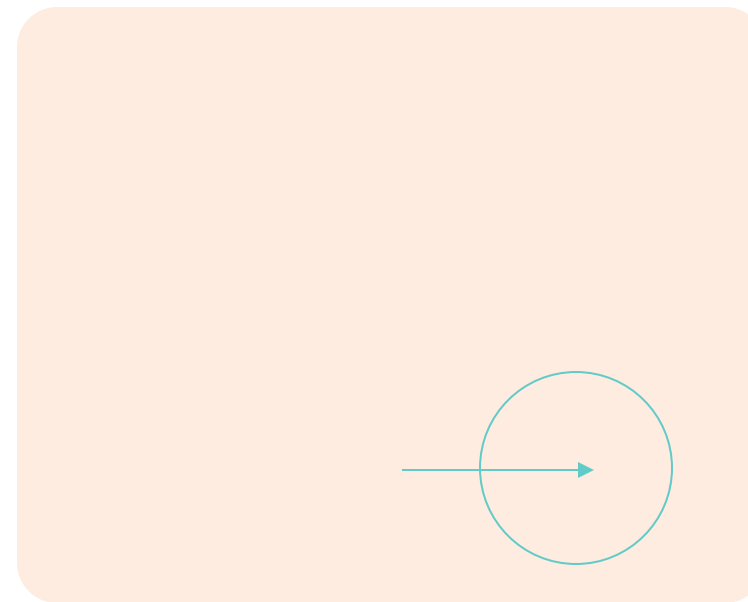
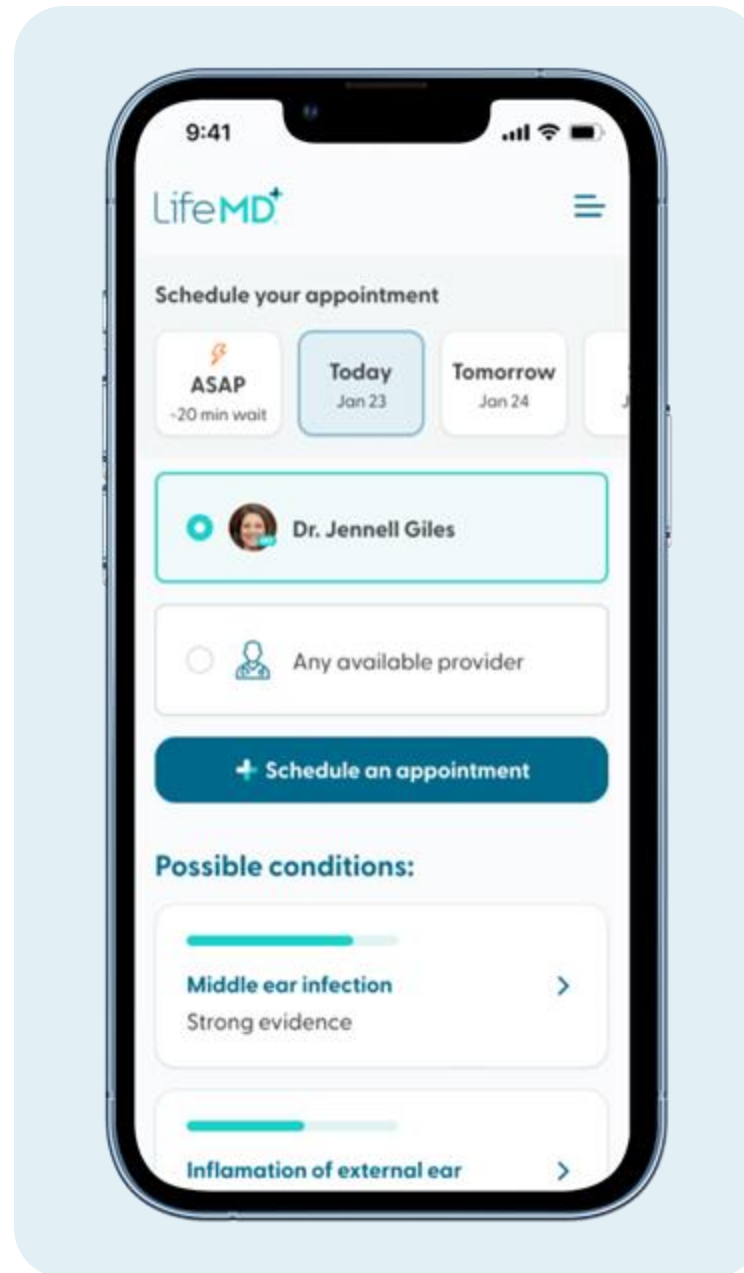




Investor Presentation

March 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.

