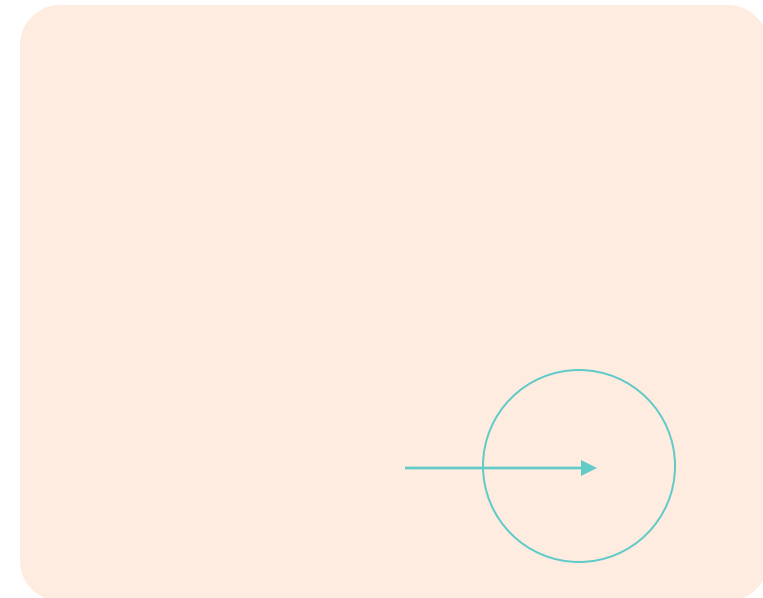
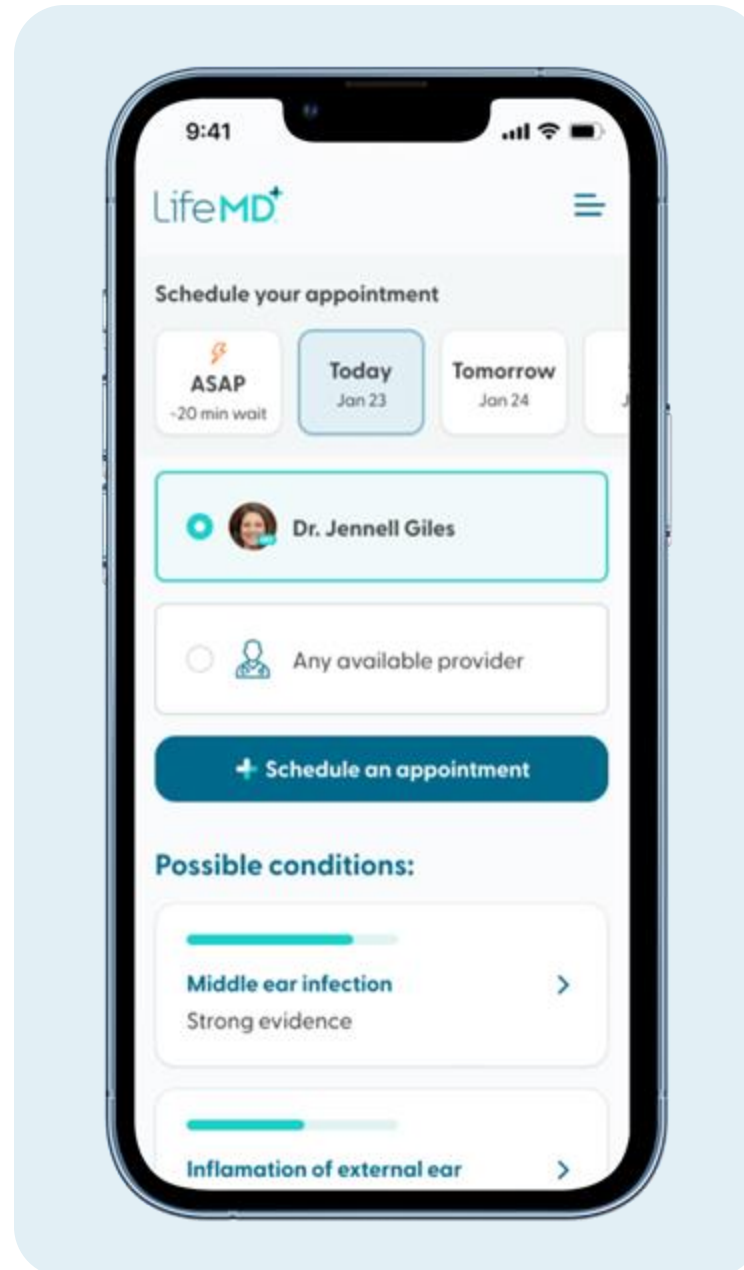




