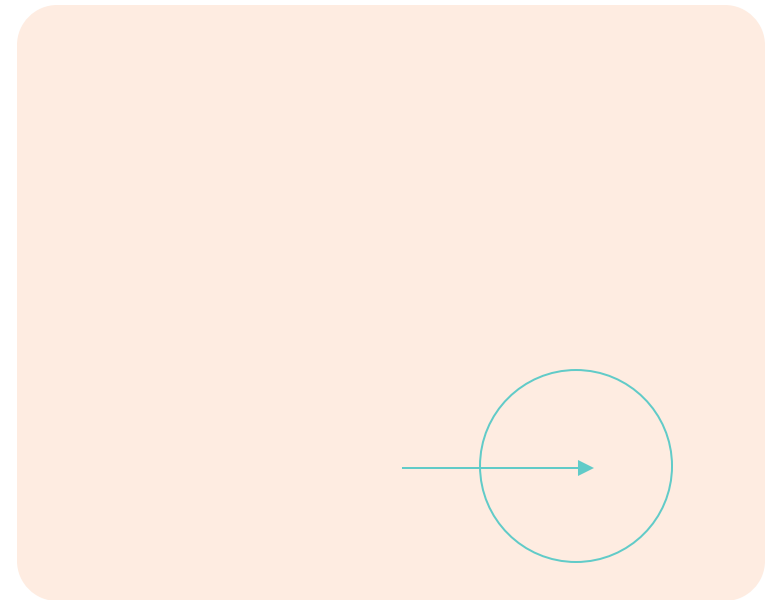
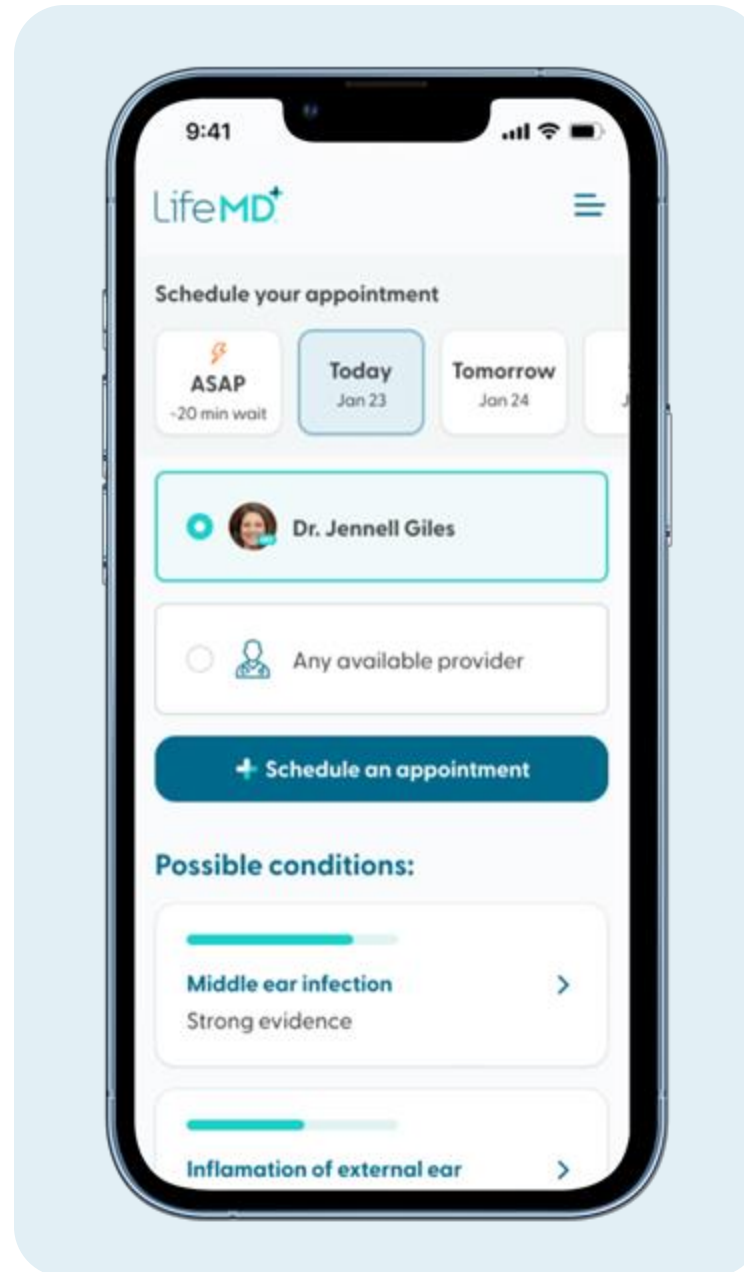