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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

1.1M

Virtual Consults Conducted



275,000

Active Patients



\$265M-\$275M

Revenue Guidance for 2025



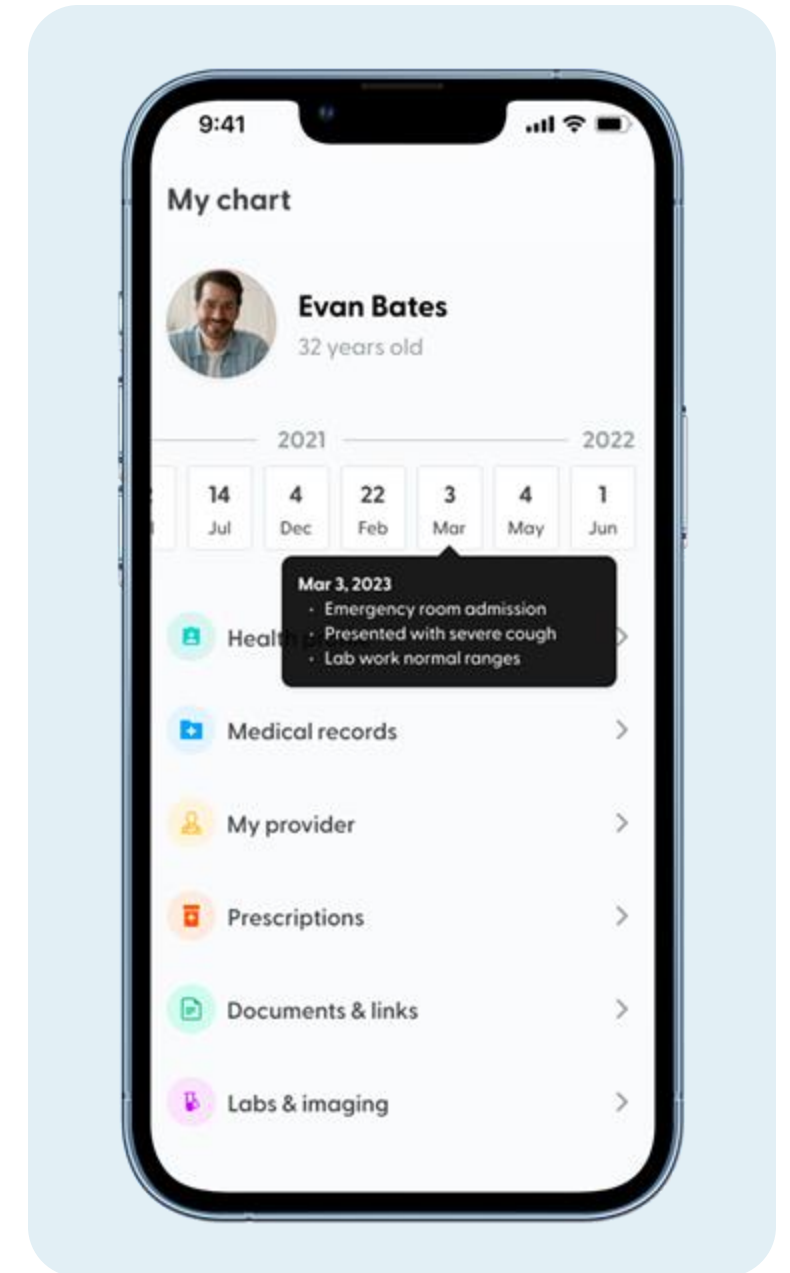
300+

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 \$30-\$32M 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, 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. 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

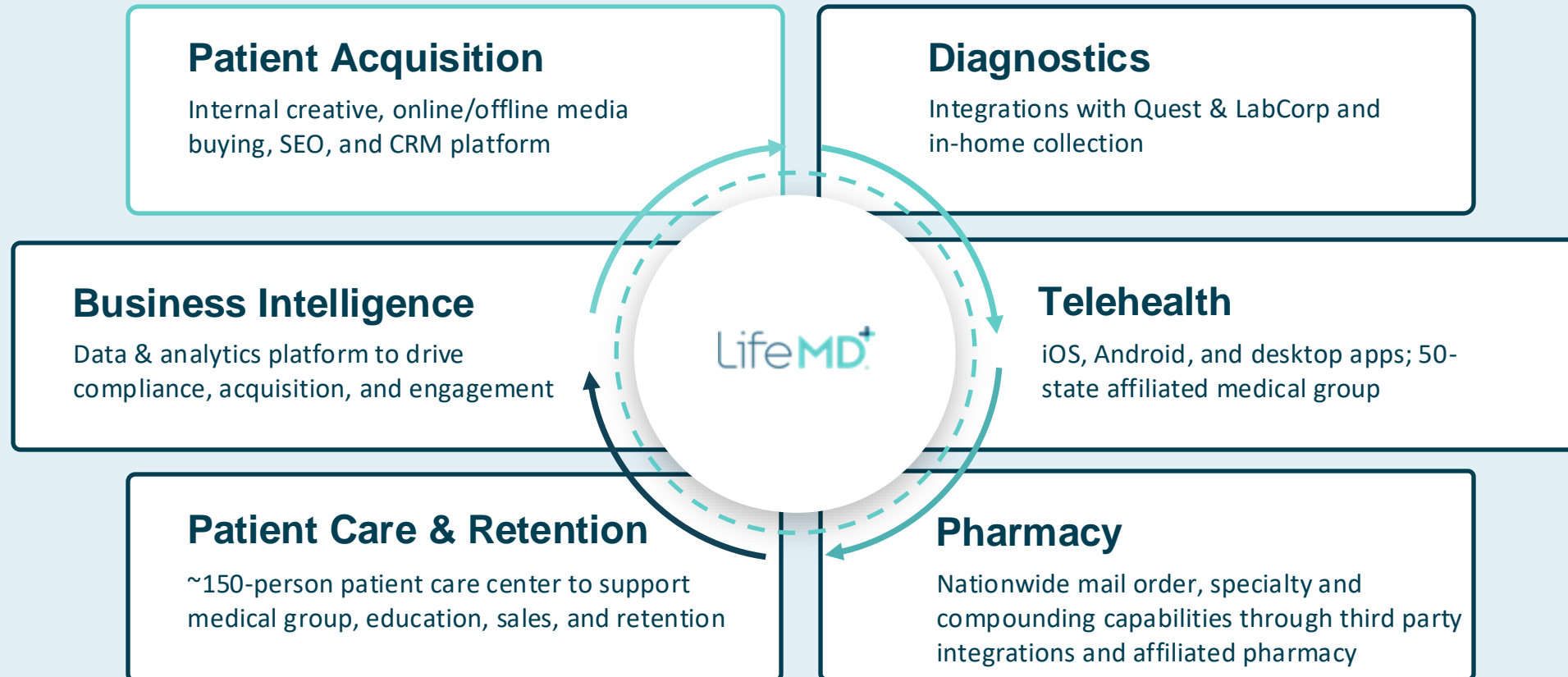
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

