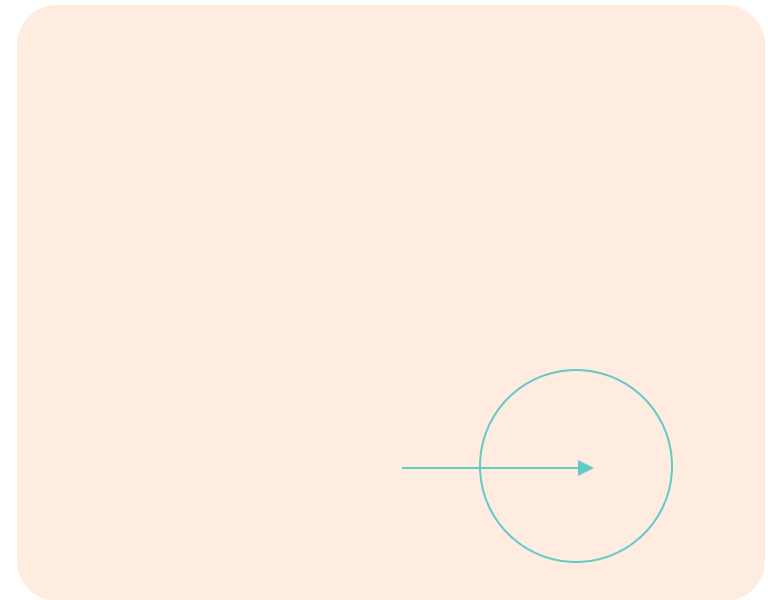
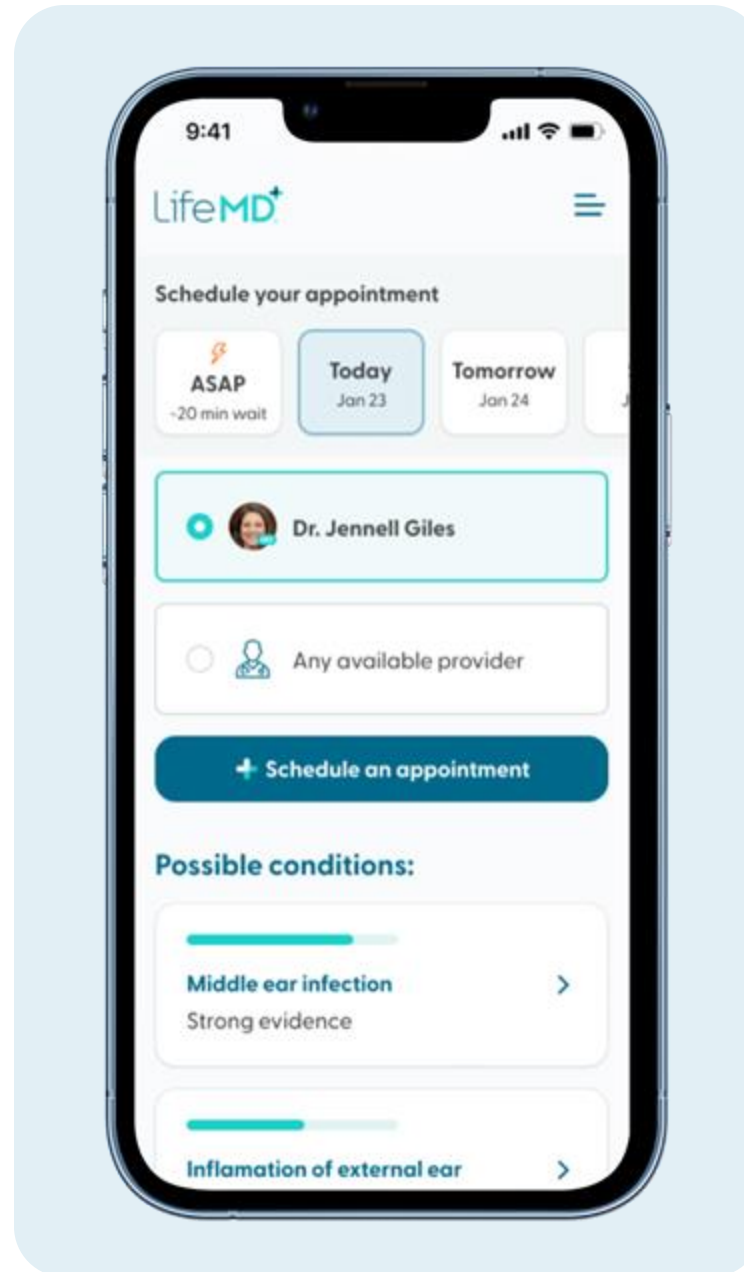




Investor Presentation

May 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.

