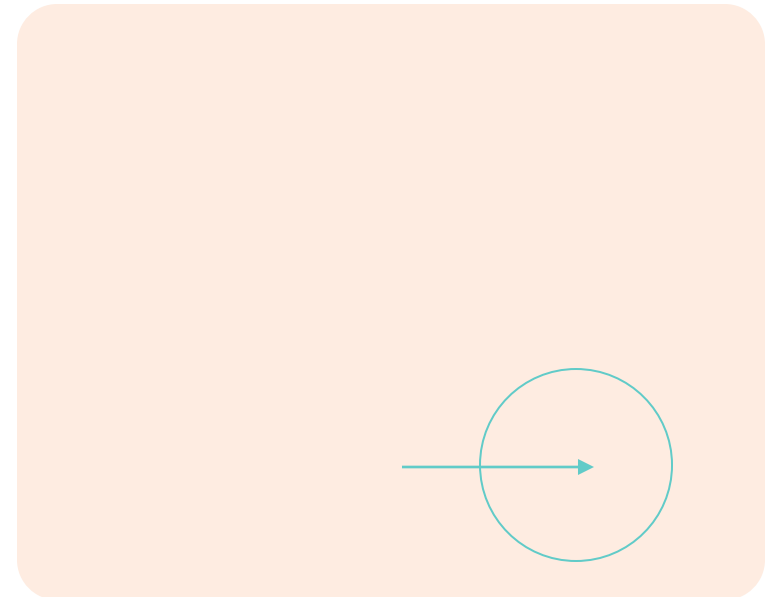
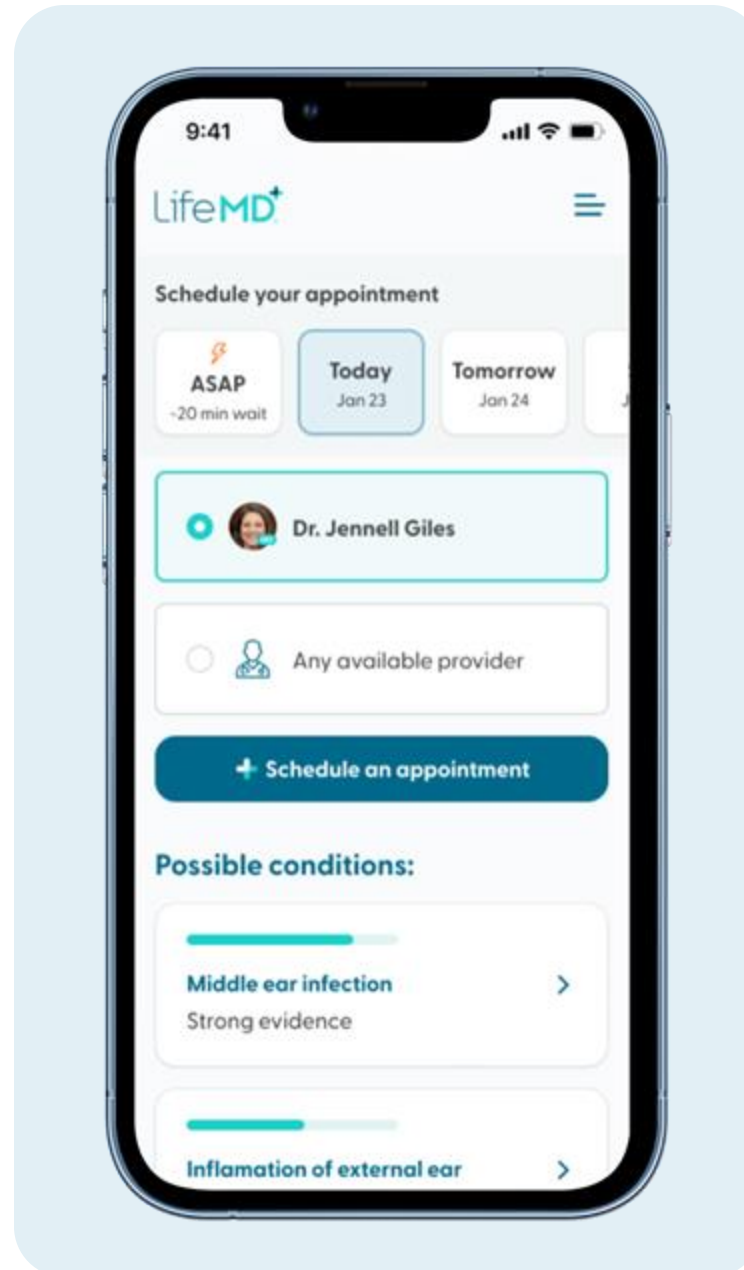




Investor Presentation

August 2025
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.