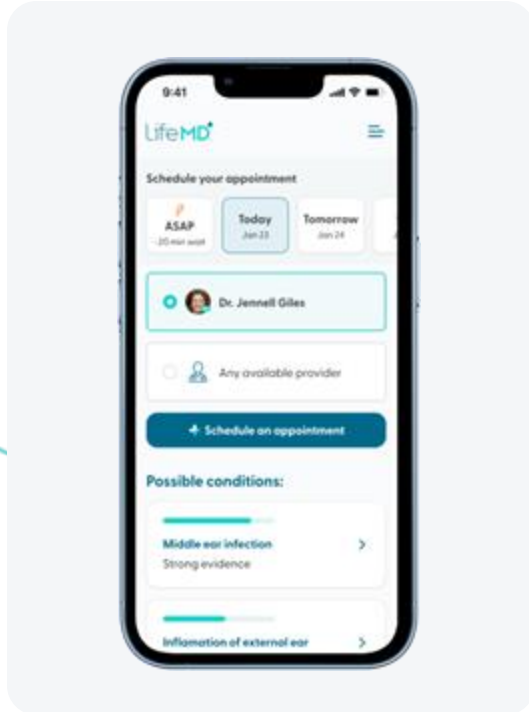
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

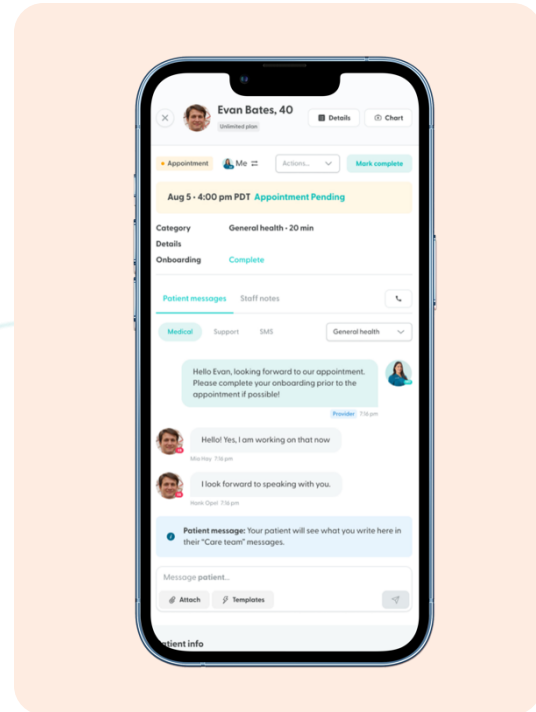


Technology designed to provide Best-in-class experience and care for all stakeholders