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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

1.2M

Virtual Consults Conducted



290,000

Active Patients



\$268M-\$275M

Revenue Guidance for 2025



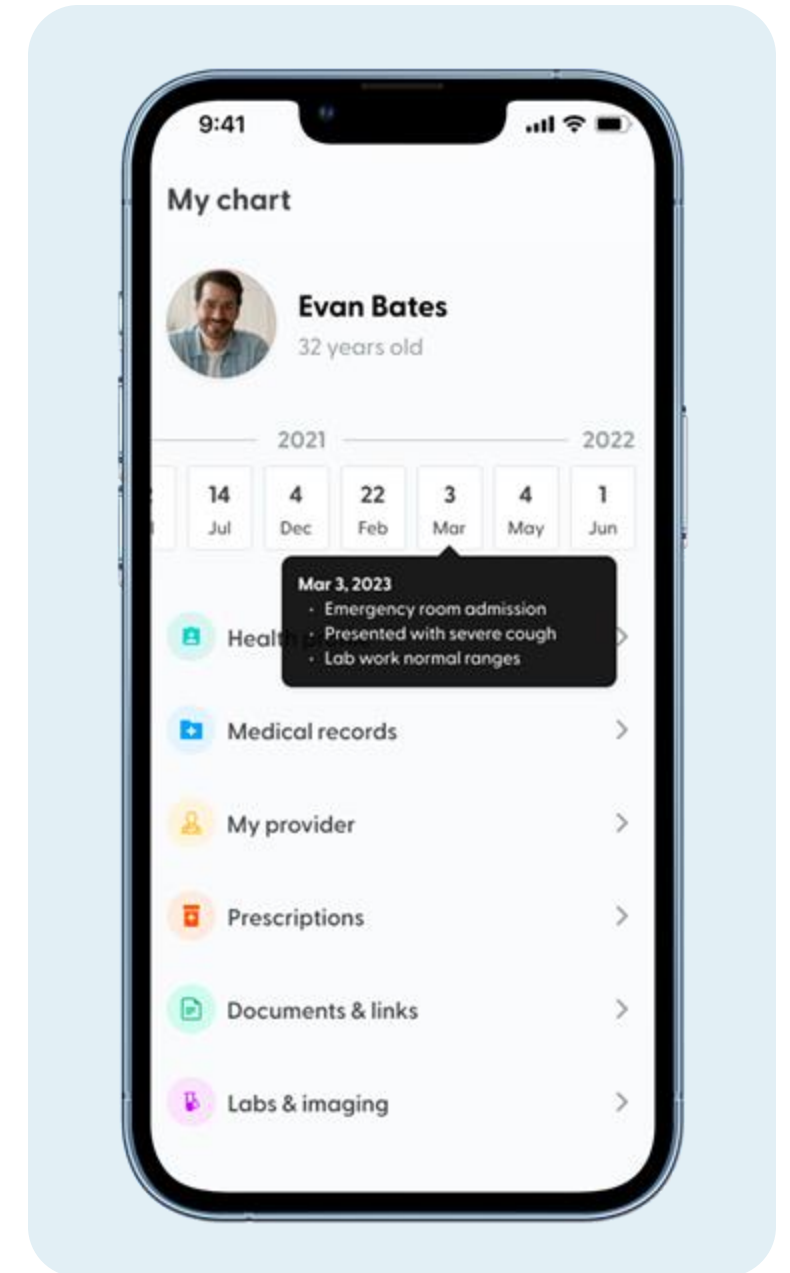
300+

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 \$31-\$33M 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

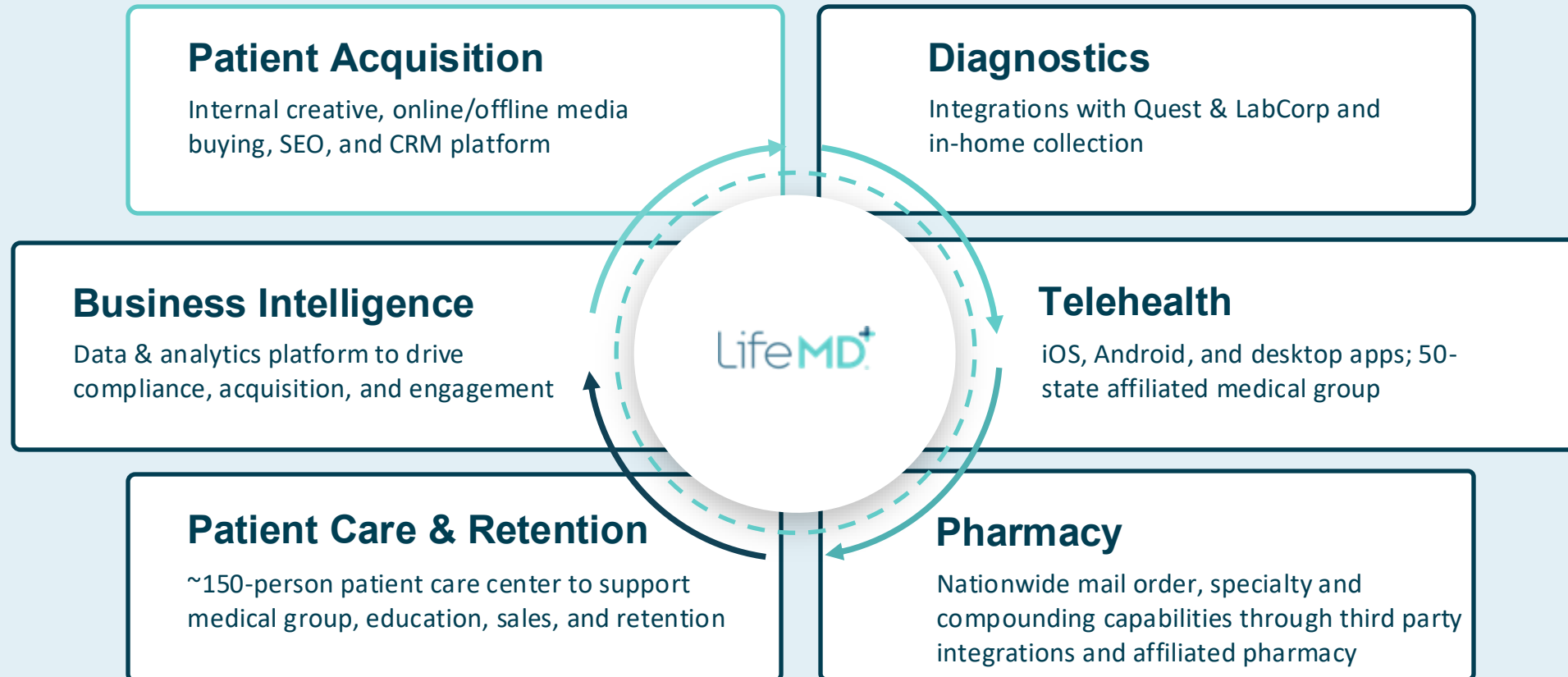
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