Investor Presentation

November 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
- Fully divested majority ownership interest in non-core WorkSimpli asset, creating pure-play telehealth and pharmacy services company

1.3M

Virtual Consults Conducted



310,000

Active Patients



\$192M-\$193M

Revenue Guidance for 2025



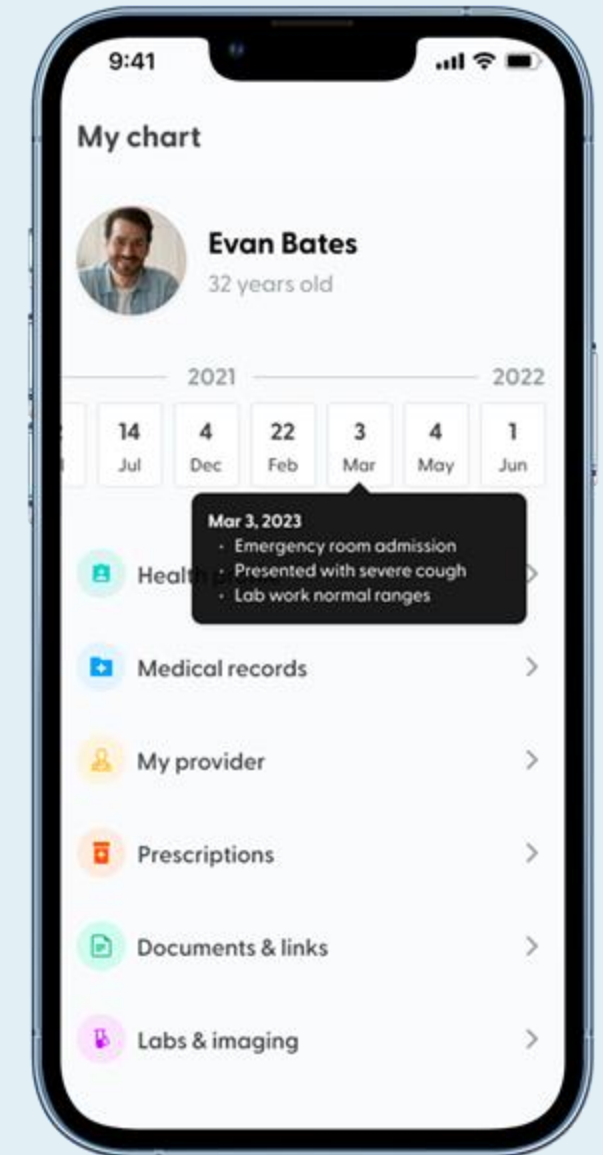
300+

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 \$14M of Adj. EBITDA in 2025 and no debt
- **High-margin products/services** generating 85%+ consolidated gross margins



