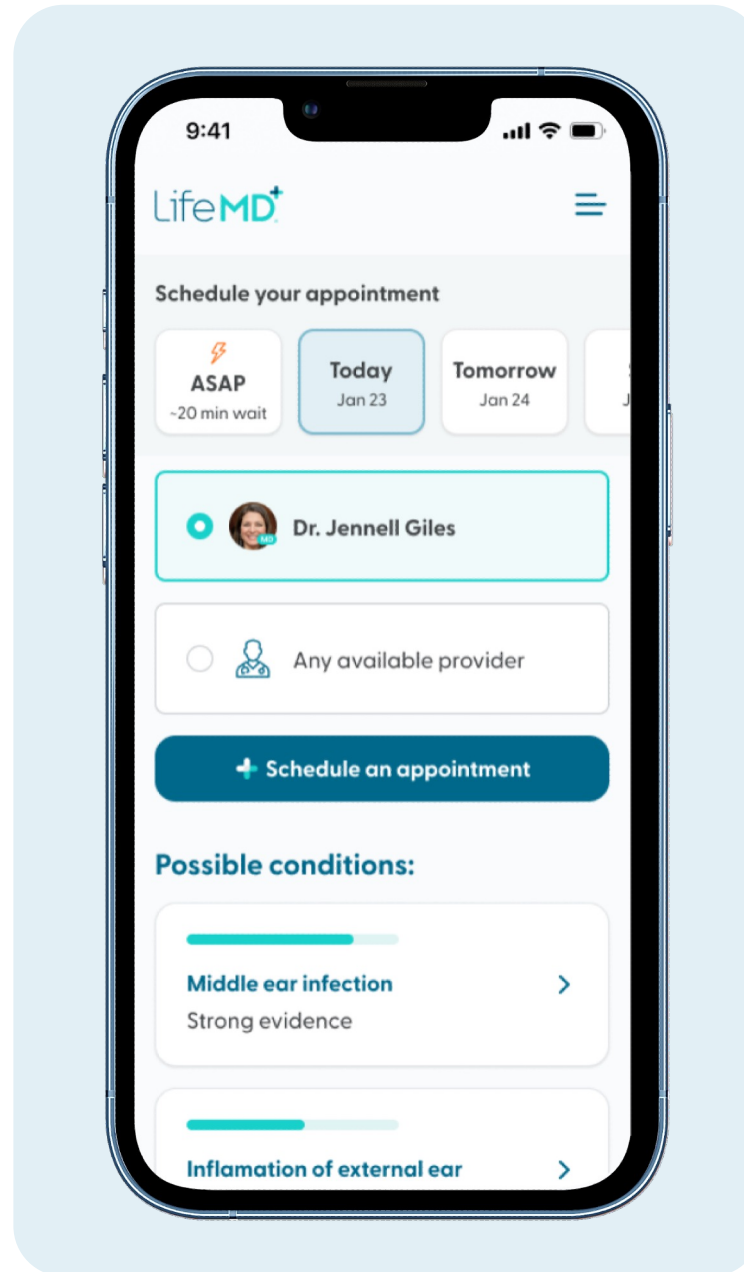




## Investor Presentation

August 2024  
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.

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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