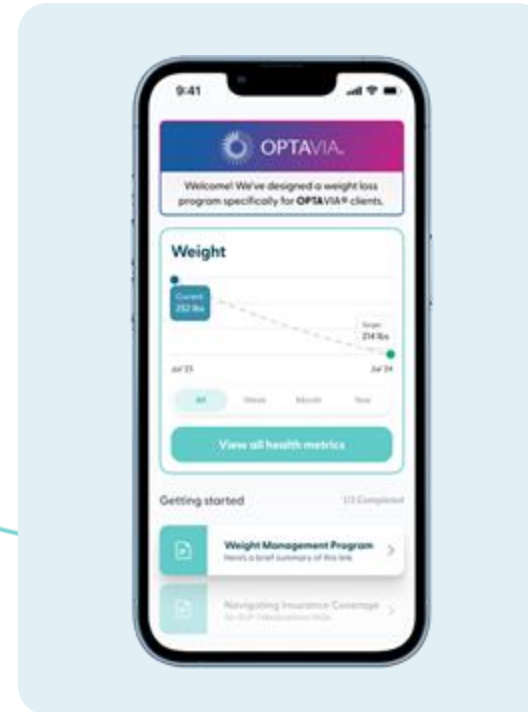
For Patients

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



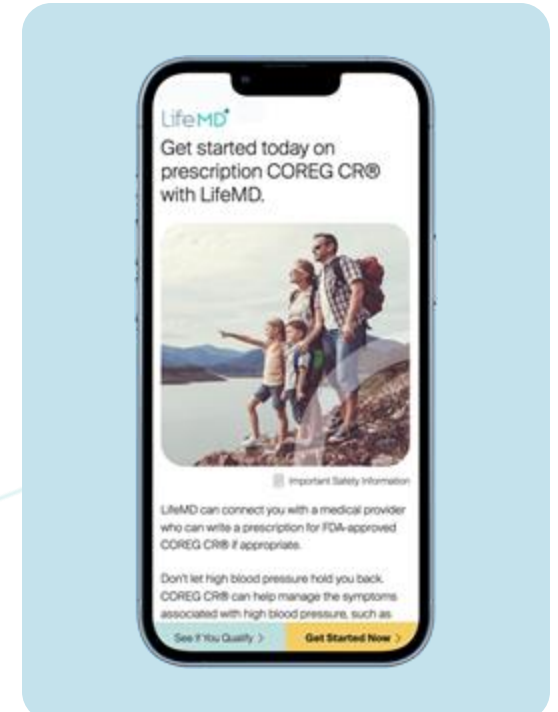
For Providers

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*

1.1M

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 nationwide pharmacy capabilities
- E.D., pain, dermatology, insomnia, allergy & asthma

