LifeMD®
Investor Presentation
May 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.

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.

© LifeMD, Inc. 2019 - 2024 All Rights Reserved.
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

Figures based on actual data thru 3/31/2024.
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 positive** with $18-$22M 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

<table>
<thead>
<tr>
<th>Need</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeliness</td>
<td>At LifeMD, the median time from scheduling to the first provider appointment is only 2 hours.</td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td>Patients in all 50 states can see a LifeMD-affiliated provider for as little as $39/mo. via their PC or smartphone.</td>
</tr>
<tr>
<td>Four in 10 U.S. adults say they have delayed or gone without medical care in the last year due to cost.²</td>
<td></td>
</tr>
<tr>
<td>Access</td>
<td>Routine, preventive care is built into LifeMD’s virtual primary care membership programs.</td>
</tr>
<tr>
<td>Only 8% of Americans undergo routine, preventative screenings due mainly to issues with cost and access.³</td>
<td></td>
</tr>
<tr>
<td>Chronic Conditions</td>
<td>LifeMD’s comprehensive care platform, combined with lab and in-home device partners, supports the ongoing needs of patients with chronic conditions.</td>
</tr>
<tr>
<td>50% of the U.S. population has a chronic disease, and 86% of healthcare costs are attributable to chronic conditions.⁴</td>
<td></td>
</tr>
</tbody>
</table>

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. Ghassab, 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.

- Male and Female Sexual Health
- Weight Management
- Diabetes Management
- Cardiovascular Health
- Insomnia
- Integrative Health & Wellness
- Hormone Therapy
- Dermatology
LifeMD has built an end-to-end platform for comprehensive virtual healthcare

**Patient Acquisition**
Internal creative, online/offline media buying, SEO, and CRM platform

**Business Intelligence**
Data & analytics platform to drive compliance, acquisition, and engagement

**Patient Care & Retention**
~150-person patient care center to support medical group, education, sales, and retention

**Diagnostics**
Integrations with Quest & LabCorp and in-home collection

**Telehealth**
iOS, Android, and desktop apps; 50-state affiliated medical group

**Pharmacy**
Mail-order and specialty cloud pharmacy integrations with third-party pharmacies
Technology designed to provide Best-in-class experience and care for all stakeholders

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.

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.
Our affiliated medical group, staffed by full-time providers, is central to our success.

99%
Of consults start on time*

915K
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**

<table>
<thead>
<tr>
<th>DTC Telemedicine</th>
<th>Virtual Primary Care</th>
<th>B2B Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Subscription-based treatment + Rx Offerings</td>
<td>- Services include primary care, urgent care, and chronic condition management</td>
<td>- Digital front-door strategies for healthcare product companies</td>
</tr>
<tr>
<td>- Established, wholly-owned brands with large customer base</td>
<td>- Supported by affiliated 50-state Medical Group</td>
<td>- Telehealth services for payors and employers</td>
</tr>
<tr>
<td>- Supported by mail order pharmacy capabilities</td>
<td>- Lab work powered by integrations with Quest, Labcorp, and GetLabs</td>
<td>- Zero-cost patient flow for LifeMD platform</td>
</tr>
<tr>
<td>- E.D., pain, dermatology, insomnia, allergy &amp; asthma</td>
<td>- Weight Management/GLP-1 Program</td>
<td>- Comprehensive device-supported Cardiovascular Care Program</td>
</tr>
</tbody>
</table>
Our track record of strategic focus and growth

2016-2019
Built a DTC platform for proprietary healthcare products

JUNE
Acquired cloud-based telehealth technology platform

DECEMBER
Launched RexMD, our first 50-state telemedicine offer

JUNE
Commenced tech build for LifeMD Virtual Primary Care (VPC) platform

FEBRUARY
Changed name of company to LifeMD

APRIL
Launched GLP-1 offering on VPC platform

Q3 2023
Partnership with ASCEND Therapeutics and IQVIA

December 2023
Executed $20M collaboration agreement with Medifast

MAY
Crossed over 50k Weight Mgmt patients
Clear strategy focused on scaling high-value revenue streams

Key Priorities

- Virtual Primary Care
  - 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 2024 deployment