**996,000**

Virtual Consults Conducted



**254,000**

Active Patients



At Least

**\$205M**

Revenue Guidance for 2024



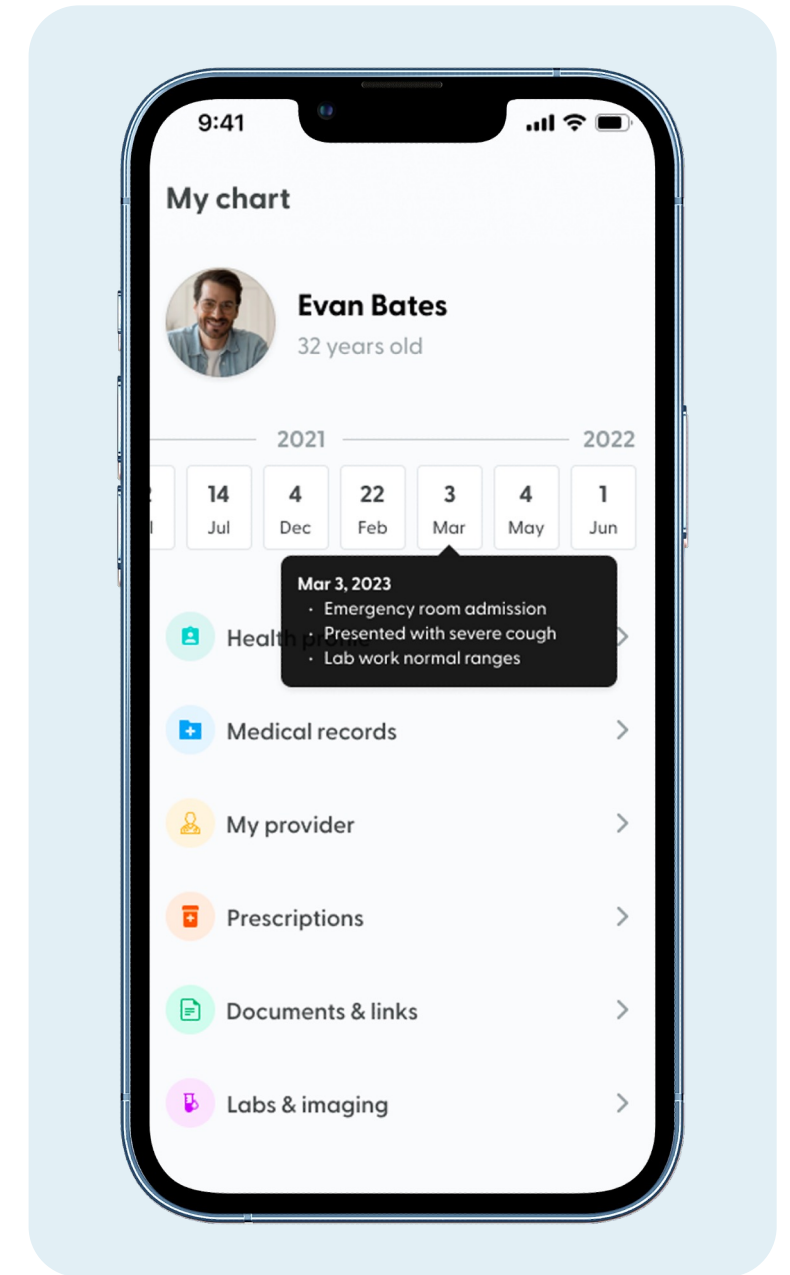
**250+**

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 800-1,000 new patients per day
- **Significant growth opportunities** from joint ventures, strategic partnerships, and licensing transactions
- **EBITDA and cash flow positive** with \$13-\$15M of Adj. EBITDA forecast for 2024 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 significant exit value



# 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. <sup>1</sup>	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. <sup>2</sup>	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. <sup>3</sup>	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. <sup>4</sup>	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