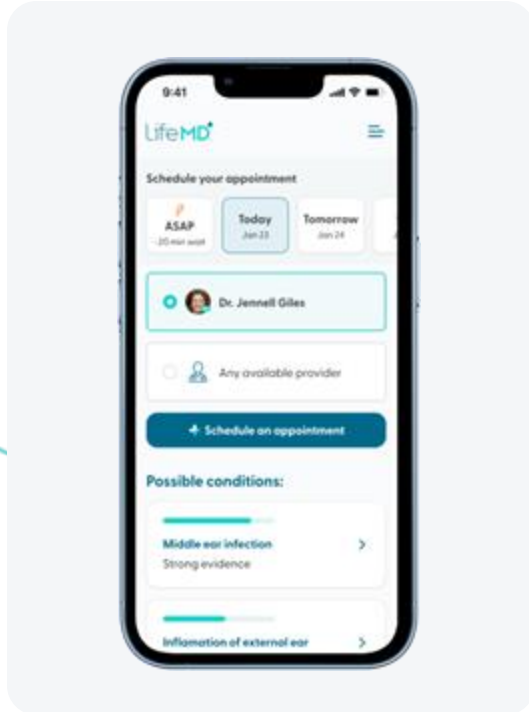
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

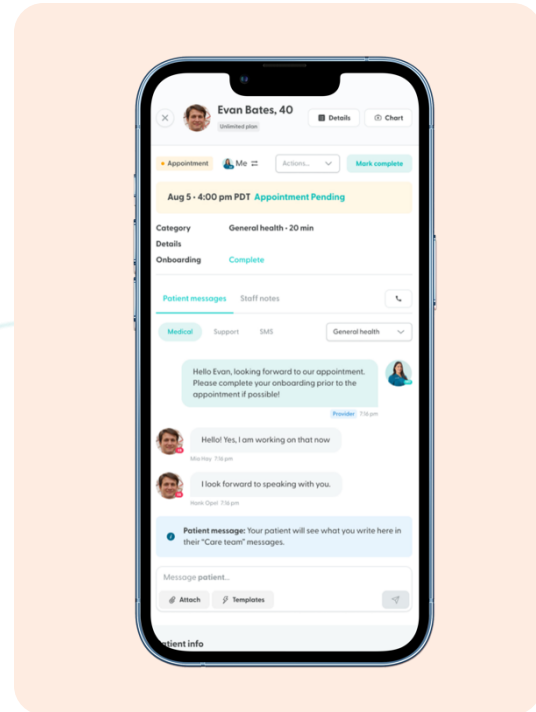


Technology designed to provide best-in-class experience and care for all stakeholders