Investor Presentation

November 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

1.1M

Virtual Consults Conducted



269,000

Active Patients



At Least

\$205M

Revenue Guidance for 2024



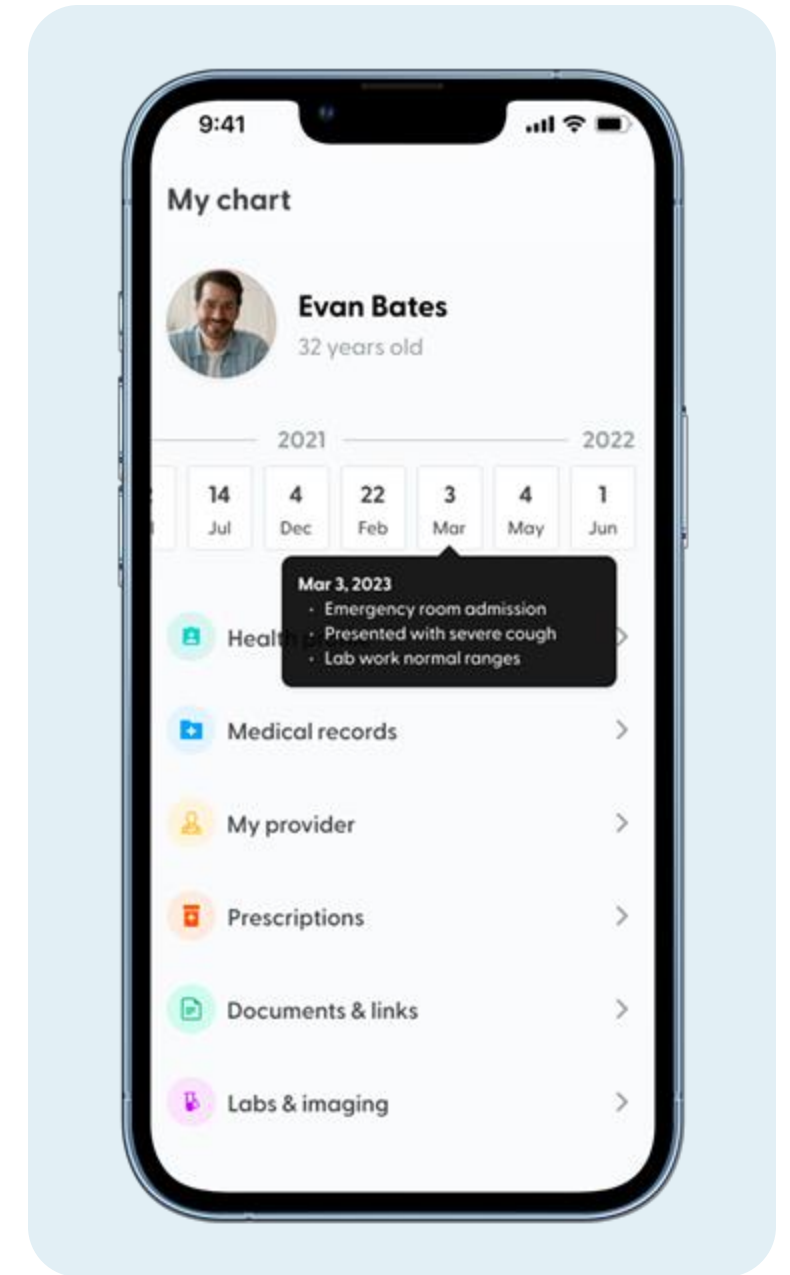
250+

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-\$14M 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. 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, 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. 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

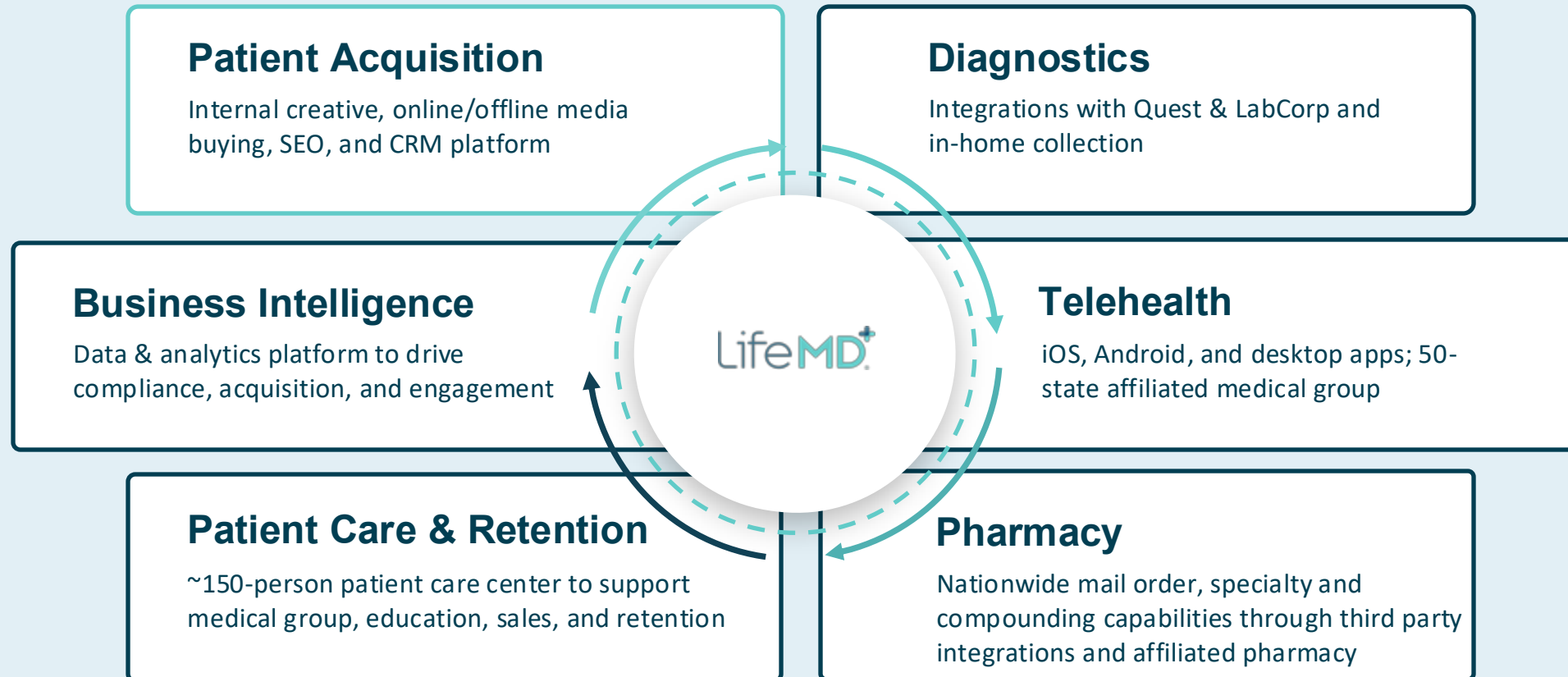
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