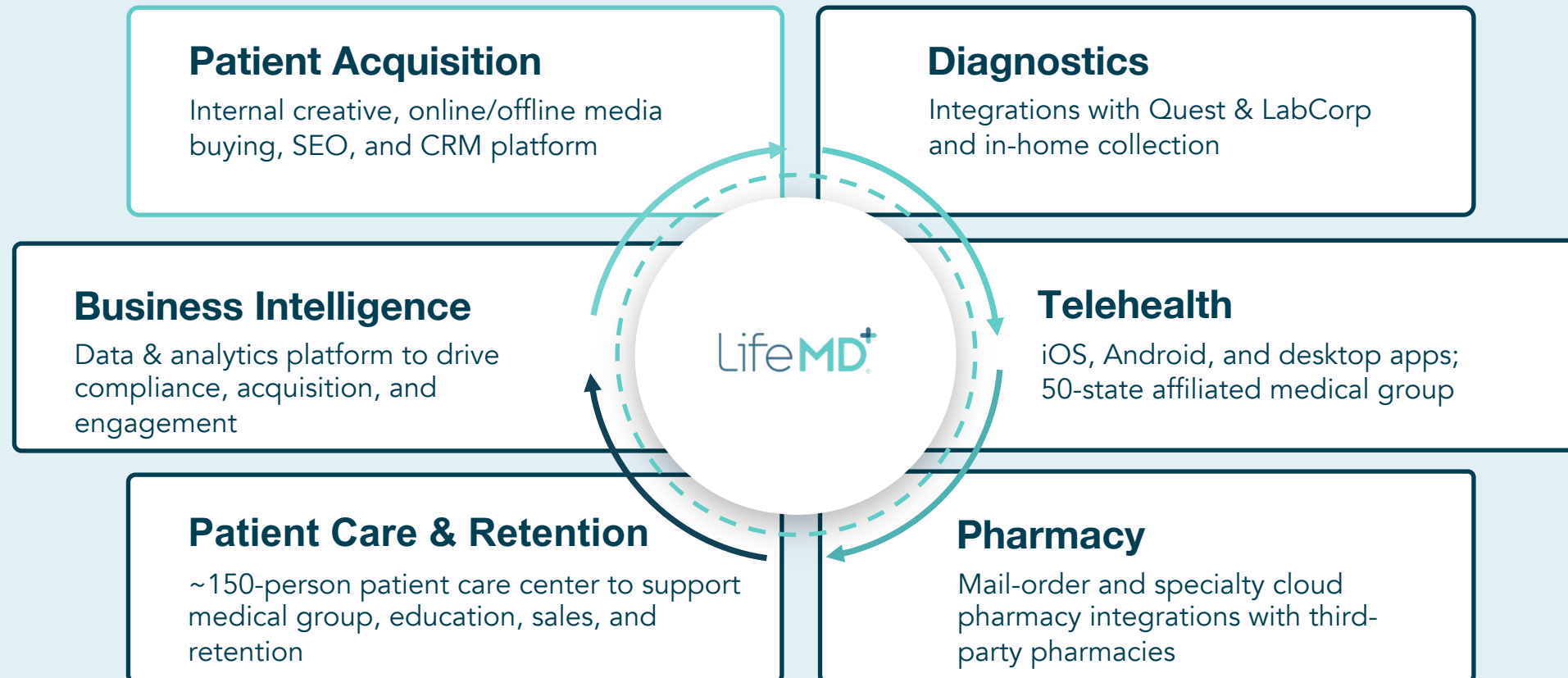
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

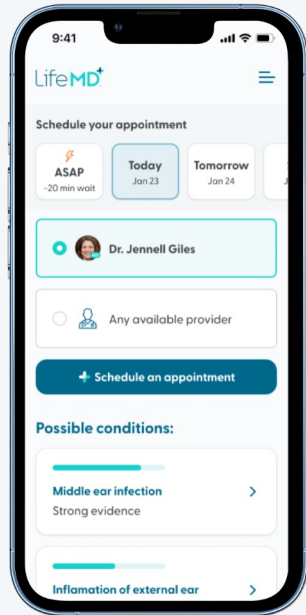
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