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

1.3M

Virtual Consults Conducted



297,000

Active Patients



\$250M-\$255M

Revenue Guidance for 2025



300+

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 \$27-\$29M of Adj. EBITDA forecast for 2025 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. ¹	At LifeMD, providers are available 24/7, with <1 hour appointment wait time
Cost	Four in 10 U.S. adults say they have delayed or gone without medical care in the last year due to cost. ²	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. ³	Routine, preventive 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. ⁴	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

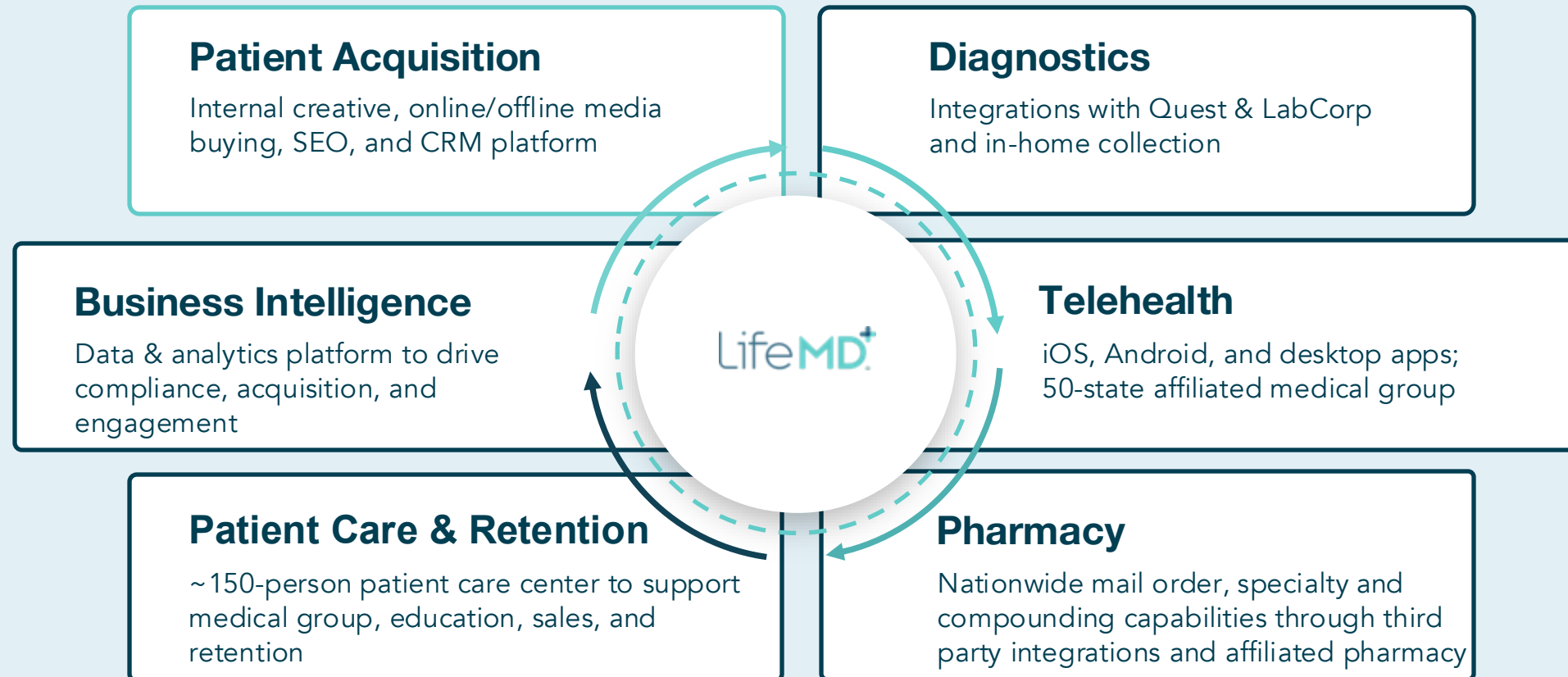
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

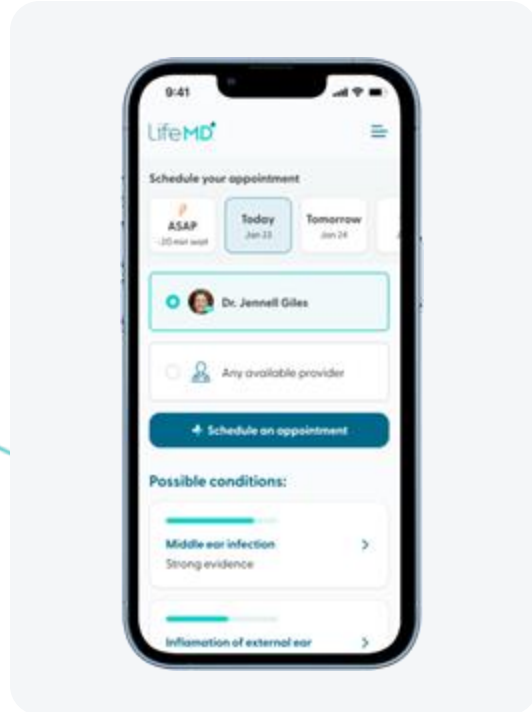
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