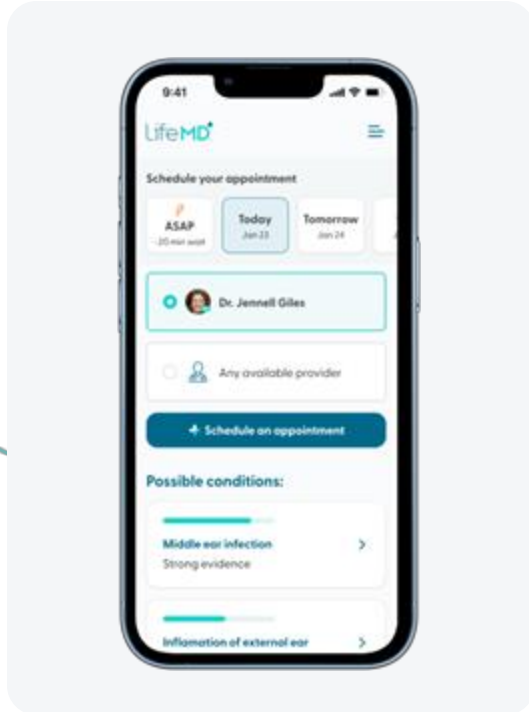
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

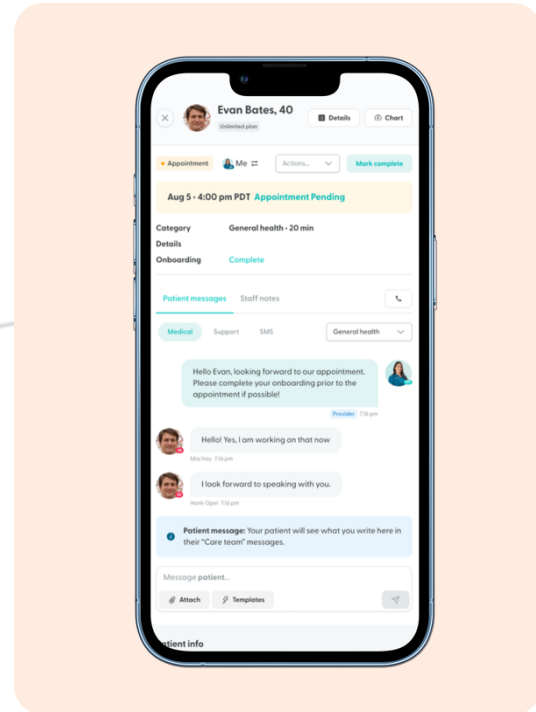


Technology designed to provide Best-in-class experience and care for all stakeholders