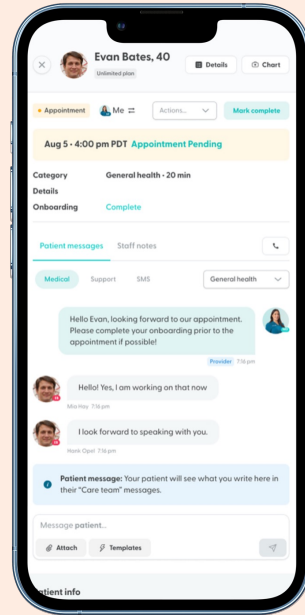


# Technology designed to provide Best-in-class experience and care for all stakeholders



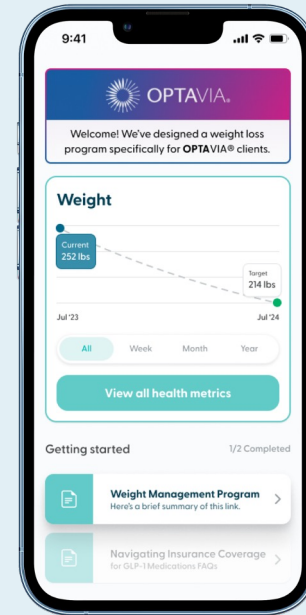
## For Patients

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\*

**996K**

Consults completed

**200+**

Different conditions LifeMD treats

**4.9/5**

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

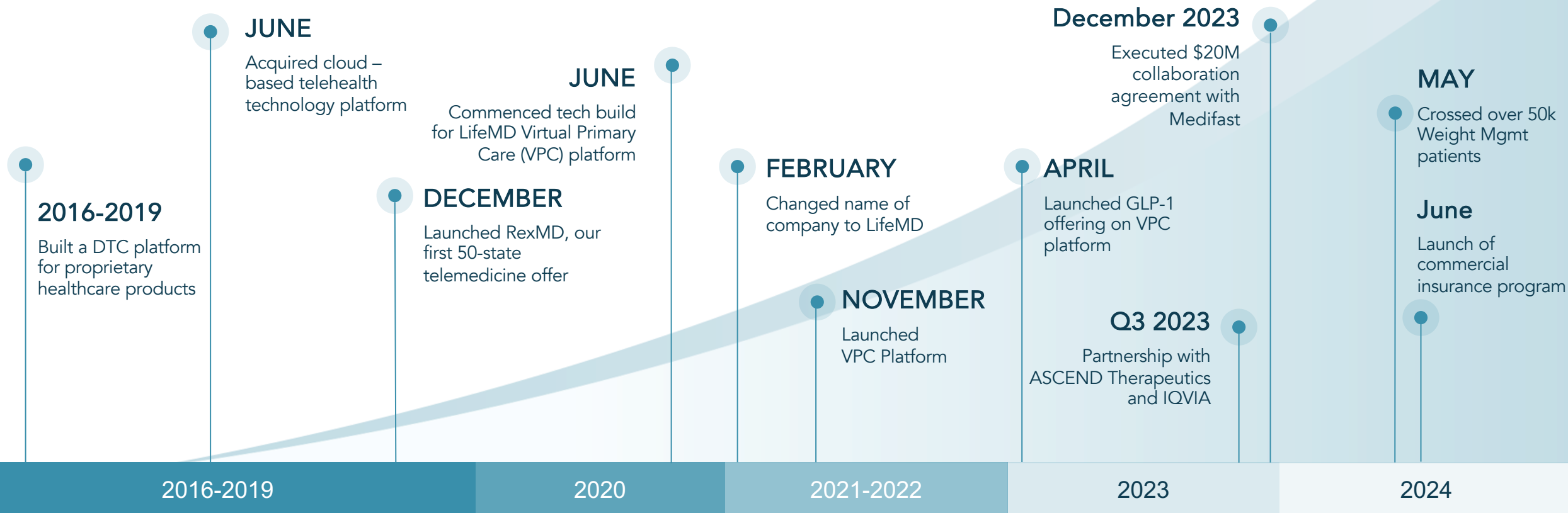
## Virtual Primary Care

- 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
- Initiated acceptance of commercial insurance

## 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	<ul style="list-style-type: none"> <li>Continue to scale weight management/GLP-1 offering</li> <li>Launch cardiovascular health and hormone therapy offerings</li> <li>Launch commercial health insurance programs in 10 states</li> <li>Prepare Medicare/Medicaid infrastructure for 2024 deployment</li> </ul>
RexMD	<ul style="list-style-type: none"> <li>Double digit new patient growth in E.D. business</li> <li>Build and cross-sell patients to men's health primary care offerings</li> </ul>
Partnerships	<ul style="list-style-type: none"> <li>Execute strategic partnerships in GLP-1 space</li> <li>Continue to build long-term partnerships with Life Sciences and health-related companies</li> </ul>