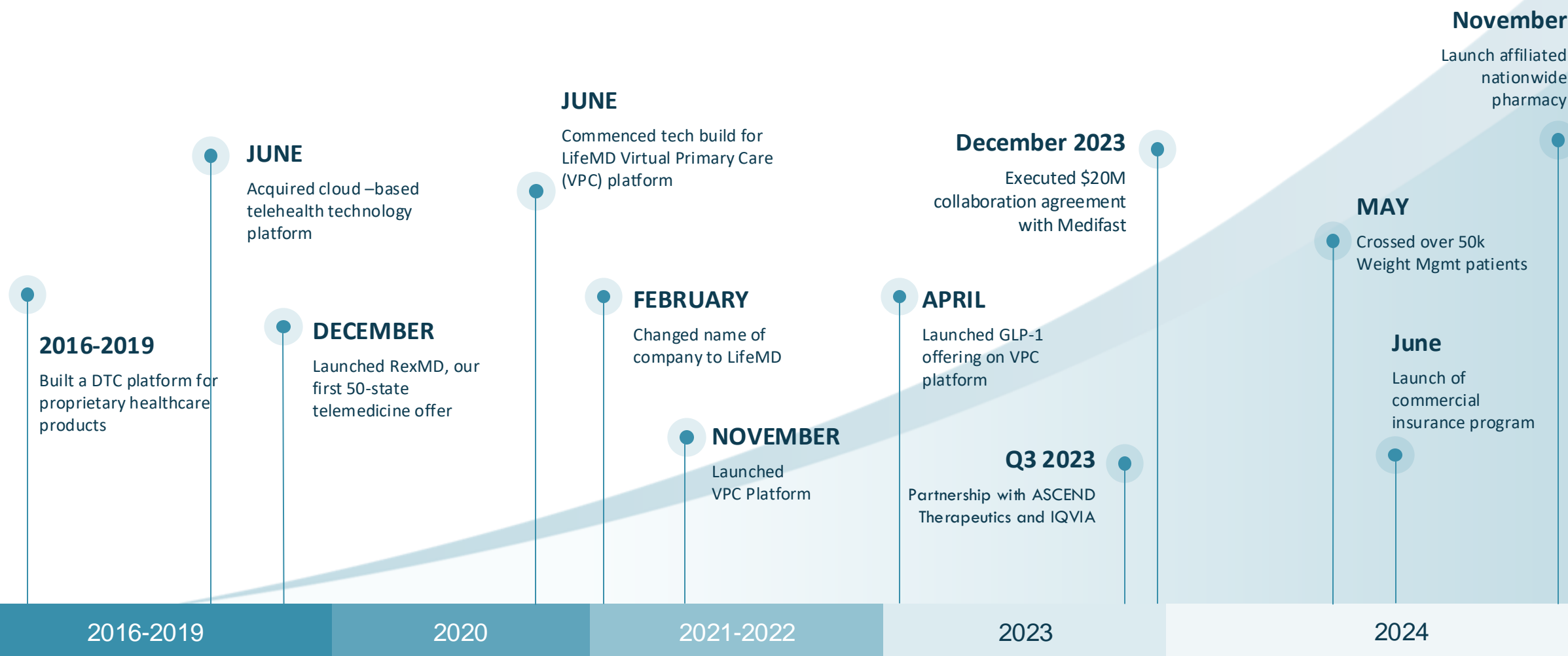
Virtual Primary Care

- 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"> Continue to scale weight management/GLP-1 offering Launch cardiovascular health and hormone therapy offerings Launch commercial health insurance programs in 10 states Prepare Medicare/Medicaid infrastructure for 2025 deployment
RexMD	<ul style="list-style-type: none"> Double digit new patient growth in E.D. business Build and cross-sell patients to men's health primary care offerings such as Hormone Replacement Therapy and Weight Loss
Partnerships	<ul style="list-style-type: none"> Execute strategic partnerships in GLP-1 space Continue to build long-term partnerships with Life Sciences and health-related companies