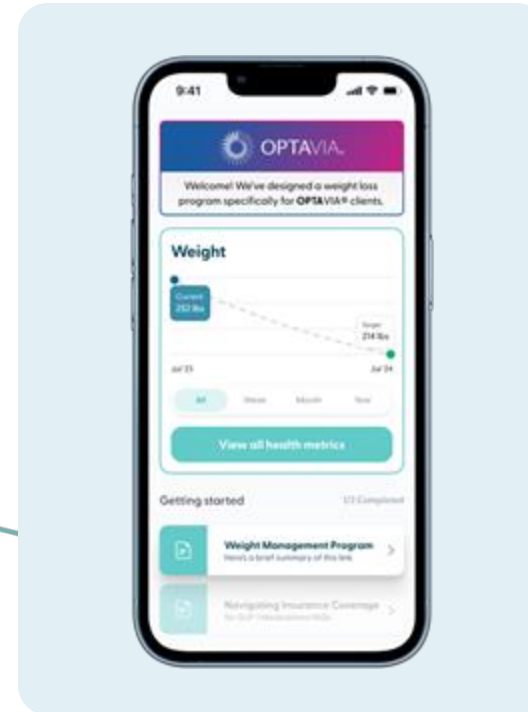
For Patients

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



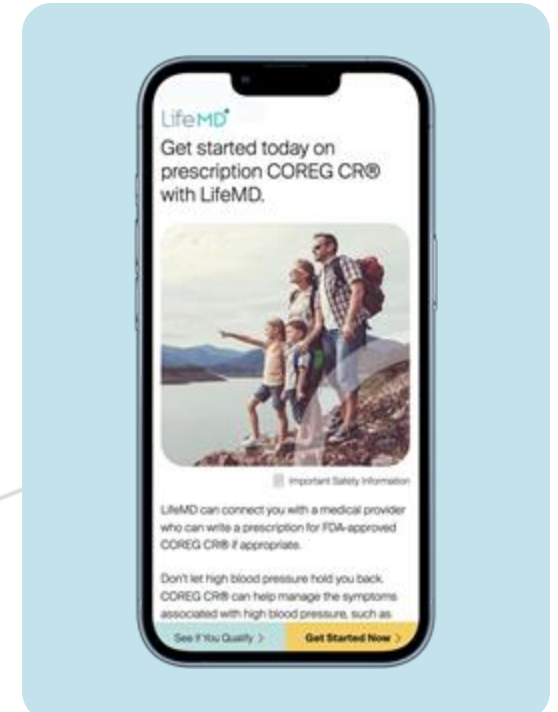
For Providers

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

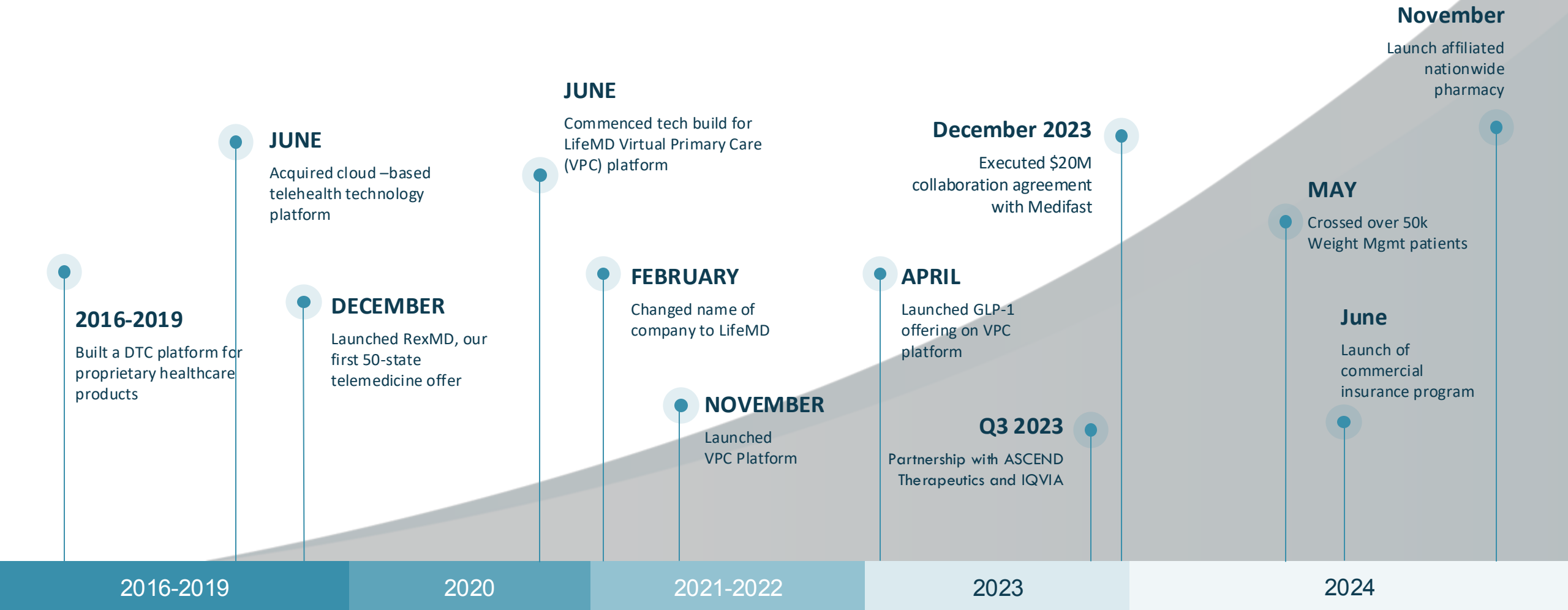
Virtual Primary Care

- 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

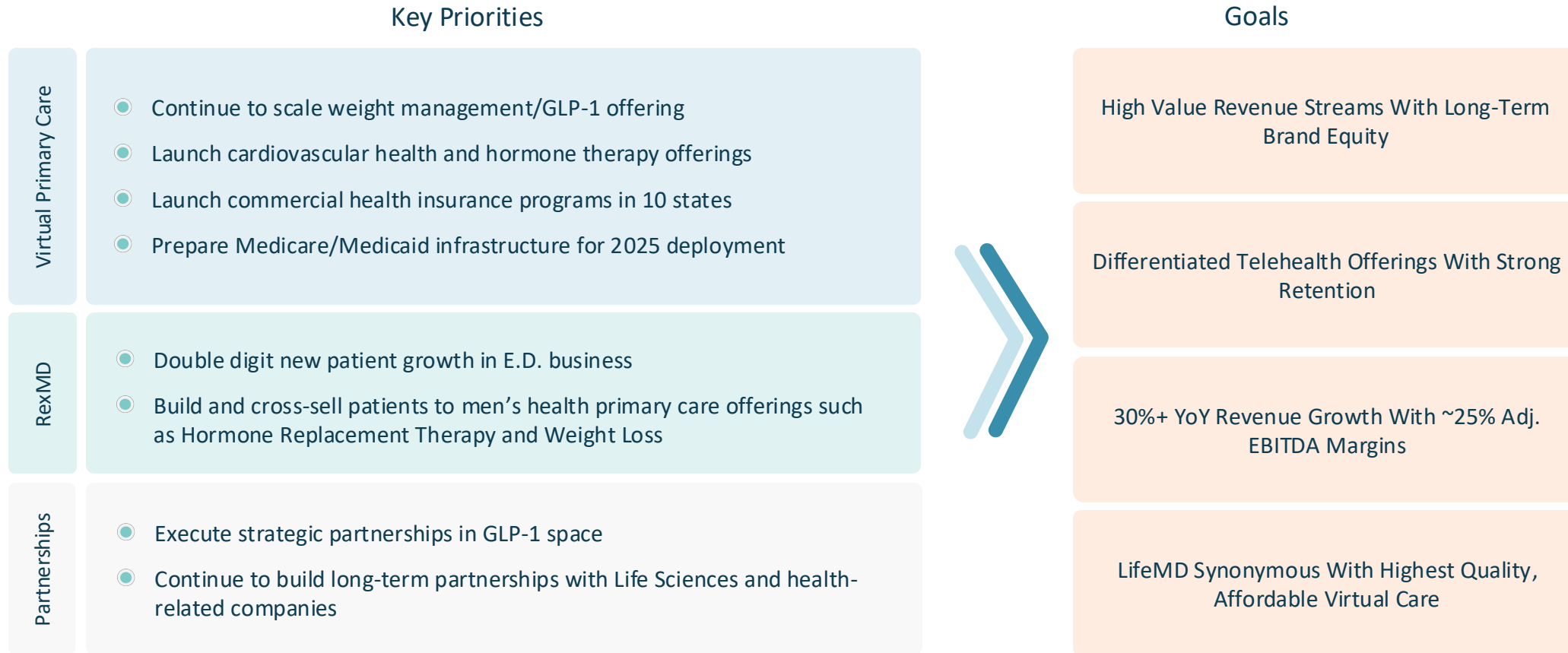