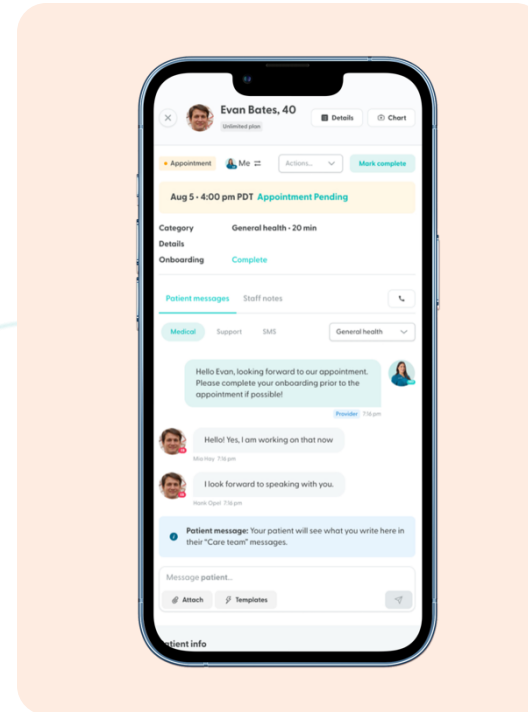


Technology designed to provide best-in-class experience and care for all stakeholders



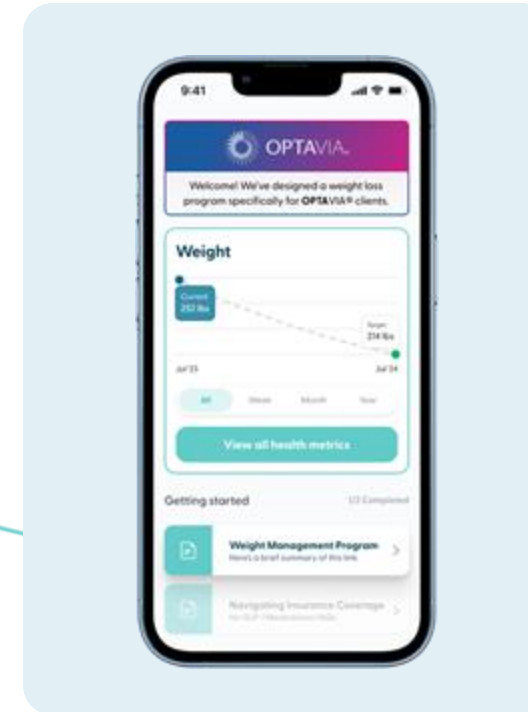
For Patients

Patients benefit from an intuitive virtual care platform powered by a 50-state provider network, lab work partnerships, nationwide pharmacy, and AI-powered tools.



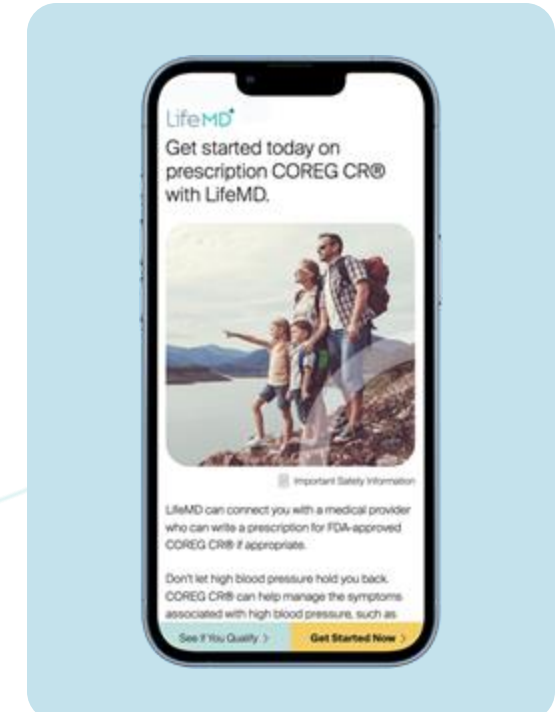
For Providers

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*

1.3M

Consults completed

200+

Different conditions LifeMD treats

4.9/5

Average physician rating

98%

Patients satisfied with their care

50

State coverage

Dr. Puopolo

President, LifeMD Affiliated Medical Group



*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 and Rx Offerings
- Established, wholly-owned brands with large customer base
- Supported by nationwide pharmacy capabilities
- E.D., pain, dermatology, insomnia, allergy and asthma