## 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



# 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



**Stefan Galluppi**  
Chief Innovation  
Officer  
NTI



**Jessica Friedeman**  
Chief Marketing Officer  
healthgrades  
IBM Watson



**Eric Yecies**  
Chief Legal Officer &  
General Counsel  
Holland & Knight  
GOODWIN



**Dennis Wijnker**  
Chief Technology  
Officer  
dr.  
evidence  
CALYX



**Nick Alvarez**  
Chief Acquisition Officer  
Internet  
Brands



**Anthony Puopolo, MD**  
President, LifeMD  
Affiliated P.C.s  
SWIFTMD  
SHARP

## Our Board of Directors



Bobby Jindal



Calum MacRae, MD, PhD



Joan LaRovere, MD



John Strawn



Joseph DiTrollo, MD



Naveen Bhatia



Roberto Simon



William Febbo

# Our businesses have experienced rapid, consecutive YoY Growth

## \$205M

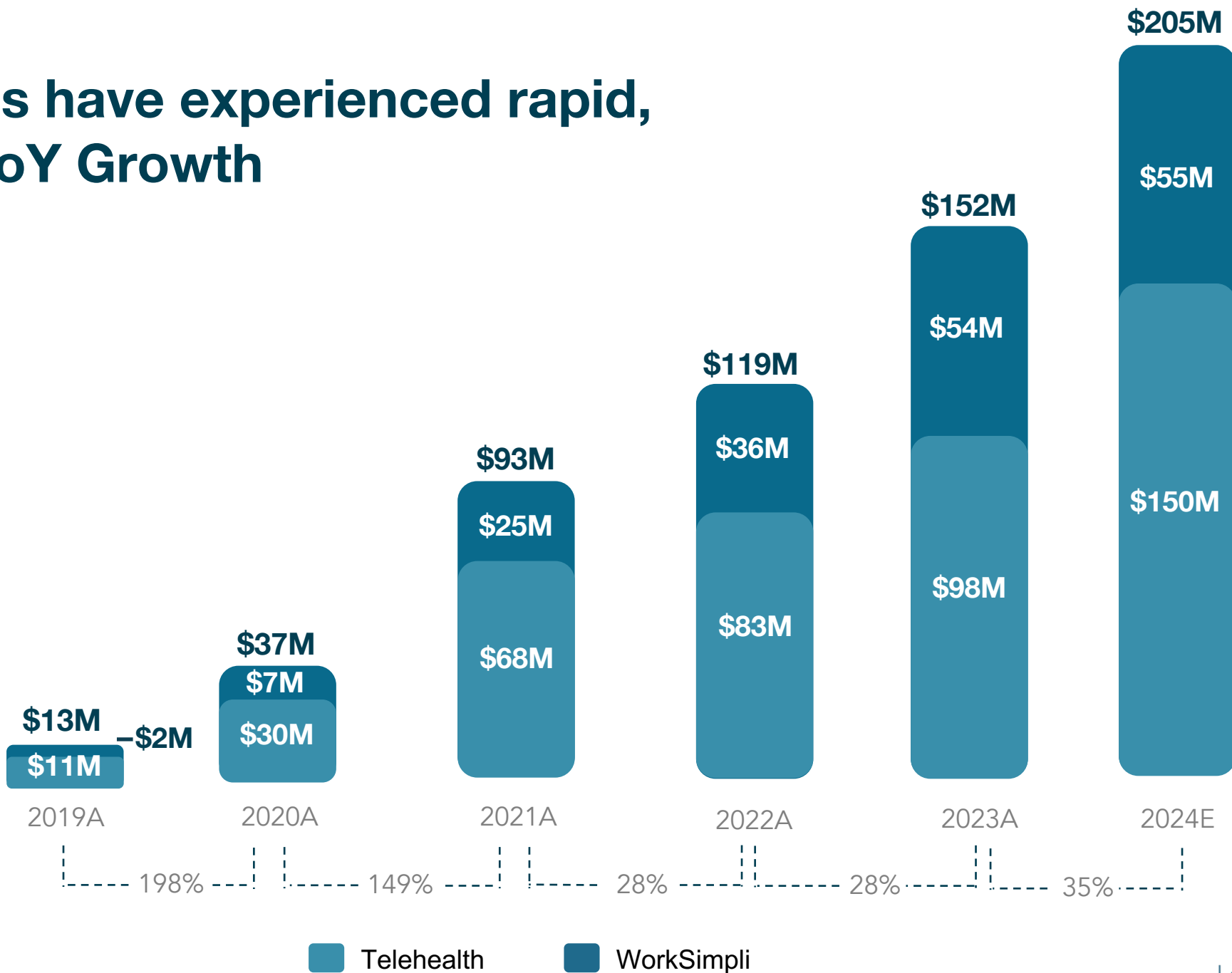
2024E Revenue Forecast

## 35%

Forecast 2024 Growth Rate Versus 2023

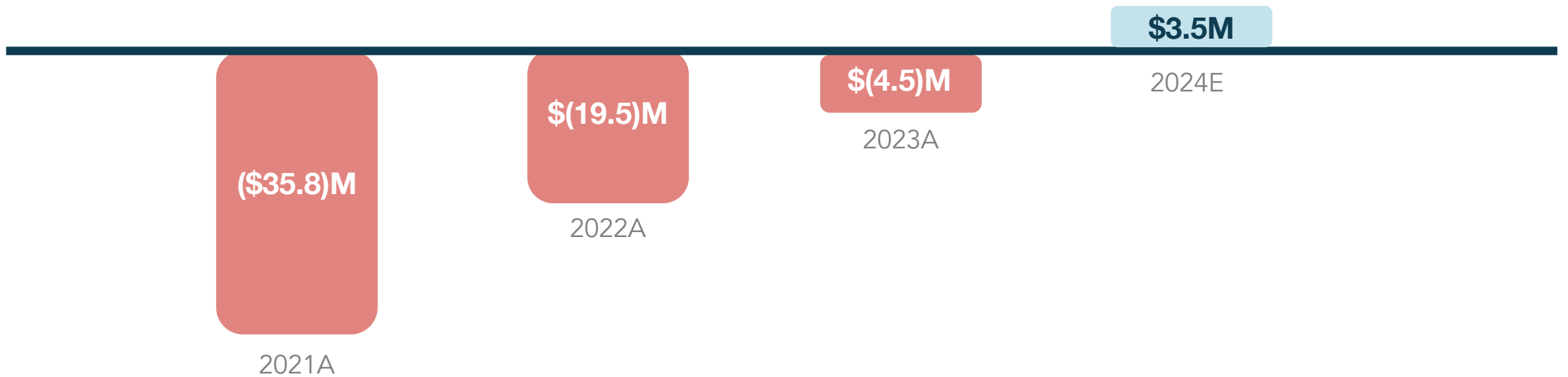
## 915K+

Patients & Customers To-Date



# Rapid and sustainable profitability growth in our core telehealth business

Annual telehealth adjusted EBITDA (\$ millions)

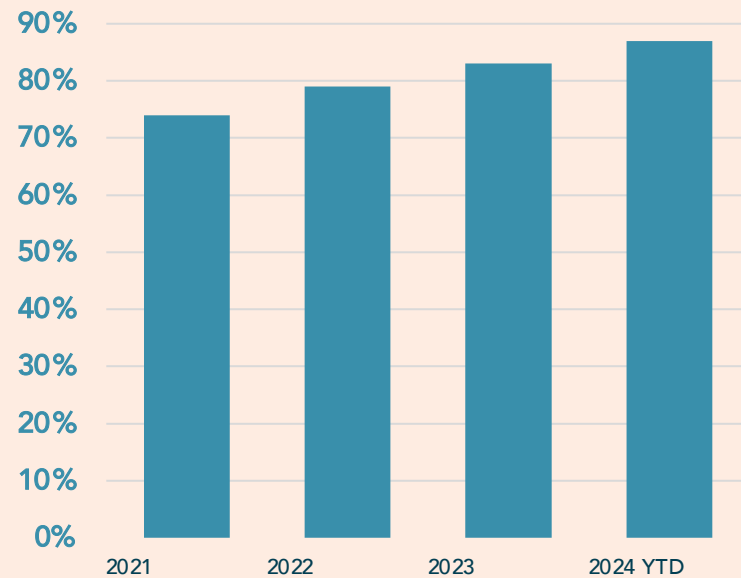


Note: adjusted EBITDA includes Telehealth only results.

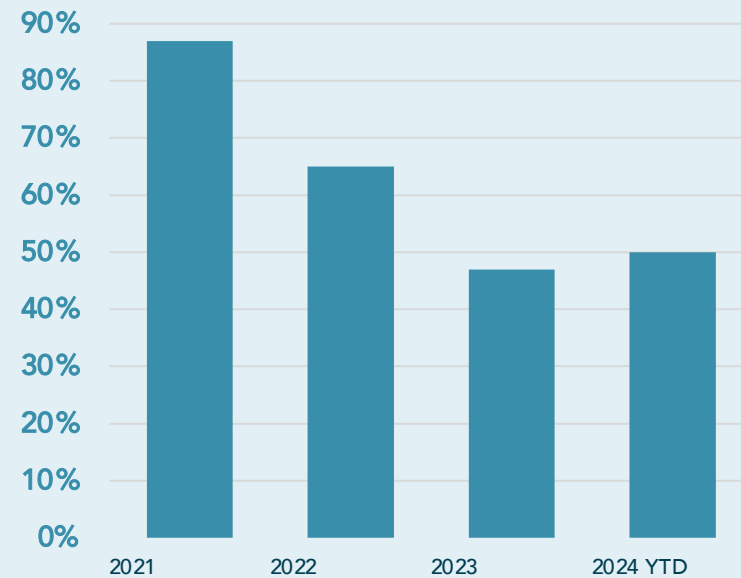
2024 Forecast is based on the midpoint of the 2024 guidance range of \$3 million to \$4 million for telehealth Adjusted EBITDA

# Rapidly expanding telehealth gross margins and ad spend leverage driven by patient retention are driving telehealth profitability growth