B2B Solutions

- 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



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



Joseph DiTrolio, MD



William Febbo



Joan LaRovere, MD



Calum MacRae, MD, PhD



Justin Schreiber



Roberto Simon



John Strawn

Our businesses have experienced rapid, consecutive YoY Growth

\$205M

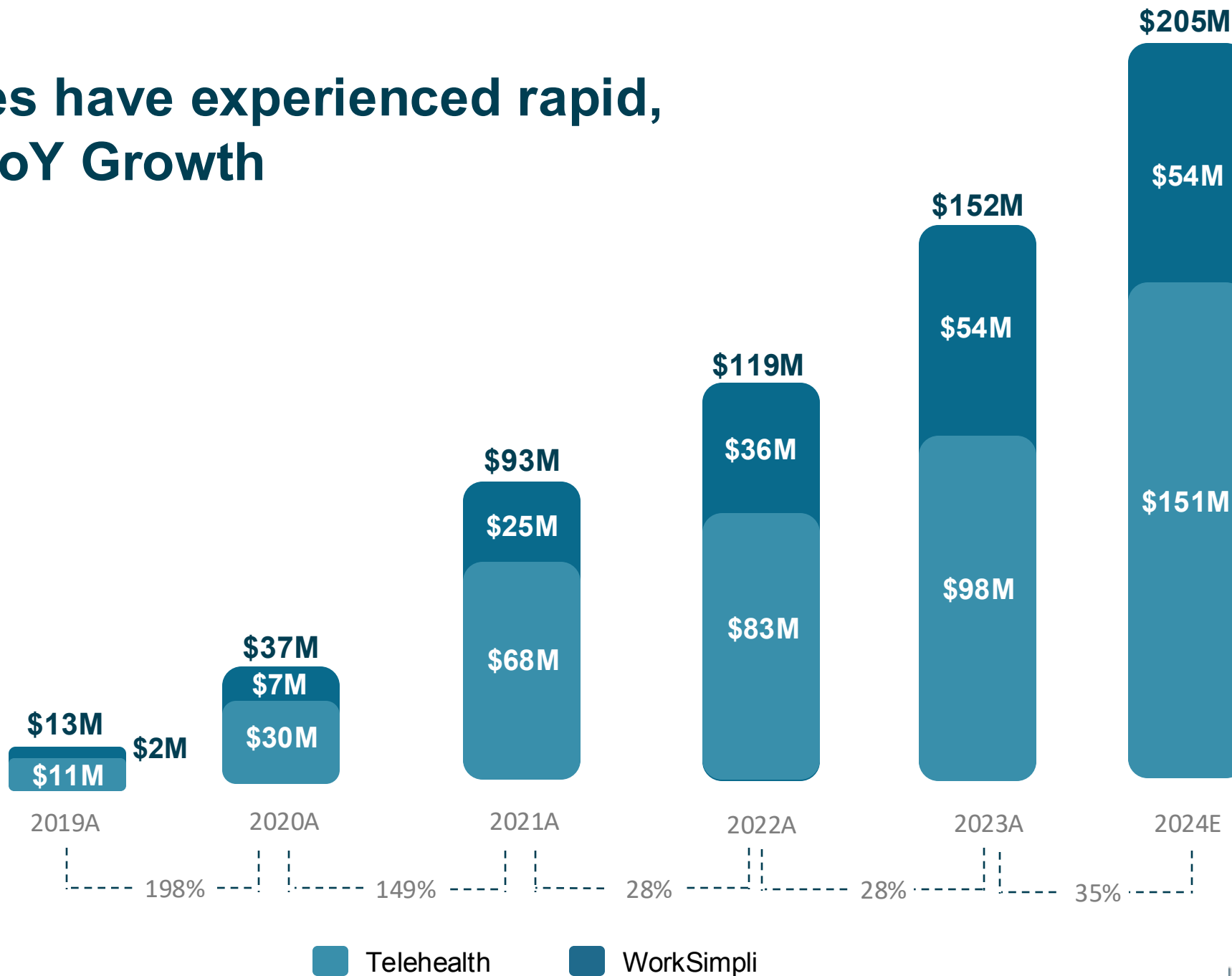