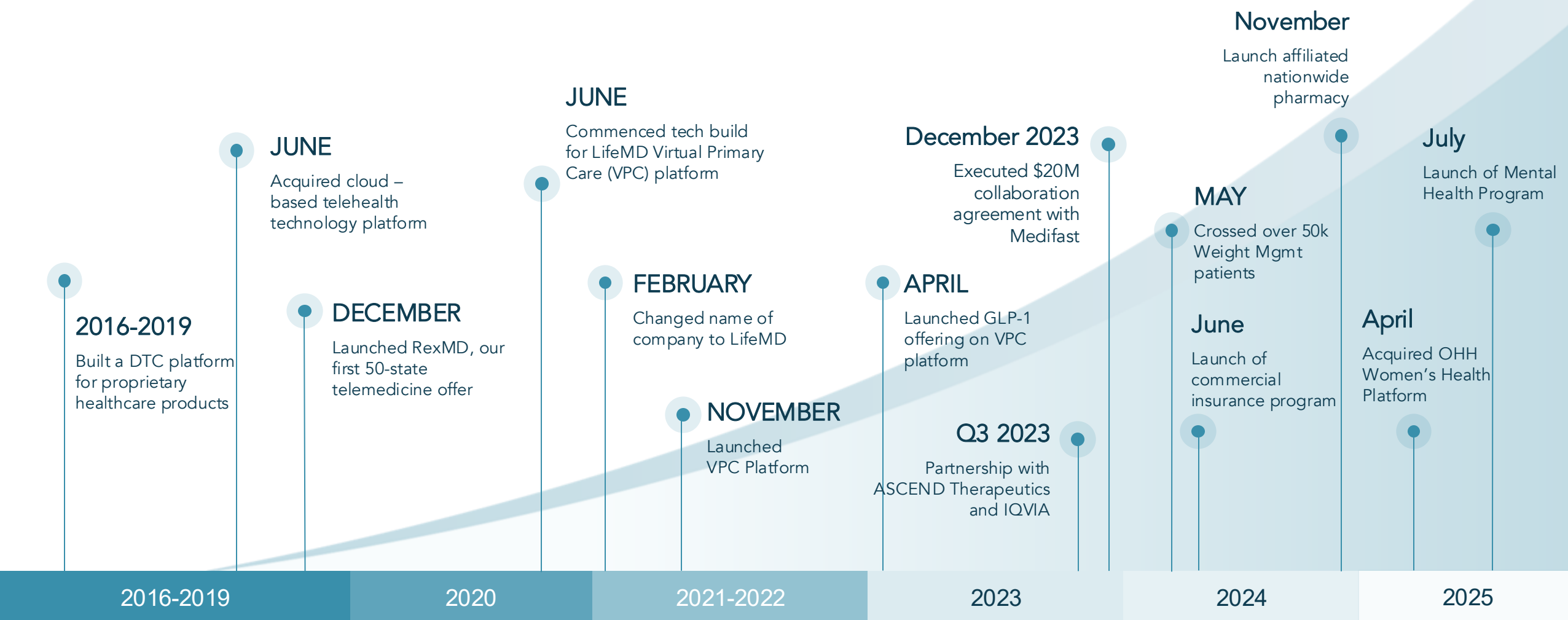
Virtual Primary Care

- 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
- Acceptance of commercial insurance