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

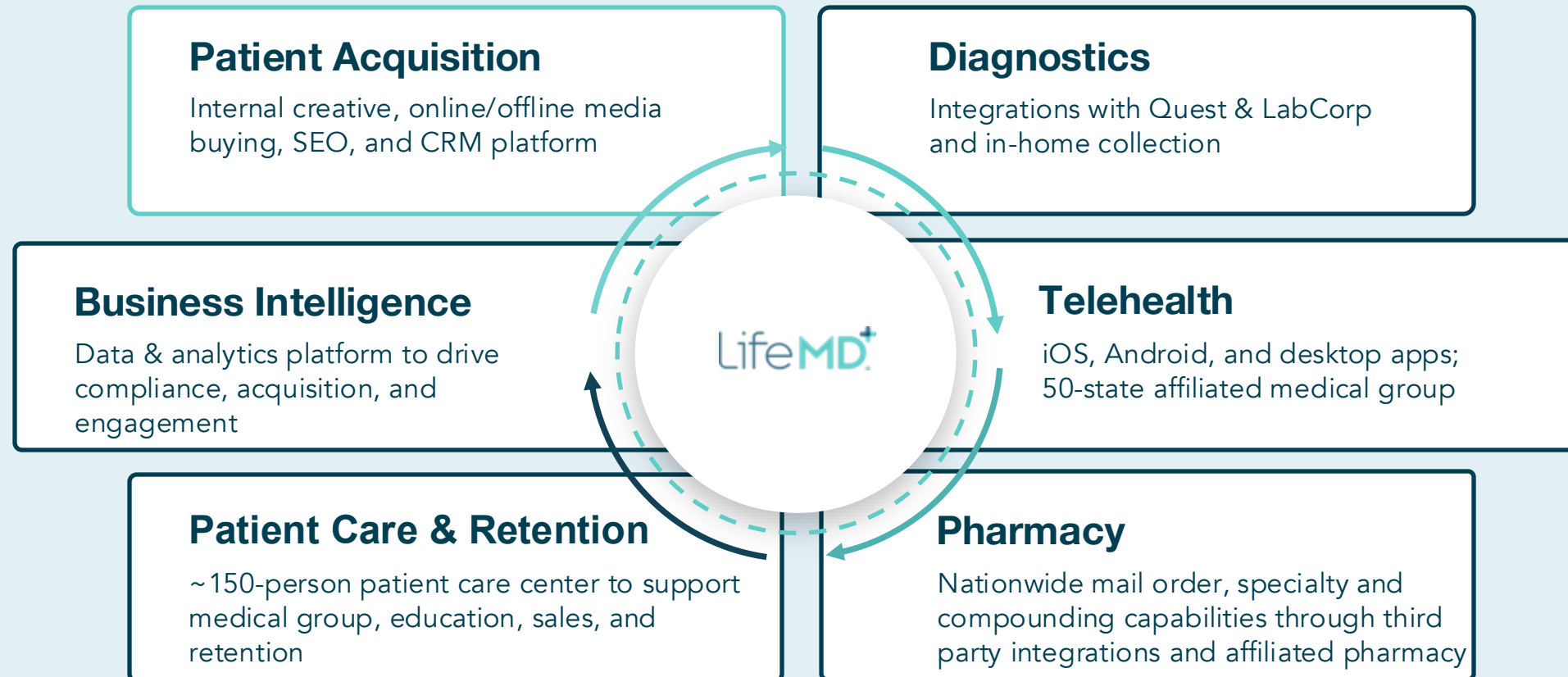
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

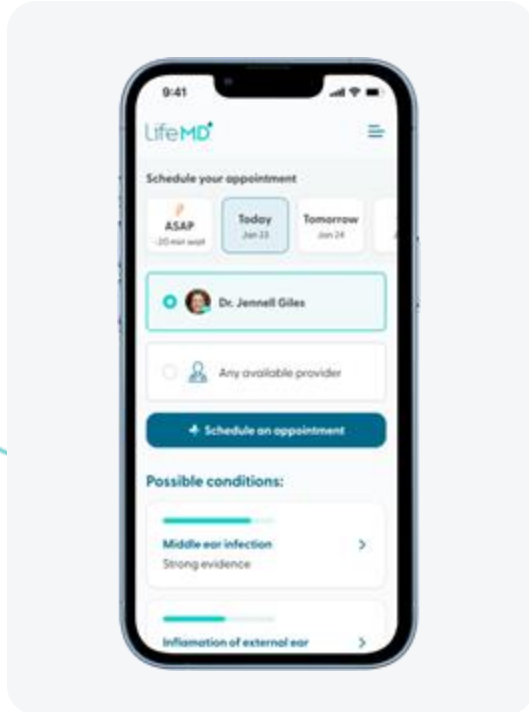
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