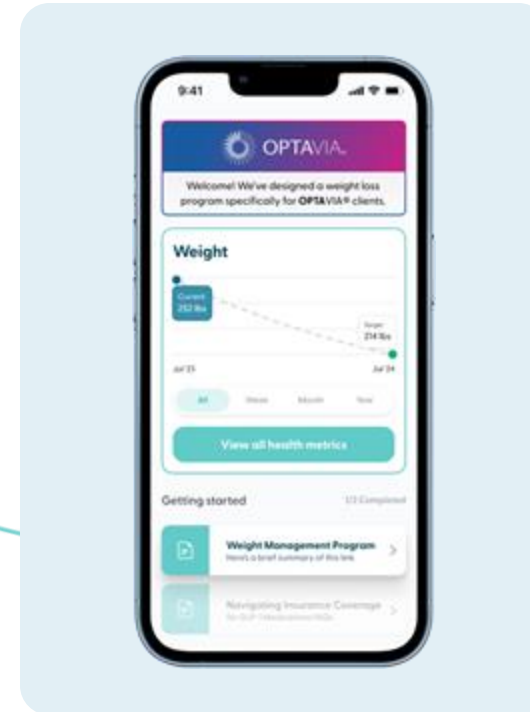
For Patients

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



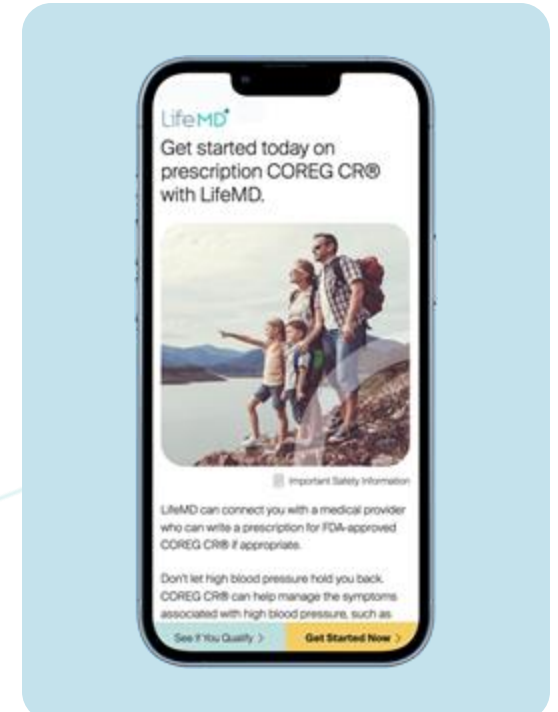
For Providers

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*

1.2M

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

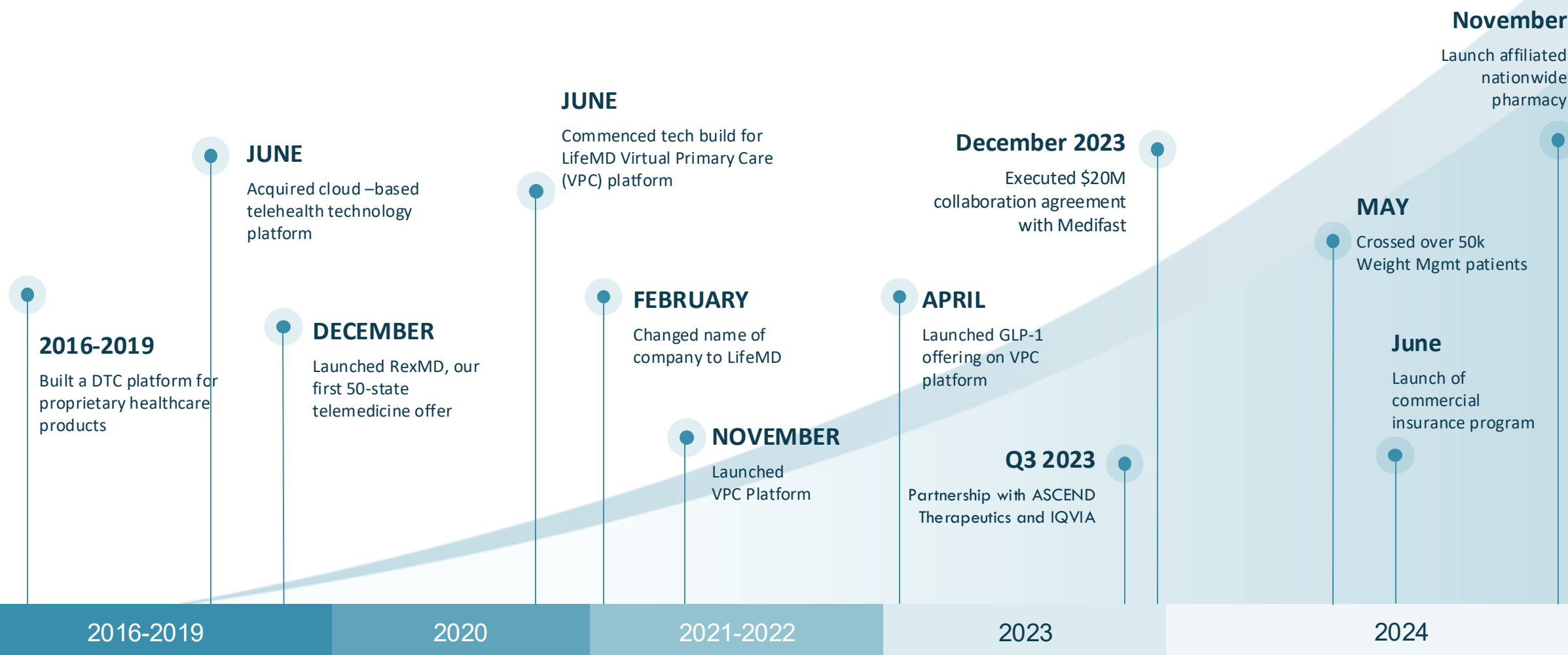