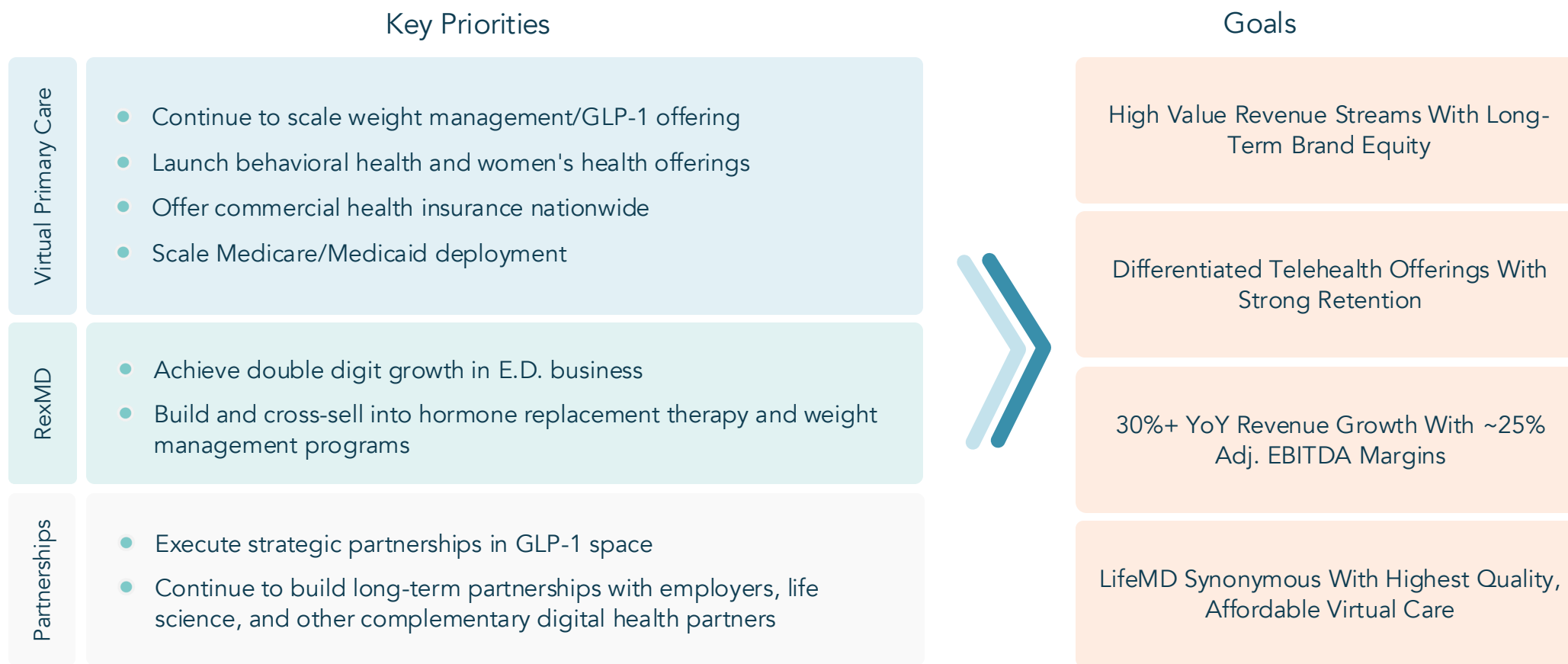
B2B Solutions

- Digital front-door strategies for healthcare product companies
- Telehealth services for payors and employers
- Zero-cost patient flow for LifeMD platform
- Comprehensive device-supported chronic care program