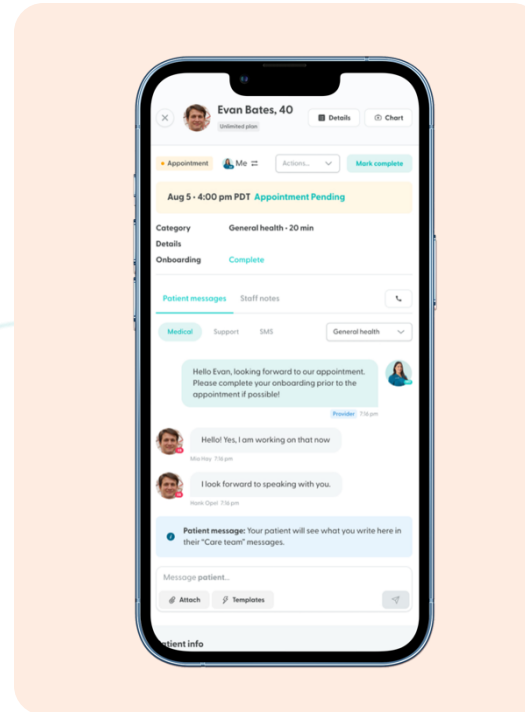


Technology designed to provide best-in-class experience and care for all stakeholders