- RexMD
  - Double digit new patient growth in E.D. business
  - Build and cross-sell patients to men’s health primary care offerings

- Partnerships
  - 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
WorkSimpli Software is rapidly growing and highly profitable

- Rapidly growing, 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 $65 million, up 20% versus prior year.
- Highly profitable enterprise with Adjusted EBITDA margins exceeding 30% and Full Year 2024 Adjusted EBITDA forecast of $17-$19 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.
Our management team has deep experience leading innovative healthcare organizations.
Our businesses have experienced rapid, consecutive YoY Growth

$205M
2024E Revenue Forecast

35%
Forecast 2024 Growth Rate Versus 2023

915K+
Patients & Customers To-Date

$13M $2M
$37M $7M
$93M $25M
$119M $36M
$152M $54M
$140M

Telehealth WorkSimpli
Rapid growth in profitability after achieving adjusted EBITDA profit in Q4 '22

Annual consolidated adjusted EBITDA ($ millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Adjusted EBITDA (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021A</td>
<td>$(38)M</td>
</tr>
<tr>
<td>2022A</td>
<td>$(15)M</td>
</tr>
<tr>
<td>2023A</td>
<td>$12M</td>
</tr>
<tr>
<td>2024E</td>
<td>$20M</td>
</tr>
</tbody>
</table>

Note: Consolidated adjusted EBITDA includes Telehealth and WorkSimpli results.
2024 Forecast is based on the midpoint of the 2024 guidance range of $18 million to $22 million for Adjusted EBITDA.
Rapidly expanding gross margins and increasing leverage on marketing spend driving continued growth in profitability

Consolidated Gross Margin %

Marketing Expenses as % of Net Revenue

Marketing cost as % of net revenue includes Telehealth and WorkSimpli results.
2024 guidance reflects substantial increases in both revenue and profitability

<table>
<thead>
<tr>
<th></th>
<th>FY 2024 GUIDANCE</th>
<th>FY 2023 ACTUAL</th>
<th>DELTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telehealth Revenue</td>
<td>$140 million</td>
<td>$98 million</td>
<td>+43%</td>
</tr>
<tr>
<td>WorkSimpli Revenue</td>
<td>$65 million</td>
<td>$54 million</td>
<td>+20%</td>
</tr>
<tr>
<td>Consolidated Revenue</td>
<td>$205 million</td>
<td>$152 million</td>
<td>+35%</td>
</tr>
<tr>
<td>Consolidated Adj. EBITDA</td>
<td>$20 million</td>
<td>$12 million</td>
<td>+67%</td>
</tr>
</tbody>
</table>
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 breakeven** 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)

<table>
<thead>
<tr>
<th>Net loss attributable to common shareholders</th>
<th>2024</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(7,544,918)</td>
<td>$(4,785,019)</td>
</tr>
</tbody>
</table>

| Interest expense (excluding amortization of debt discount) | 377,234 | 113,812 |
| Depreciation, amortization and accretion expense | 2,112,929 | 1,435,334 |
| Amortization of debt discount | 100,444 | 38,461 |
| Loss on debt extinguishment | - | 325,198 |
| Financing transactions expense | 172,229 | 144,451 |
| Litigation costs | 182,547 | 72,800 |
| Inventory and reserve adjustments | 302,629 | 99,639 |
| Severance costs | 160,495 | - |
| Acquisitions expenses | - | 25,126 |
| Insurance acceptance readiness | 706,341 | - |
| Sarbanes Oxley readiness | 159,908 | - |
| Accrued interest on Series B Convertible Preferred Stock | - | 112,192 |
| Foreign exchange (gain) loss | $(26,248) | 355,622 |
| Taxes | - | - |
| Dividends | 1,079,380 | 812,563 |
| Stock-based compensation expense | 2,544,430 | 2,663,514 |
| Net income attributable to noncontrolling interests | 119,432 | 565,983 |

| Adjusted EBITDA | $446,832 | $1,979,676 |

| Change in Deferred Revenue | 4,374,159 | 348,039 |

| Cash-Adjusted EBITDA | $4,820,991 | $2,327,715 |