Telehealth Gross Margin %



Telehealth Ad Spend % of Revenue





# WorkSimpli is a highly profitable asset with a strong cash flow profile

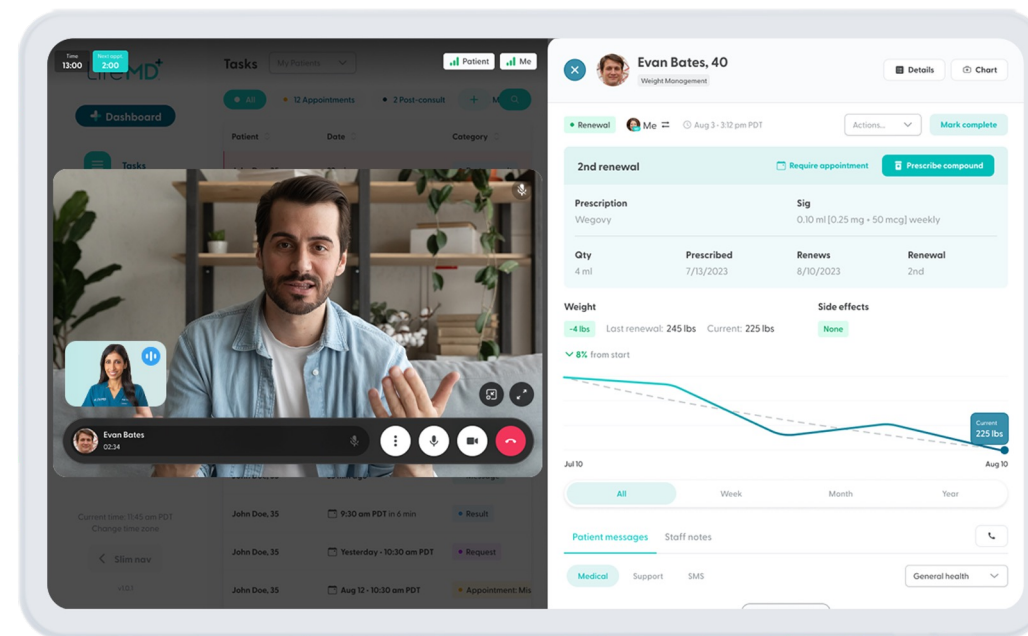
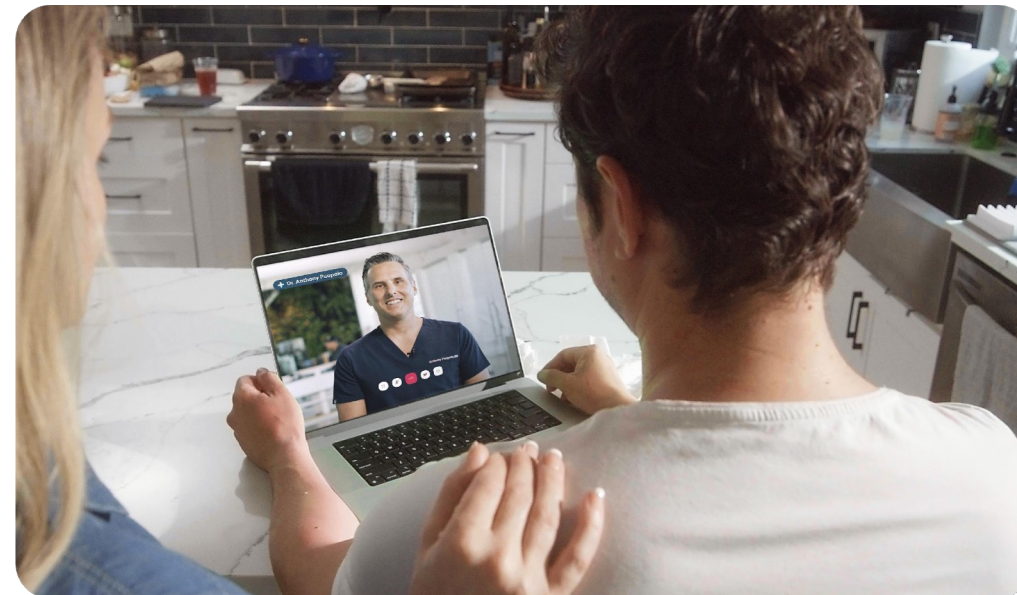
- Global provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- Over 158,000 subscribers with platform available in approximately 20 languages globally
- Full Year 2024 revenue forecast of \$55 million
- Highly profitable enterprise with Full Year 2024 Adjusted EBITDA forecast between \$10 to \$11 million resulting in over \$8 million of cash flow generation for LifeMD
- 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 sizeable near-term cash flow back to LifeMD and potential for future significant exit value
- Separately led and managed by highly skilled and experienced management with a demonstrated track record in building related consumer technology businesses