Virtual Primary Care

- 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

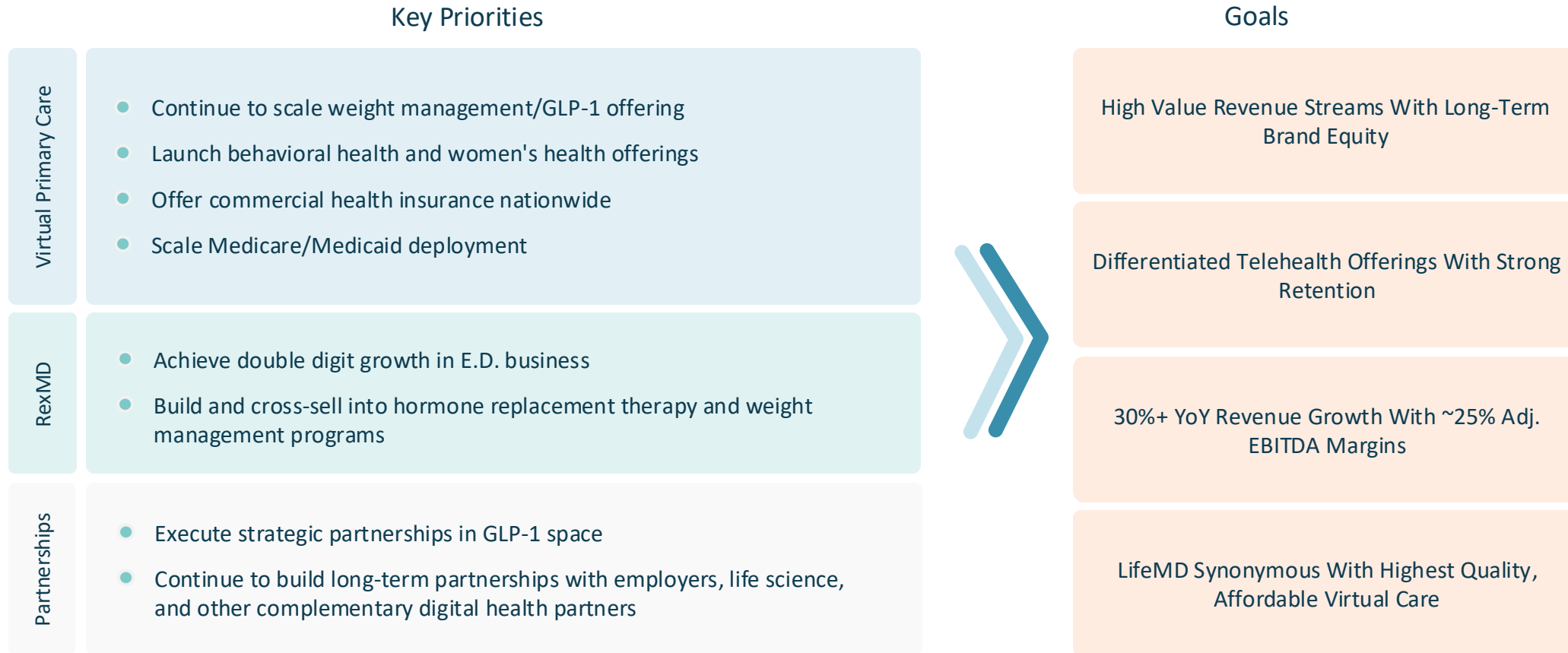
B2B Solutions

- 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 DiTrolio, MD



William Febbo



Joan LaRovere, MD



Calum MacRae, MD, PhD



Roberto Simon