Our track record of strategic focus and growth



Clear strategy focused on scaling high-value revenue streams



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
ib Internet
Brands



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

Our Board of Directors



Justin Schreiber



Joseph DiTrollo, MD



William Febbo



Joan LaRovere, MD



Calum MacRae, MD, PhD



Roberto Simon



John Strawn

Our businesses have experienced rapid, consecutive YoY Growth

\$255M

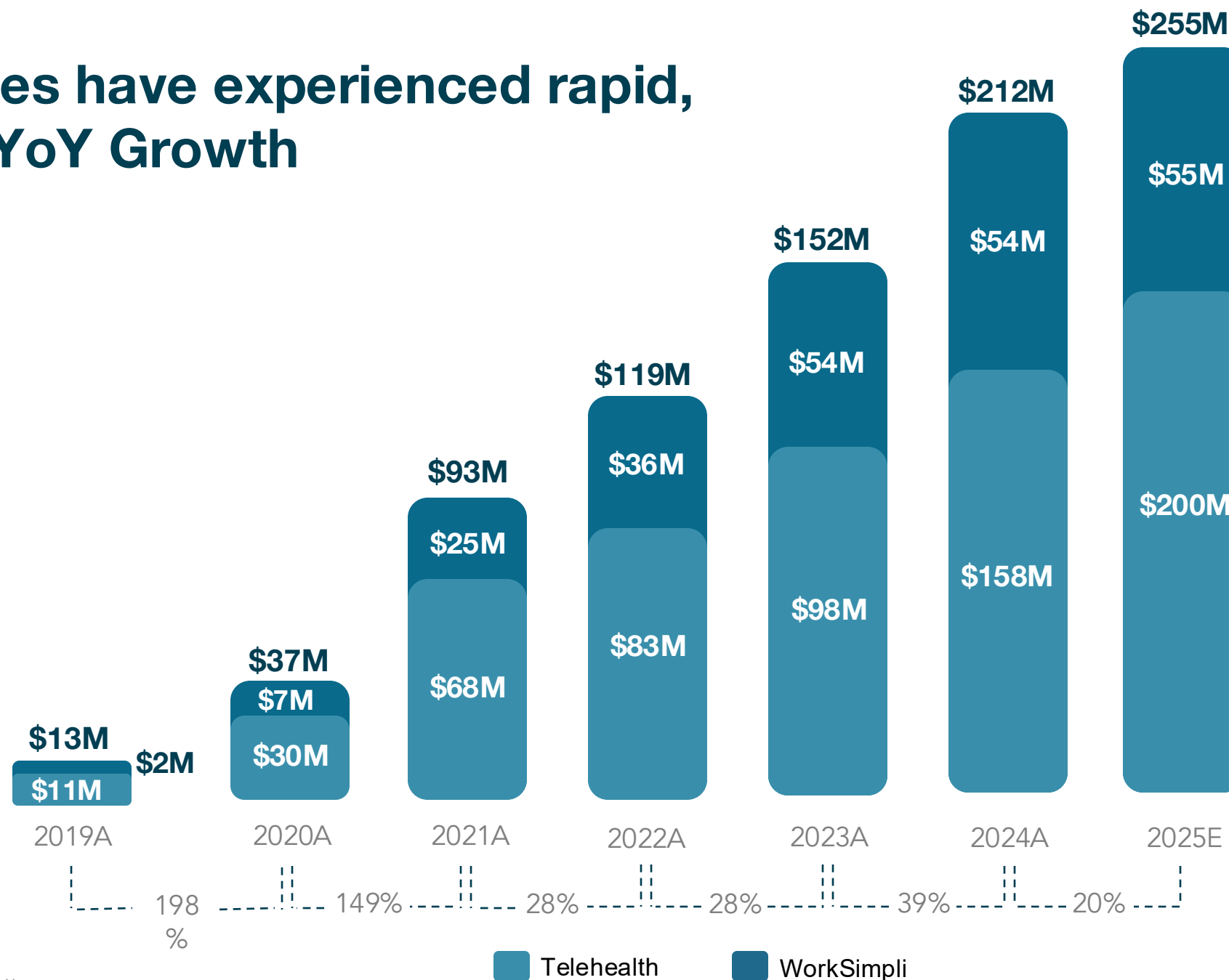
2025E Revenue
Forecast

20%

Forecast 2025 Growth
Rate Versus 2024

1.3M

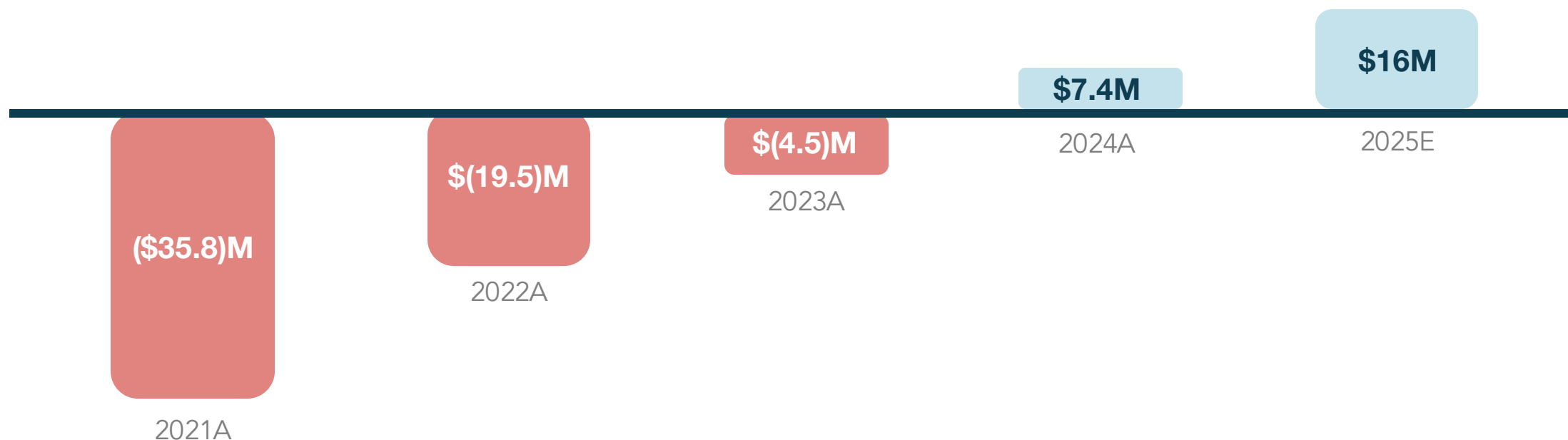
Patients &
Customers To-Date



2025 guidance represents the top of the current FY25 revenue guidance range.