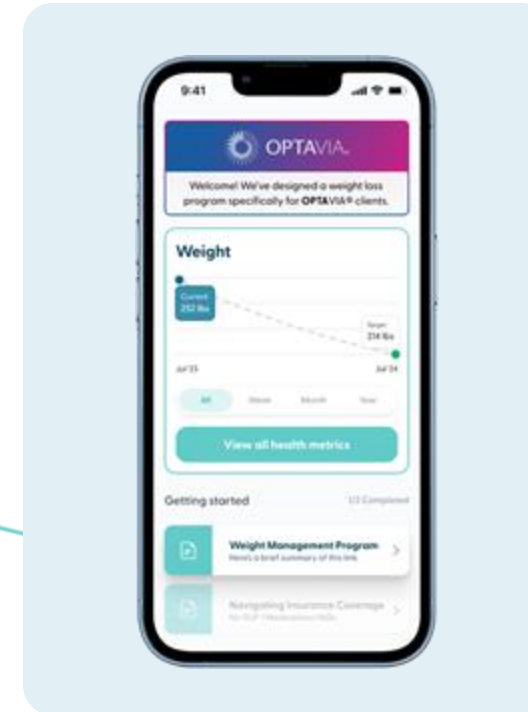
For Patients

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



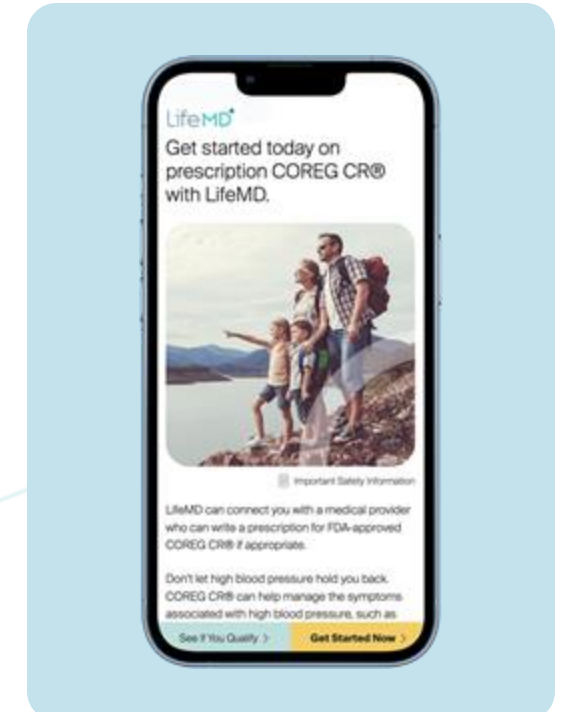
For Providers

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

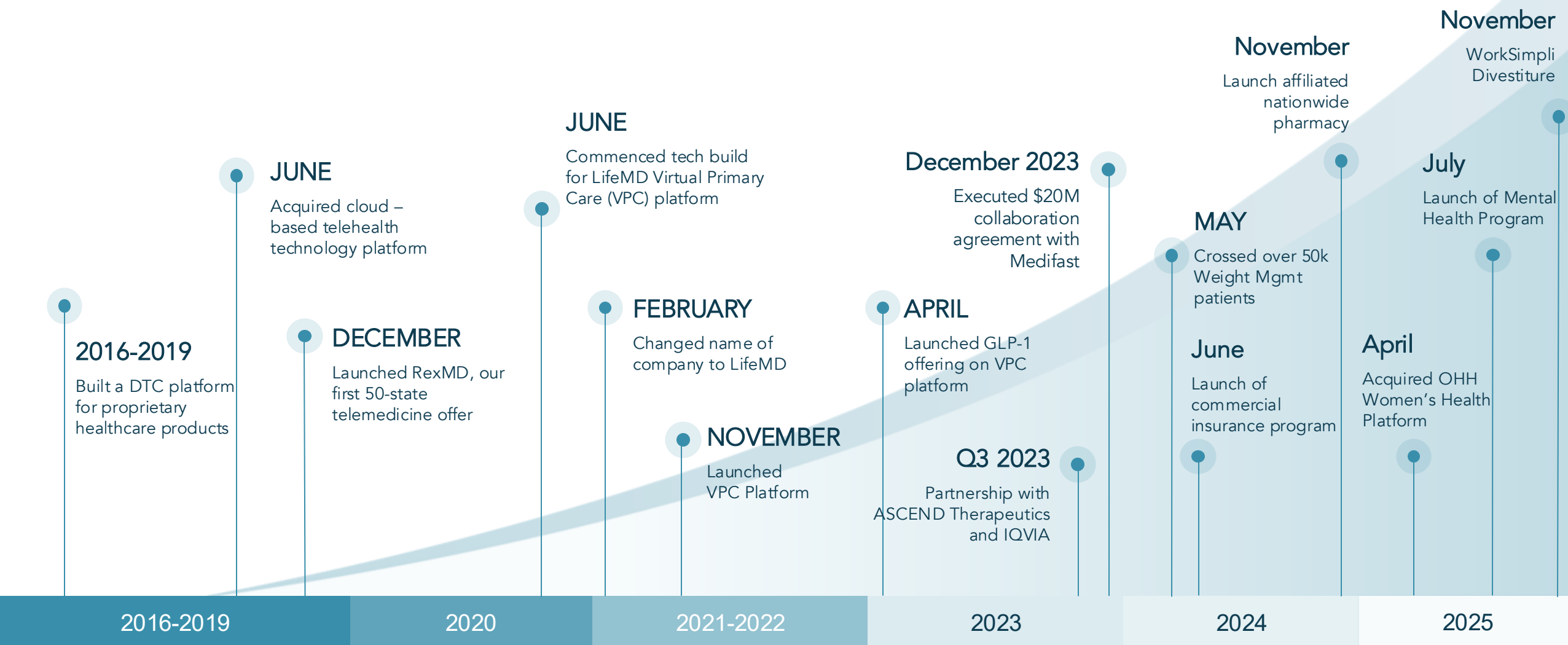