John Strawn

Our businesses have experienced rapid, consecutive YoY Growth

\$272M

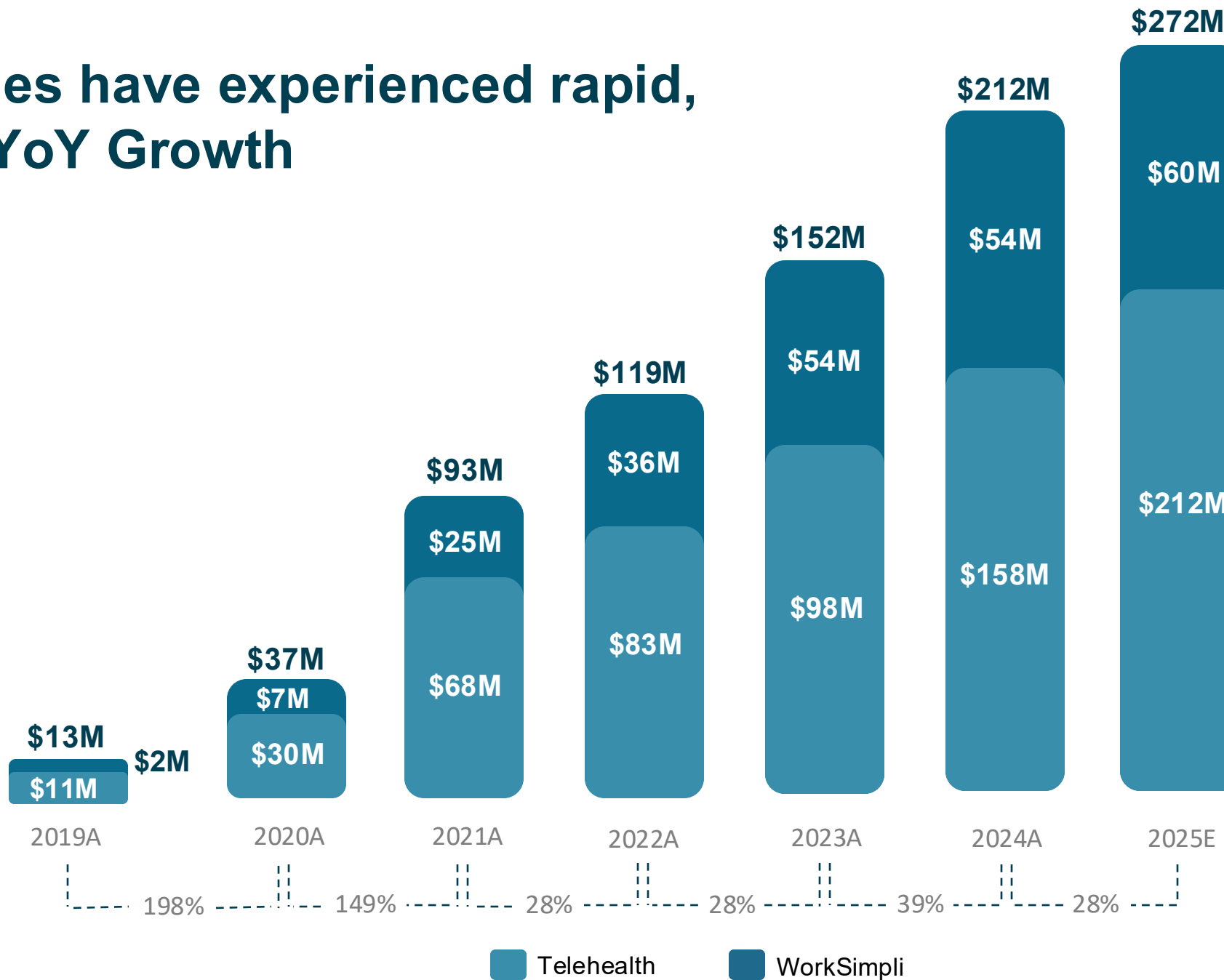
2025E Revenue Forecast

28%

Forecast 2025 Growth Rate Versus 2024

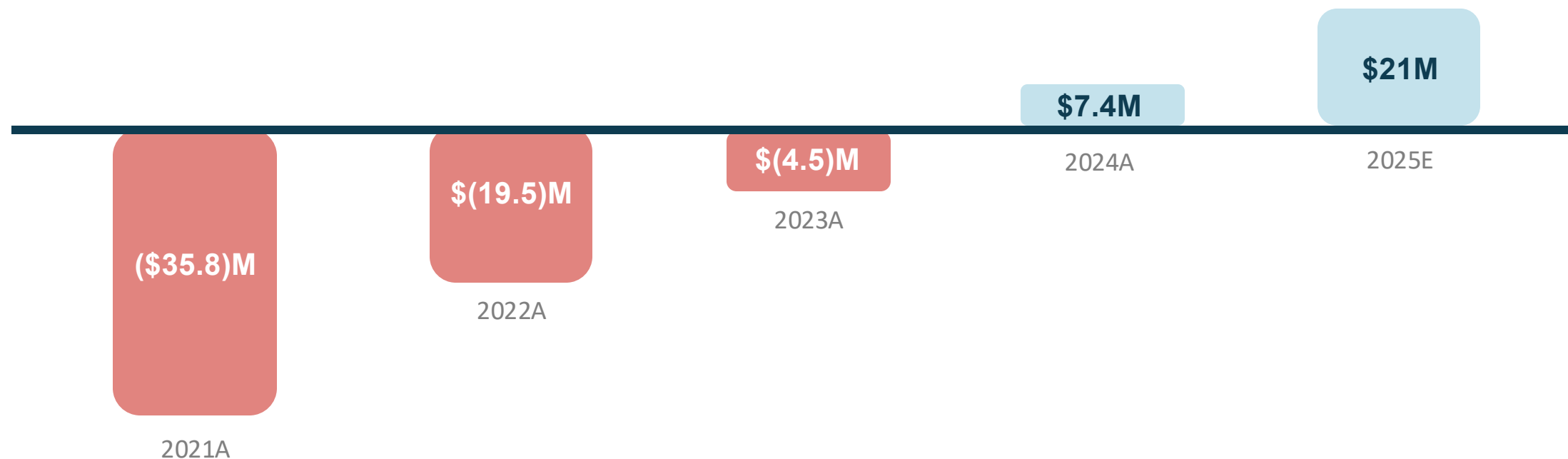
1.2M

Patients & Customers To-Date