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

ib Internet
Brands



Anthony Puopolo, MD

President, LifeMD Affiliated
P.C.s

SWIFTMD
SHARP

Our Board of Directors



Justin Schreiber



Joseph DiTrolio, MD



William Febbo



Joan LaRovere, MD



Calum MacRae, MD, PhD



Roberto Simon



John Strawn

Our businesses have experienced rapid, consecutive YoY Growth

\$270M

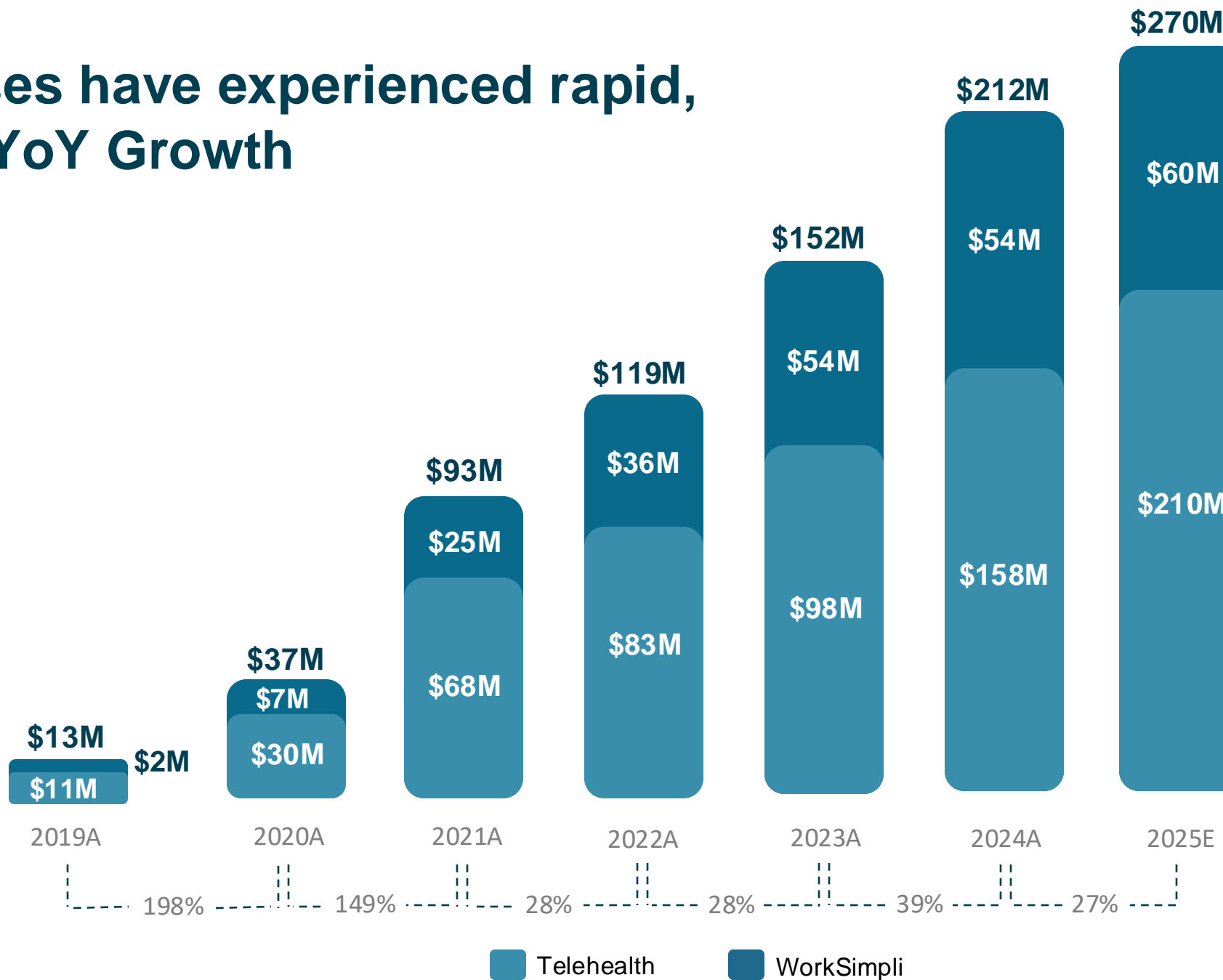
2025E Revenue Forecast

27%

Forecast 2025 Growth Rate Versus 2024

1.1M+

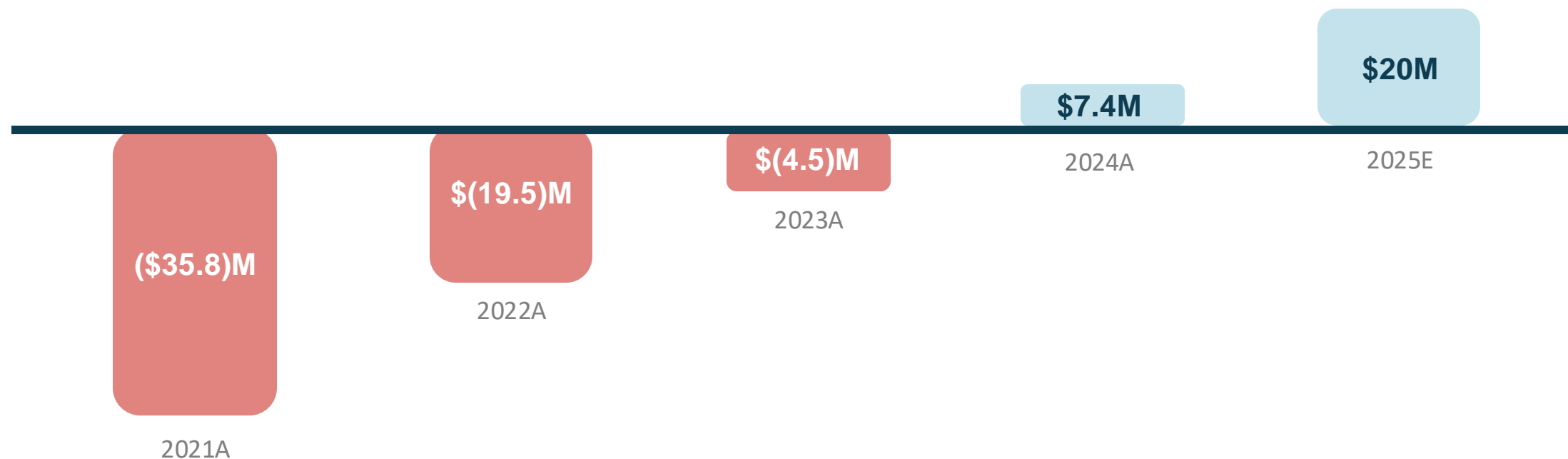
Patients & Customers To-Date



Telehealth WorkSimpli

Rapid and sustainable profitability growth in our core telehealth business

Annual telehealth adjusted EBITDA (\$ millions)

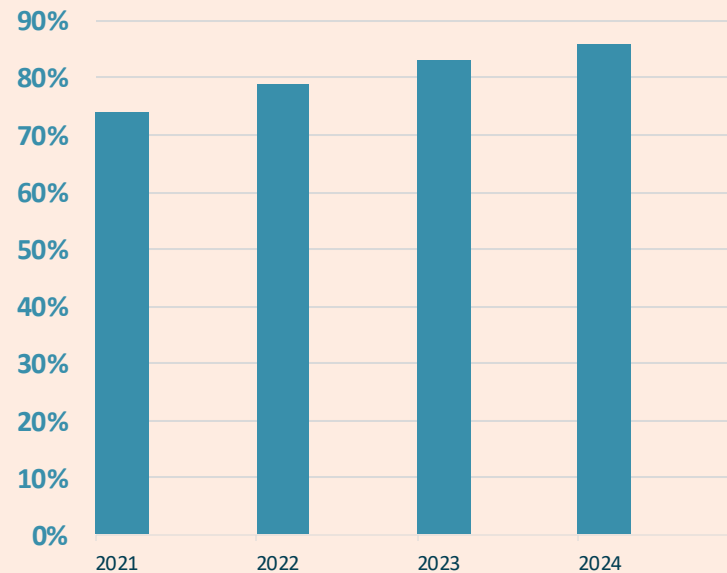


Note: adjusted EBITDA includes Telehealth only results.