Virtual Primary Care

- 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

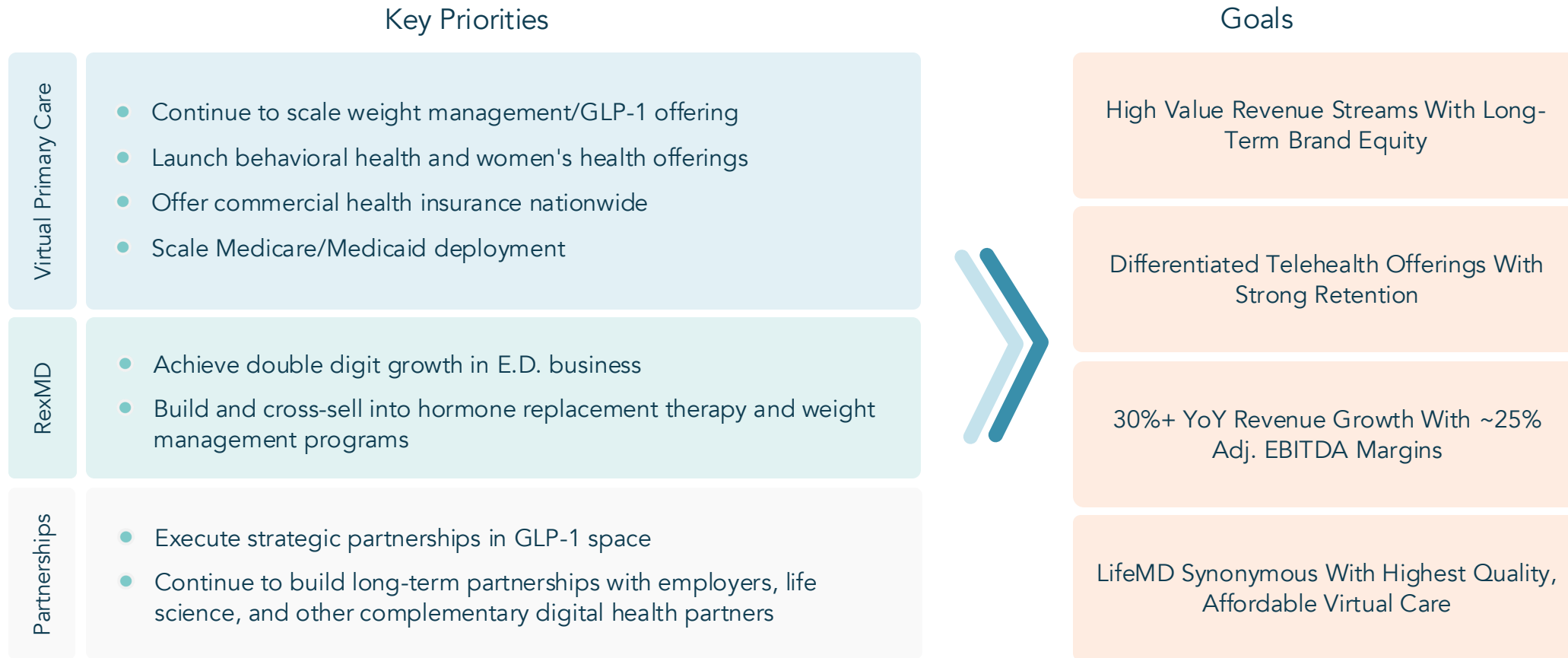
B2B Solutions

- 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



Shayna Dray
Chief Operating
Officer
KAPLAN