2024E Revenue Forecast

35%

Forecast 2024 Growth Rate Versus 2023

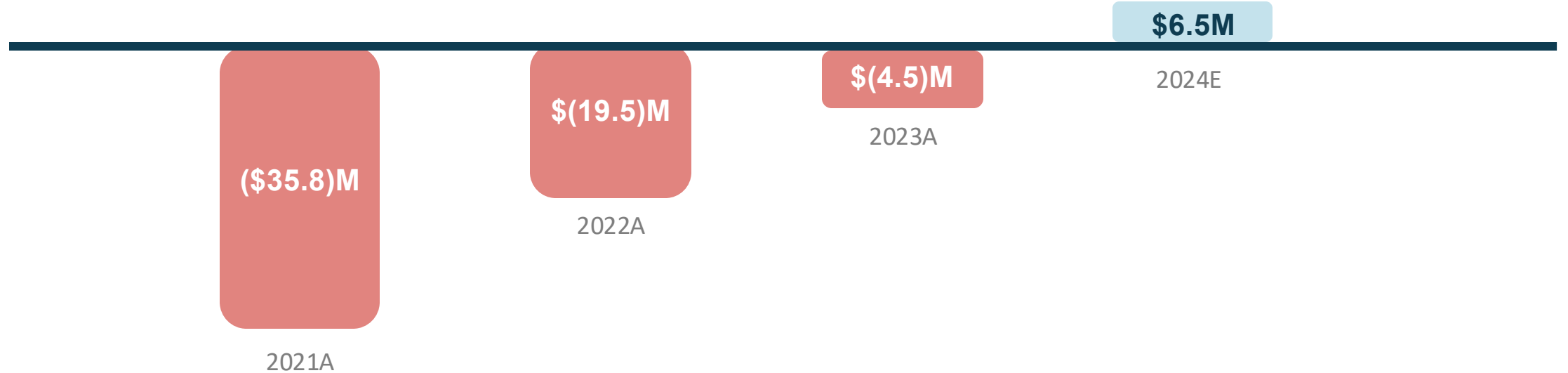
1.1M+

Patients & Customers To-Date



Rapid and sustainable profitability growth in our core telehealth business

Annual telehealth adjusted EBITDA (\$ millions)

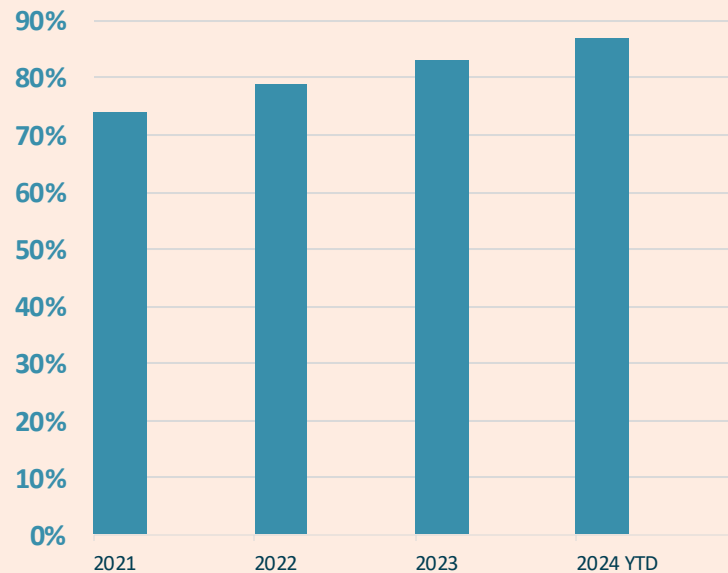


Note: adjusted EBITDA includes Telehealth only results.