Rapid and sustainable profitability growth in our core telehealth business

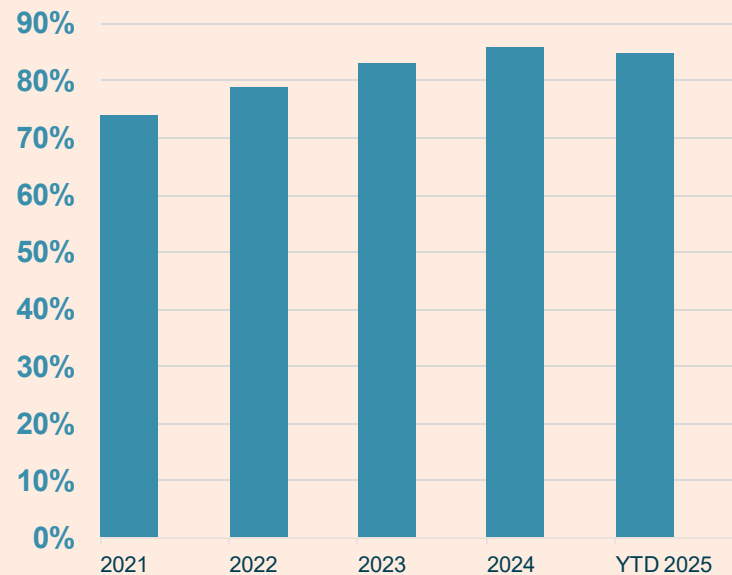
Annual telehealth adjusted EBITDA (\$ millions)



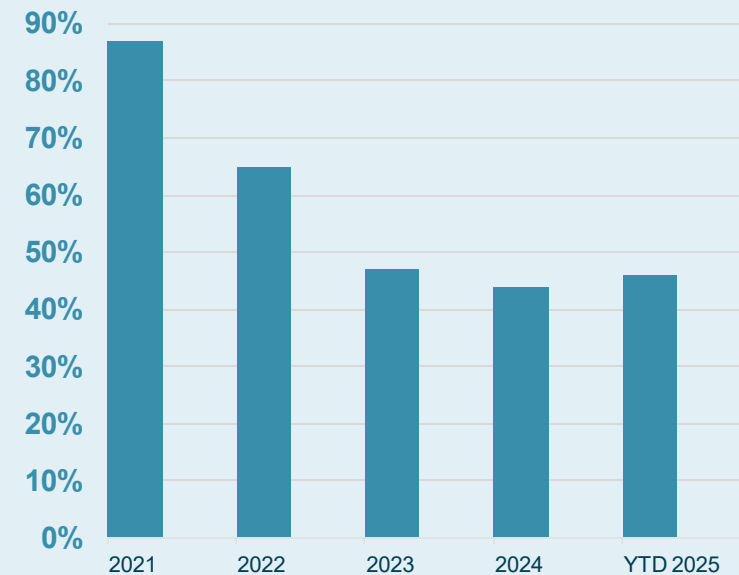
Note: adjusted EBITDA includes Telehealth only results.
2025 estimate based on top of the current FY25 telehealth adjusted EBITDA guidance range.

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

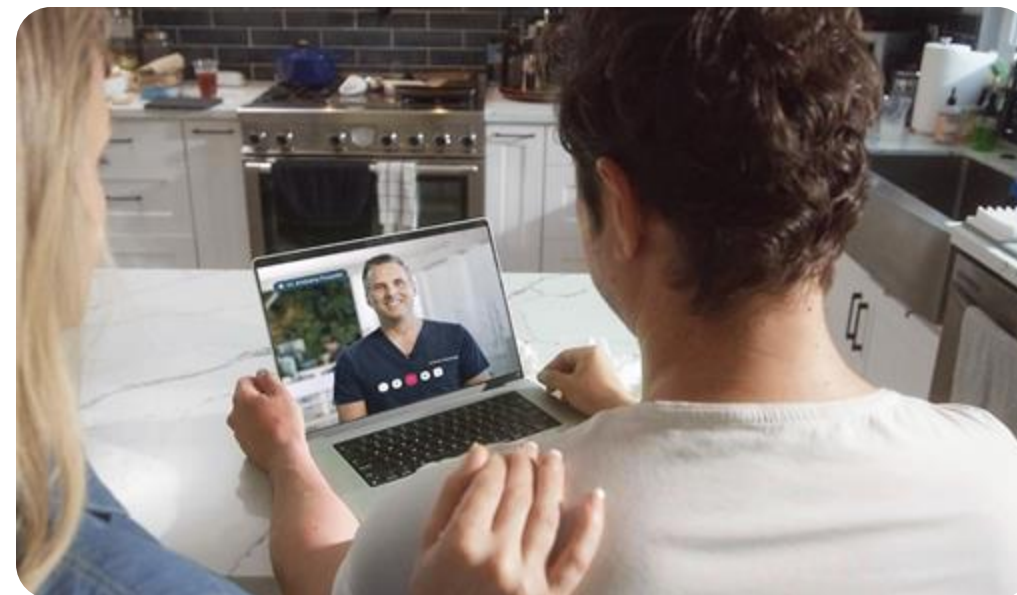
- Global provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- Over 149,000 subscribers with platform available in approximately 20 languages globally
- Forecast Full Year 2025 revenue of \$55 million
- Profitable enterprise with Full Year 2025 adjusted EBITDA of \$13 million
- 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