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

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

\$193M

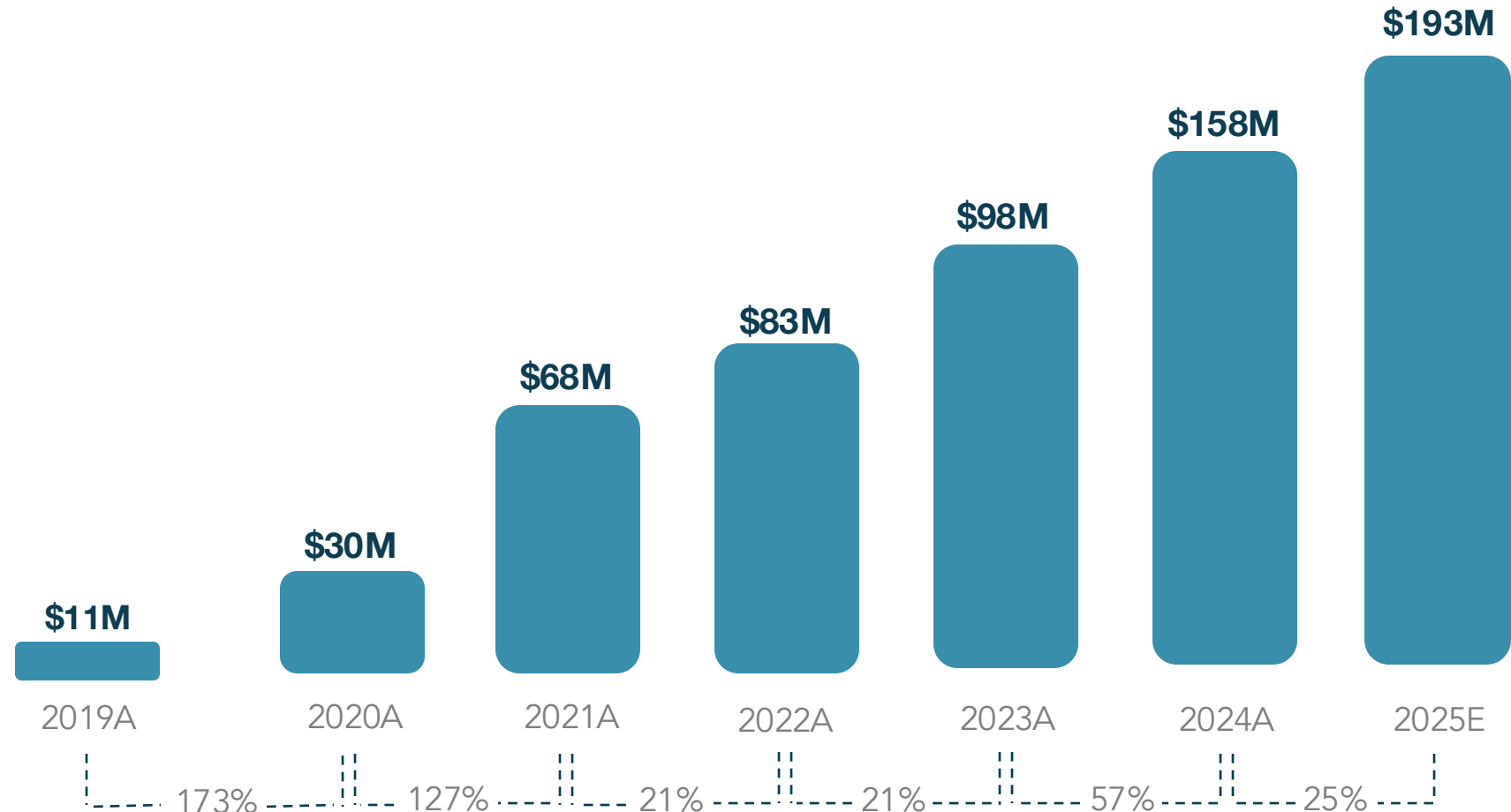
2025E Revenue
Forecast

20%

Forecast 2025 Growth
Rate Versus 2024

1.3M