Rapid and sustainable profitability growth in our core telehealth business

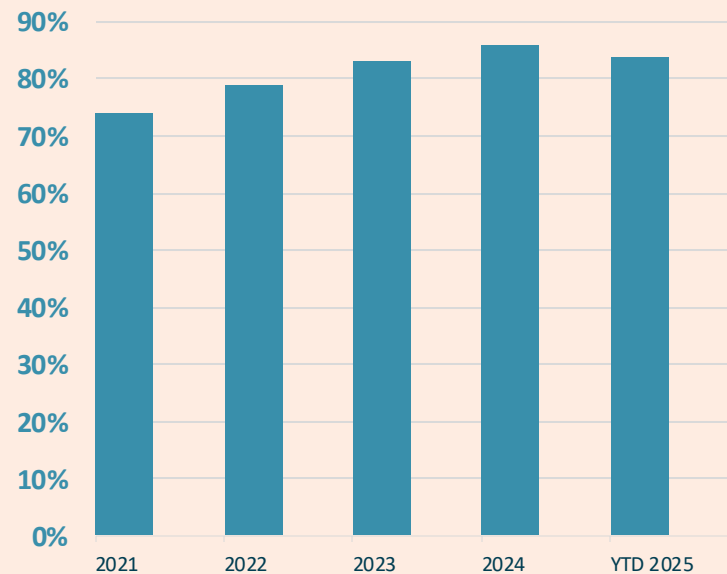
Annual telehealth adjusted EBITDA (\$ millions)



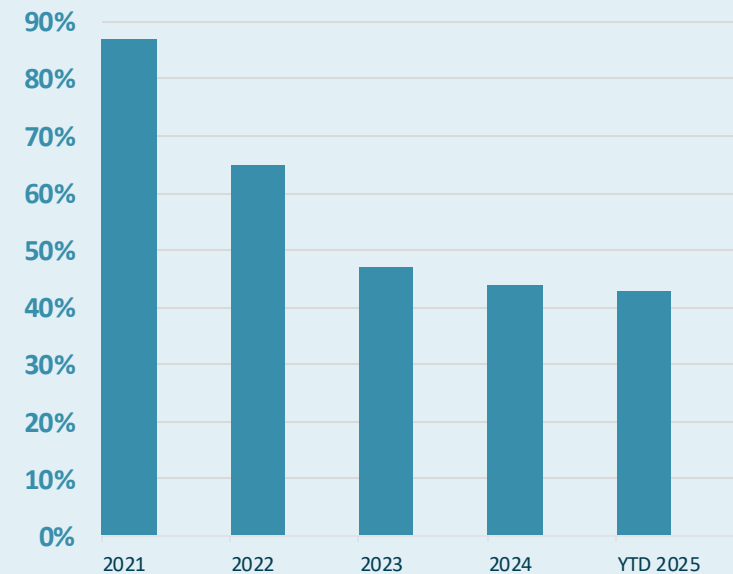
Note: adjusted EBITDA includes Telehealth only results.
2025 Estimate based on FY2025 guidance provided by Company as of May 6, 2025.