## 2024 guidance reflects substantial increases in both revenue and profitability

	FY 2024 GUIDANCE	FY 2023 ACTUAL	DELTA
Telehealth Revenue	\$150 million	\$98 million	+53%
WorkSimpli Revenue	\$55 million	\$54 million	+1%
Consolidated Revenue	\$205 million	\$152 million	+35%
Consolidated Adj. EBITDA	\$14 million	\$12 million	+17%

## 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 positive** with expanding adjusted EBITDA margins
- **Diversified, non-cyclical revenue streams** covering numerous healthcare areas



# Appendix

# Reconciliation of GAAP Net Loss to Adjusted EBITDA (in whole numbers, unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Net loss attributable to common shareholders	\$ (7,652,202)	\$ (7,509,562)	\$ (15,197,120)	\$ (12,294,581)
Interest expense (excluding amortization of debt discount)	431,024	525,374	808,258	639,186
Depreciation, amortization and accretion expense	2,288,225	1,603,511	4,401,154	3,038,845
Amortization of debt discount	100,444	115,381	200,888	153,842
Loss on debt extinguishment	-	-	-	325,198
Financing transactions expense	151,143	285,626	323,372	430,077
Litigation costs	495,784	933,126	678,331	1,005,926
Inventory and reserve adjustments	263,513	132,991	566,142	232,630
Severance costs	360,182	-	520,677	-
Acquisitions expenses	-	15,070	-	40,196
Insurance acceptance readiness	263,493	58,540	969,834	58,540
Sarbanes Oxley readiness	23,220	-	183,128	-
Accrued interest on Series B Convertible Preferred Stock	-	354,915	-	467,107
Foreign exchange (gain) loss	504,969	168,098	478,721	523,720
Taxes	3,000	-	3,000	-
Dividends	1,040,793	1,346,197	2,120,173	2,158,760
Stock-based compensation expense	4,191,176	2,861,969	6,735,606	5,525,483
Net income attributable to noncontrolling interests	38,606	841,784	158,038	1,407,767
Adjusted EBITDA	<u>\$ 2,503,370</u>	<u>\$ 1,733,020</u>	<u>\$ 2,950,201</u>	<u>\$ 3,712,696</u>
Change in Deferred Revenue	1,958,902	(227,335)	6,333,061	120,704
Cash Adjusted EBITDA	<u>\$ 4,462,272</u>	<u>\$ 1,505,685</u>	<u>\$ 9,283,262</u>	<u>\$ 3,833,400</u>

# Reconciliation of Telehealth GAAP Net Loss to Telehealth Adjusted EBITDA (in whole numbers, unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Telehealth net loss attributable to common shareholders	\$ (7,796,900)	\$ (10,754,681)	\$ (15,789,465)	\$ (17,686,828)
Interest expense (excluding amortization of debt discount)	430,606	524,171	806,969	636,563
Depreciation, amortization and accretion expense	1,485,696	1,059,963	2,848,770	2,025,643
Amortization of debt discount	100,444	115,381	200,888	153,842
Loss on debt extinguishment	-	-	-	325,198
Financing transactions expense	151,143	285,626	323,372	430,077
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Inventory and reserve adjustments	263,513	132,991	566,142	232,630
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Acquisitions expenses	-	15,070	-	40,196
Insurance acceptance readiness	263,493	58,540	969,834	58,540
Sarbanes Oxley readiness	23,220	-	183,128	467,107
Accrued interest on Series B Convertible Preferred Stock	-	354,915	-	-
Foreign exchange (gain) loss	-	-	-	-
Taxes	-	-	-	-
Dividends	812,563	812,562	1,625,125	1,625,125
Stock-based compensation expense	4,191,176	2,861,969	6,735,606	5,525,483
Net income attributable to noncontrolling interests	38,606	841,784	158,038	1,407,767
Telehealth adjusted EBITDA	<u>\$ 819,525</u>	<u>\$ (2,758,583)</u>	<u>\$ (172,586)</u>	<u>\$ (3,752,731)</u>



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