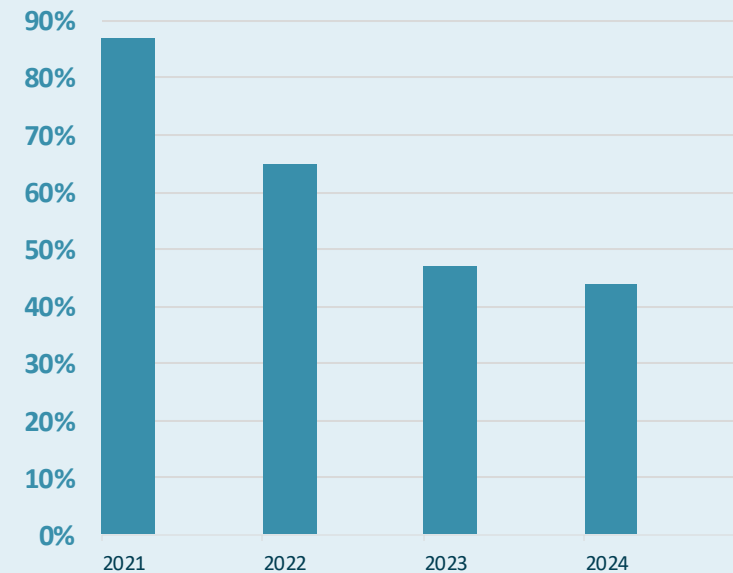
2025 Estimate based on FY2025 guidance provided by Company as of March 10, 2025.

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

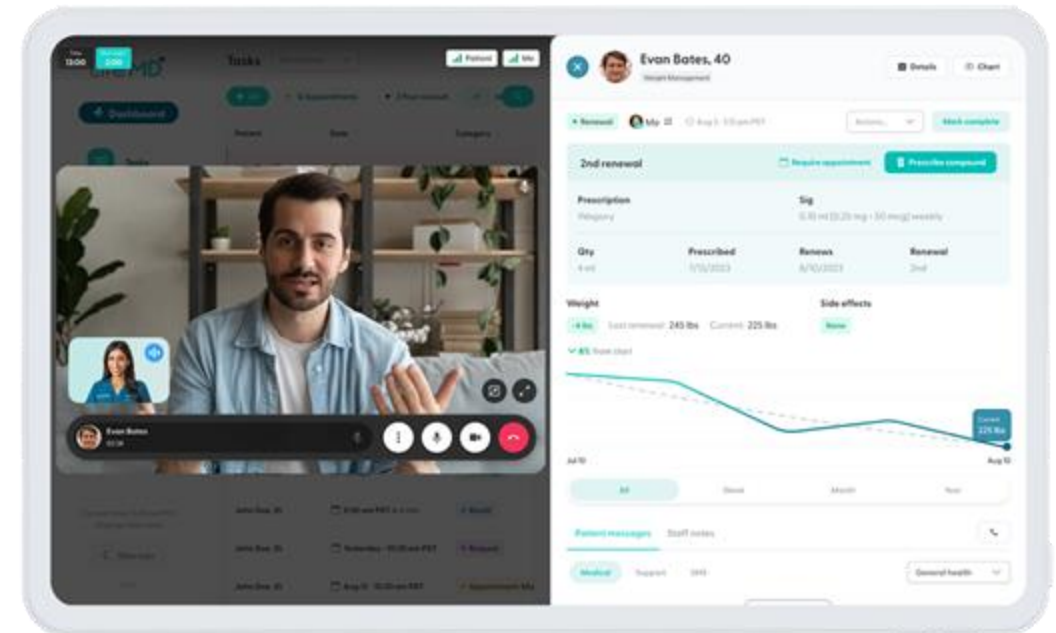
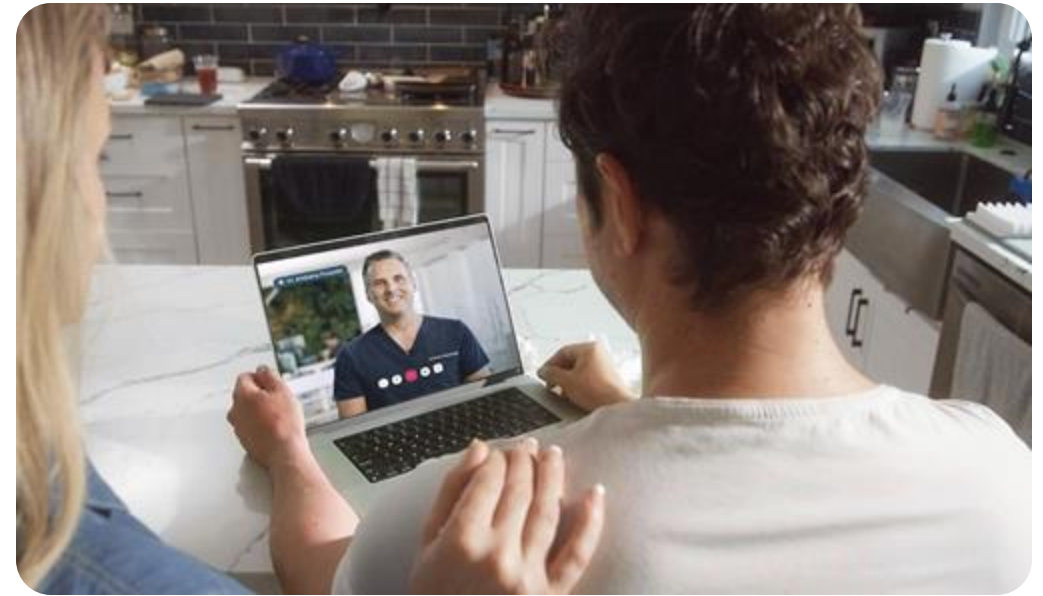
- **Global** provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- **Over 160,000 subscribers** with platform available in approximately 20 languages globally
- Full Year 2024 revenue of **\$54 million**
- Profitable enterprise with **Full Year 2024 adjusted EBITDA of \$7 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	\$205 to \$213 million	\$158 million	+29 to +34%
WorkSimpli Revenue	\$60 to \$62 million	\$54 million	+11% to +15%
Consolidated Revenue	\$265 to \$275 million	\$212 million	+25% to +30%
Telehealth Adjusted EBITDA	\$20 million	\$7 million	+170%
WorkSimpli Adjusted EBITDA	\$10 to \$12 million	\$7 million	+43% to +71%
Consolidated Adj. EBITDA	\$30 to \$32 million	\$14 million	+108% to +122%