2025 guidance reflects substantial growth in revenue and profitability

	FY 2025 GUIDANCE	FY 2024 ACTUAL	DELTA
Telehealth Revenue	\$195 to \$200 million	\$158 million	+23% to +27%
WorkSimpli Revenue	\$55 million	\$54 million	+2%
Consolidated Revenue	\$250 to \$255 million	\$212 million	+18% to +20%
Telehealth Adjusted EBITDA	\$14 to \$16 million	\$7 million	+100% to +128%
WorkSimpli Adjusted EBITDA	\$13 million	\$7 million	+86%
Consolidated Adj. EBITDA	\$27 to \$29 million	\$14 million	+93% to +107%

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,	
	2025	2024	2025	2024
Net loss attributable to common shareholders	\$ (2,851,436)	\$ (7,652,202)	\$ (2,243,195)	\$ (15,197,120)
Interest expense (excluding amortization of debt discount)	562,583	431,024	1,088,414	808,258
Depreciation, amortization and accretion expense	2,823,100	2,288,225	5,480,230	4,401,154
Amortization of debt discount	100,444	100,444	200,888	200,888
Financing transactions expense	-	151,143	-	323,372
Litigation costs ^(a)	486,462	495,784	739,659	678,331
Severance costs	25,535	360,182	102,417	520,677
Acquisitions expenses	1,806,277	-	2,014,777	-
Insurance acceptance readiness	34,780	263,492	175,140	969,834
Sarbanes Oxley readiness	-	23,220	-	183,128
Foreign exchange loss	253,512	504,969	485,159	478,721
Taxes	502,408	3,000	502,408	3,000
Dividends	776,562	1,004,793	1,553,125	2,048,173
Stock-based compensation expense	2,094,614	4,191,176	4,643,142	6,735,606
Net income attributable to noncontrolling interests	505,075	38,606	1,036,920	158,038
Consolidated Adjusted EBITDA	<u>\$ 7,119,915</u>	<u>\$ 2,203,856</u>	<u>\$ 15,779,084</u>	<u>\$ 2,312,060</u>

(a) For the three and six months ended June 30, 2025 and June 30, 2024, the Company included costs related to a class action complaint alleging, inter alia, unauthorized disclosure of certain information of class members to third parties (the Marden v. LifeMD, Inc. case), as disclosed in the Company's Form 10-Q for the three and six months ended June 30, 2025, filed on August 5, 2025, and a heavily negotiated executive separation agreement.

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

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
Telehealth operating loss	\$ (2,802,097)	\$ (6,450,683)	\$ (2,415,231)	\$ (13,070,446)
Depreciation, amortization and accretion expense	1,785,344	1,485,696	3,476,753	2,848,770
Financing transactions expense	-	151,143	-	323,372
Litigation costs ^(a)	486,462	495,784	739,659	678,331
Severance costs	25,535	360,182	102,417	520,677
Acquisitions expenses	1,806,277	-	2,014,777	-
Insurance acceptance readiness	34,780	263,492	175,140	969,834
Sarbanes Oxley readiness	-	23,220	-	183,128
Stock-based compensation expense	2,094,614	4,191,176	4,643,142	6,735,606
Telehealth Adjusted EBITDA	<u>\$ 3,430,914</u>	<u>\$ 520,010</u>	<u>\$ 8,736,657</u>	<u>\$ (810,728)</u>

(a) For the three and six months ended June 30, 2025 and June 30, 2024, the Company included costs related to a class action complaint alleging, inter alia, unauthorized disclosure of certain information of class members to third parties (the Marden v. LifeMD, Inc. case), as disclosed in the Company's Form 10-Q for the three and six months ended June 30, 2025, filed on August 5, 2025, and a heavily negotiated executive separation agreement.

Reconciliation of WorkSimpli GAAP Operating Income to WorkSimpli Adjusted EBITDA (in whole numbers, unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
WorkSimpli operating income	\$ 1,895,325	\$ 145,116	\$ 4,051,383	\$ 593,635
Depreciation, amortization and accretion expense	1,037,756	802,529	2,003,477	1,552,384
Foreign exchange loss	253,512	504,969	485,159	478,721
Distributions	-	228,231	-	495,048
Taxes	502,408	3,000	502,408	3,000
WorkSimpli Adjusted EBITDA	<u>\$ 3,689,001</u>	<u>\$ 1,683,845</u>	<u>\$ 7,042,427</u>	<u>\$ 3,122,788</u>



Company Contact

Marc Benathen
marc@lifemd.com

Media Contact
press@lifemd.com