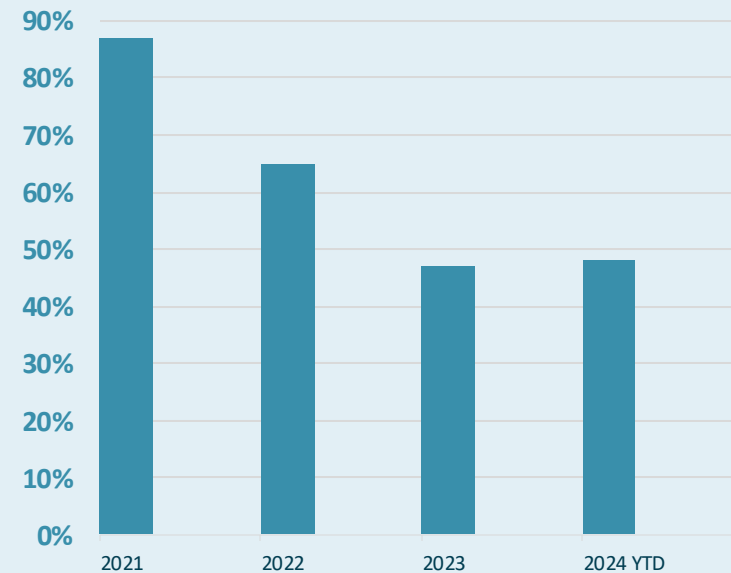
2024 Forecast is based on the midpoint of the 2024 guidance range of \$6 million to \$7 million for telehealth Adjusted EBITDA

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

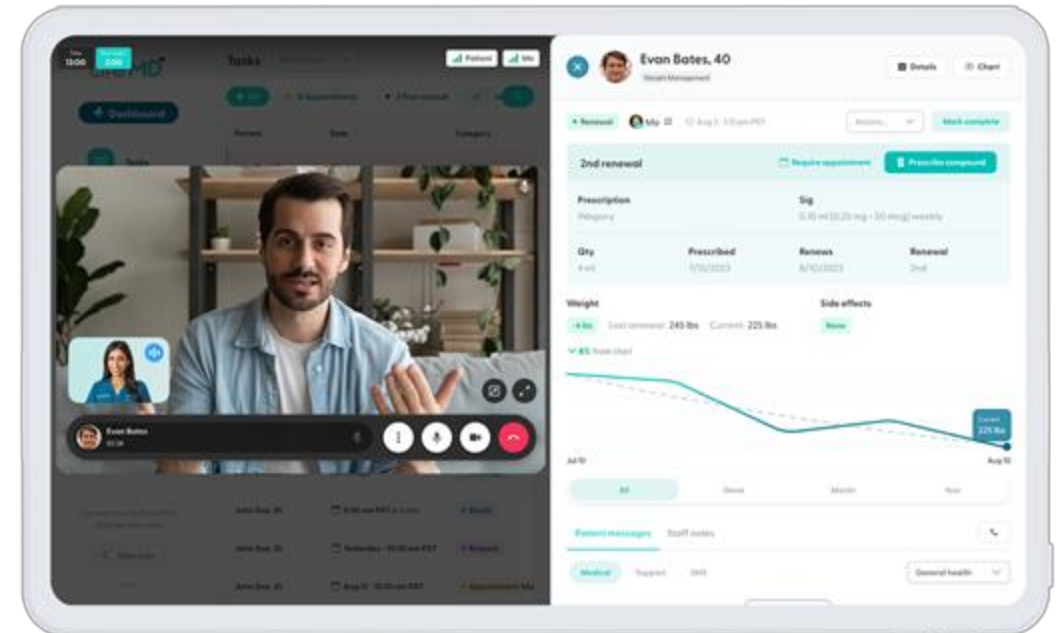
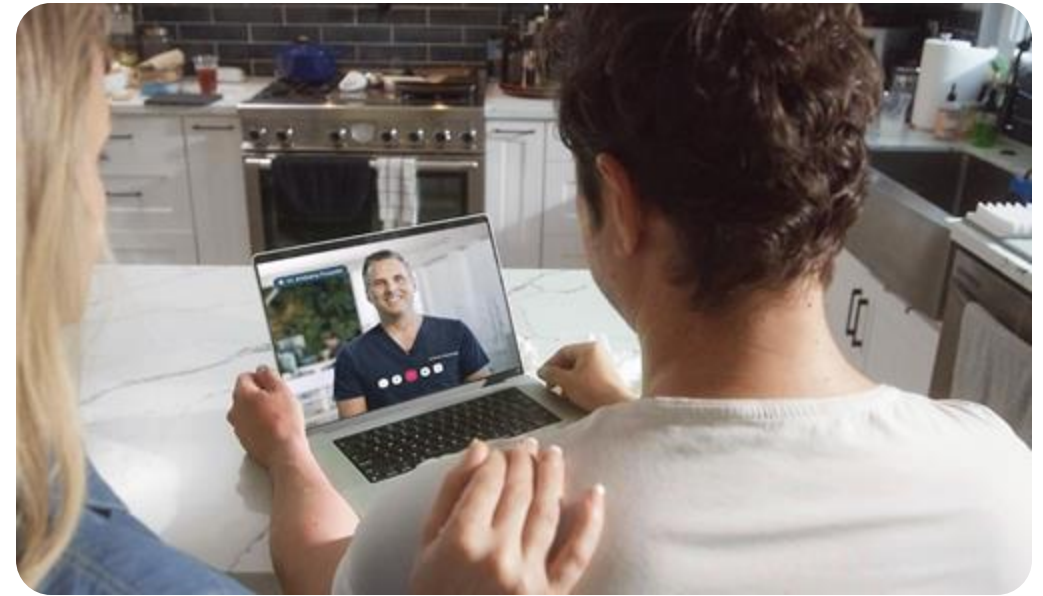
- **Global** provider of Workplace and document Software-as-a-Service offerings to consumers and small businesses specializing in the pdf, resume/ HR, digital signature and forms markets
- **Over 160,000 subscribers** with platform available in approximately 20 languages globally
- Full Year 2024 revenue forecast of **\$54 million**
- Profitable enterprise with **Full Year 2024 adjusted EBITDA forecast 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