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)

	Fourth Quarter Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Net loss attributable to common shareholders	\$ (882,834)	\$ (4,508,664)	\$ (21,987,982)	\$ (23,702,242)
Interest expense (excluding amortization of debt discount)	513,630	522,241	1,780,042	1,755,656
Depreciation, amortization and accretion expense	2,547,095	1,959,468	9,505,166	6,767,447
Amortization of debt discount	100,444	100,444	401,775	333,939
Loss on debt extinguishment	-	-	-	325,198
Financing transactions expense	13,125	38,431	336,497	773,932
Litigation costs ^(a)	376,030	168,600	1,698,531	1,594,930
Severance costs	56,403	17,400	1,198,471	25,092
Acquisitions expenses	537,662	30,909	537,662	158,047
Insurance acceptance readiness	92,661	252,250	1,454,298	318,884
Sarbanes Oxley readiness	134,891	151,248	521,361	199,824
Accrued interest on Series B Convertible Preferred Stock	-	-	-	506,991
Foreign exchange loss	246,538	368,793	1,154,954	1,165,412
Taxes	1,023,872	428,000	2,285,425	498,378
Dividends	776,562	1,363,560	3,106,250	5,227,450
Stock-based compensation expense	3,104,956	3,645,607	12,234,797	12,489,343
Net income attributable to noncontrolling interests	340,963	509,880	153,234	2,756,935
Consolidated Adjusted EBITDA	\$ 8,981,997	\$ 5,048,167	\$ 14,380,480	\$ 11,195,216

(a) For the quarter and year ended December 31, 2024, the Company included litigation 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-K for the year ended December 31, 2024 and a heavily negotiated executive separation agreement. For the quarter and year ended December 31, 2023, the Company included litigation costs related to a purported breach of an investment bank engagement concerning potential debt financing (the William Blair LLC v. LifeMD, Inc. case) and a purported breach of a consulting services agreement for strategic and corporate development services (the Harborside Advisors LLC v. LifeMD, Inc. case), as disclosed in the Company's Form 10-K for the fiscal year ended December 31, 2023 and filed on March 11, 2024.

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

	Fourth Quarter Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Telehealth operating loss	\$ (92,328)	\$ (4,401,440)	\$ (16,787,433)	\$ (25,261,021)
Depreciation, amortization and accretion expense	1,647,085	1,280,032	6,203,006	4,456,393
Financing transactions expense	13,125	38,431	336,497	773,932
Litigation costs ^(a)	376,030	168,600	1,698,531	1,594,930
Severance costs	56,403	17,400	1,198,471	25,092
Acquisitions expenses	537,662	30,909	537,662	158,047
Insurance acceptance readiness	92,661	252,250	1,454,298	318,884
Sarbanes Oxley readiness	134,891	151,248	521,361	199,824
Stock-based compensation expense	3,104,956	3,645,607	12,234,797	12,489,343
Telehealth Adjusted EBITDA	\$ 5,870,484	\$ 1,183,037	\$ 7,397,189	\$ (5,244,576)

(a) For the quarter and year ended December 31, 2024, the Company included litigation 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-K for the year ended December 31, 2024 and a heavily negotiated executive separation agreement. For the quarter and year ended December 31, 2023, the Company included litigation costs related to a purported breach of an investment bank engagement concerning potential debt financing (the William Blair LLC v. LifeMD, Inc. case) and a purported breach of a consulting services agreement for strategic and corporate development services (the Harborside Advisors LLC v. LifeMD, Inc. case), as disclosed in the Company's Form 10-K for the fiscal year ended December 31, 2023 and filed on March 11, 2024.

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

	Fourth Quarter Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
WorkSimpli operating income	\$ 1,110,570	\$ 2,229,903	\$ 642,752	\$ 10,771,748
Depreciation, amortization and accretion expense	900,010	679,436	3,302,160	2,311,054
Foreign exchange loss	246,538	368,793	1,154,954	1,165,412
Taxes	854,395	-	1,883,425	70,378
Dividends	-	586,998	-	2,121,200
WorkSimpli Adjusted EBITDA	\$ 3,111,513	\$ 3,865,130	\$ 6,983,291	\$ 16,439,792

LifeMD⁺

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