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

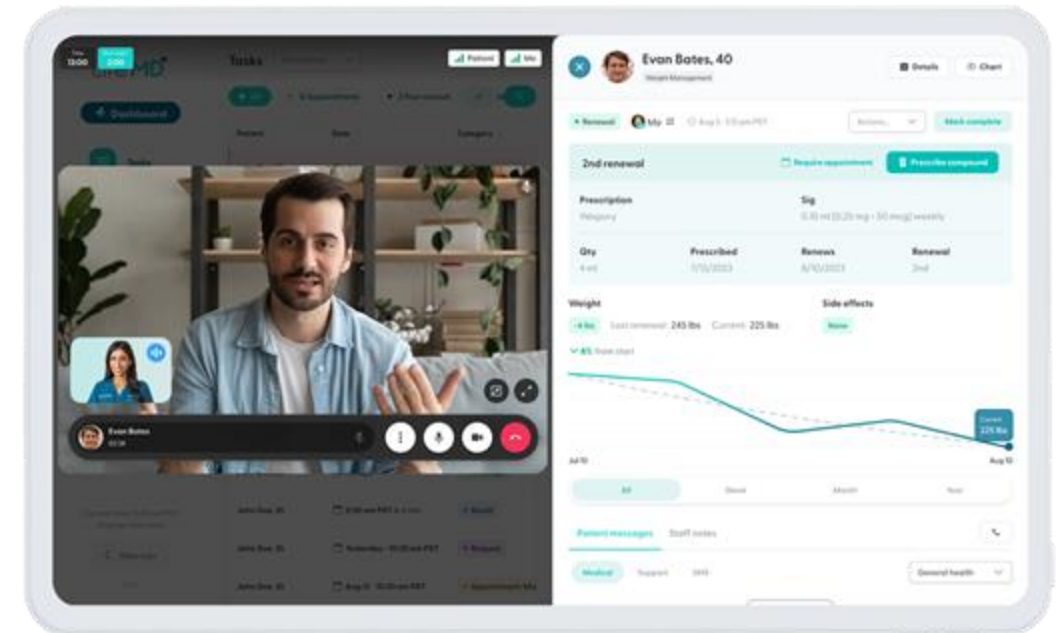
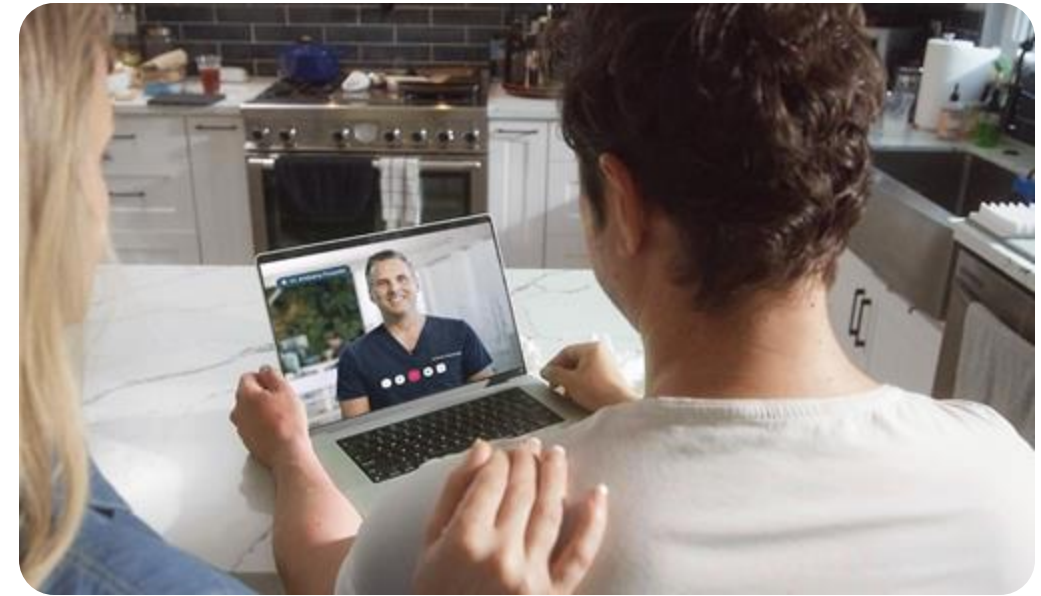
- **Global** provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- **Over 158,000 subscribers** with platform available in approximately 20 languages globally
- Forecast Full Year 2025 revenue of **\$60 million**
- Profitable enterprise with **Full Year 2025 adjusted EBITDA of \$10 to \$12 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	\$208 to \$213 million	\$158 million	+32% to +34%
WorkSimpli Revenue	\$60 to \$62 million	\$54 million	+11% to +15%
Consolidated Revenue	\$268 to \$275 million	\$212 million	+26% to +30%
Telehealth Adjusted EBITDA	\$21 million	\$7 million	+200%
WorkSimpli Adjusted EBITDA	\$10 to \$12 million	\$7 million	+43% to +71%
Consolidated Adj. EBITDA	\$31 to \$33 million	\$14 million	+121% to +136%

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 March 31,	
	2025	2024
Net income (loss) attributable to common shareholders	\$ 608,241	\$ (7,544,918)
Interest expense (excluding amortization of debt discount)	525,831	377,234
Depreciation, amortization and accretion expense	2,657,130	2,112,929
Amortization of debt discount	100,444	100,444
Financing transactions expense	-	172,229
Litigation costs ^(a)	253,197	182,547
Severance costs	76,882	160,495
Acquisitions expenses	208,500	-
Insurance acceptance readiness	140,360	706,341
Sarbanes Oxley readiness	-	159,908
Foreign exchange loss (gain)	231,647	(26,248)
Taxes	-	-
Dividends	776,563	1,043,380
Stock-based compensation expense	2,548,528	2,544,430
Net income attributable to noncontrolling interests	531,845	119,432
Consolidated Adjusted EBITDA	\$ 8,659,168	\$ 108,203

(a) For the three months ended March 31, 2025, the Company included litigation costs related to a heavily negotiated executive separation agreement. For the three months ended March 31, 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 months ended March 31, 2025, filed on May 6, 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 March 31,	
	2025	2024
Telehealth operating income (loss)	\$ 386,865	\$ (6,619,763)
Depreciation, amortization and accretion expense	1,691,409	1,363,074
Financing transactions expense	-	172,229
Litigation costs ^(a)	253,197	182,547
Severance costs	76,882	160,495
Acquisitions expenses	208,500	-
Insurance acceptance readiness	140,360	706,341
Sarbanes Oxley readiness	-	159,908
Stock-based compensation expense	2,548,528	2,544,430
Telehealth Adjusted EBITDA	\$ 5,305,741	\$ (1,330,739)

(a) For the three months ended March 31, 2025, the Company included litigation costs related to a heavily negotiated executive separation agreement. For the three months ended March 31, 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 months ended March 31, 2025, filed on May 6, 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 March 31,	
	2025	2024
WorkSimpli operating income	\$ 2,156,059	\$ 448,518
Depreciation, amortization and accretion expense	965,721	749,855
Foreign exchange loss (gain)	231,647	(26,248)
Distributions	-	266,817
WorkSimpli Adjusted EBITDA	<u>\$ 3,353,427</u>	<u>\$ 1,438,942</u>

LifeMD⁺

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