2024 guidance reflects substantial increases in both revenue and profitability

	FY 2024 GUIDANCE	FY 2023 ACTUAL	DELTA
Telehealth Revenue	\$151 million	\$98 million	+54%
WorkSimpli Revenue	\$54 million	\$54 million	Flat
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 September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
Net loss attributable to common shareholders				
	458,154	594,229	1,266,412	1,233,415
Interest expense (excluding amortization of debt discount)	2,556,917	1,769,134	6,958,071	4,807,979
Depreciation, amortization and accretion expense	100,443	79,653	301,331	233,495
Amortization of debt discount	-	-	-	325,198
Loss on debt extinguishment	-	305,424	323,372	735,501
Financing transactions expense	644,170	420,404	1,322,501	1,426,330
Litigation costs ^(a)	85,000	-	651,142	232,630
Inventory and reserve adjustments on discontinued products	621,391	7,692	1,142,068	7,692
Severance costs	-	86,942	-	127,138
Acquisitions expenses	391,803	8,094	1,361,637	66,634
Insurance acceptance readiness	203,342	48,576	386,470	48,576
Sarbanes Oxley readiness	-	39,884	-	506,991
Accrued interest on Series B Convertible Preferred Stock	429,695	272,899	908,416	796,619
Foreign exchange loss	1,258,553	70,378	1,261,553	70,378
Taxes	799,929	1,813,130	2,920,102	3,971,890
Dividends	2,394,235	3,318,253	9,129,841	8,843,736
Stock-based compensation expense	(345,767)	839,288	(187,729)	2,247,055
Net loss attributable to noncontrolling interests				
	<u>\$ 3,689,838</u>	<u>\$ 2,774,982</u>	<u>\$ 6,640,039</u>	<u>\$ 6,487,678</u>
Adjusted EBITDA				

(a) For the three and nine months ended September 30, 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-Q for the third quarter ended September 30, 2024 and a heavily negotiated executive separation agreement. For the three and nine months ended September 30, 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 Net Loss to Telehealth Adjusted EBITDA (in whole numbers, unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
Net loss attributable to common shareholders	\$ (4,612,049)	\$ (10,044,756)	\$ (20,401,514)	\$ (27,731,584)
Interest expense (excluding amortization of debt discount)	456,151	593,013	1,263,120	1,229,576
Depreciation, amortization and accretion expense	1,707,151	1,150,718	4,555,921	3,176,361
Amortization of debt discount	100,443	79,653	301,331	233,495
Loss on debt extinguishment	-	-	-	325,198
Financing transactions expense	-	305,424	323,372	735,501
Litigation costs ^(a)	644,170	420,404	1,322,501	1,426,330
Inventory and reserve adjustments on discontinued products	85,000	-	651,142	232,630
Severance costs	621,391	7,692	1,142,068	7,692
Acquisitions expenses	-	86,942	-	127,138
Insurance acceptance readiness	391,803	8,094	1,361,637	66,634
Sarbanes Oxley readiness	203,342	48,576	386,470	48,576
Accrued interest on Series B Convertible Preferred Stock	-	39,884	-	506,991
Foreign exchange (gain) loss	-	-	-	-
Taxes	-	-	-	-
Dividends	812,562	812,563	2,437,687	2,437,688
Stock-based compensation expense	2,394,235	3,318,253	9,129,841	8,843,736
Net loss attributable to noncontrolling interests	(345,767)	839,288	(187,729)	2,247,055
Telehealth Adjusted EBITDA	\$ 2,458,433	\$ (2,334,252)	\$ 2,285,847	\$ (6,086,983)

(a) For the three and nine months ended September 30, 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-Q for the third quarter ended September 30, 2024 and a heavily negotiated executive separation agreement. For the three and nine months ended September 30, 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.



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