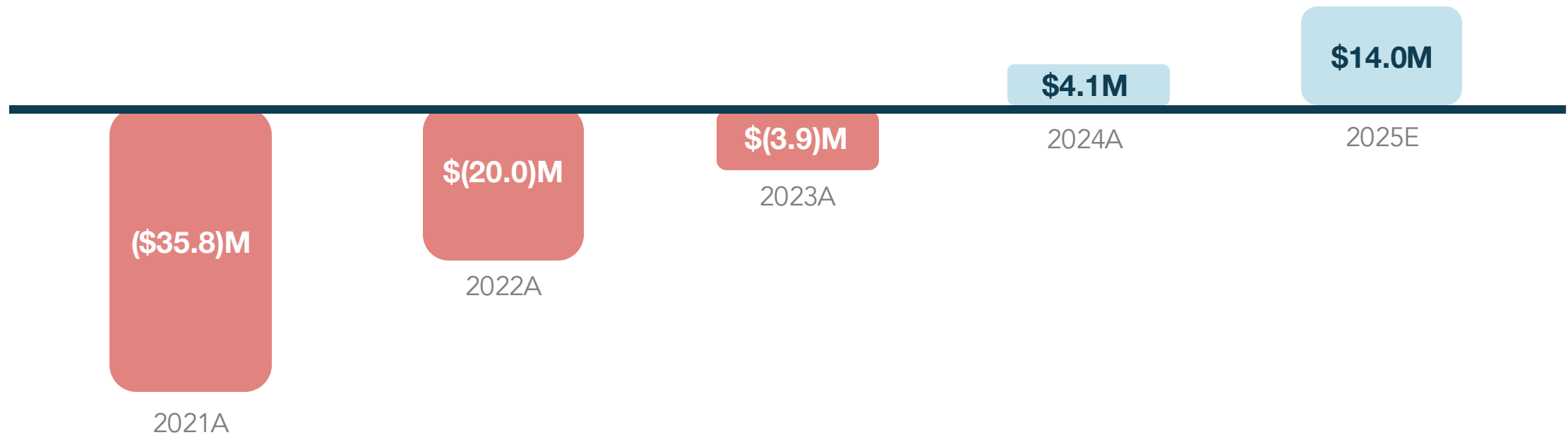
Patients &
Customers To-Date



■ Telehealth Revenue

Rapid and sustainable profitability growth in our core telehealth business

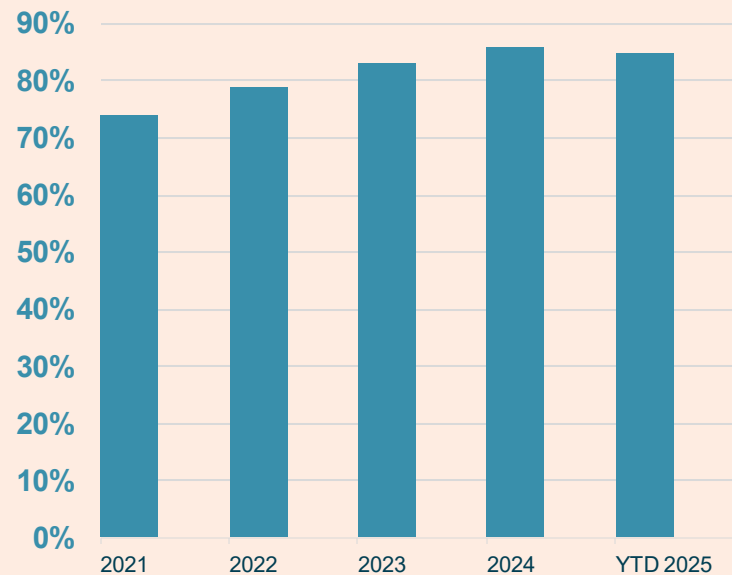
Annual telehealth adjusted EBITDA (\$ millions)



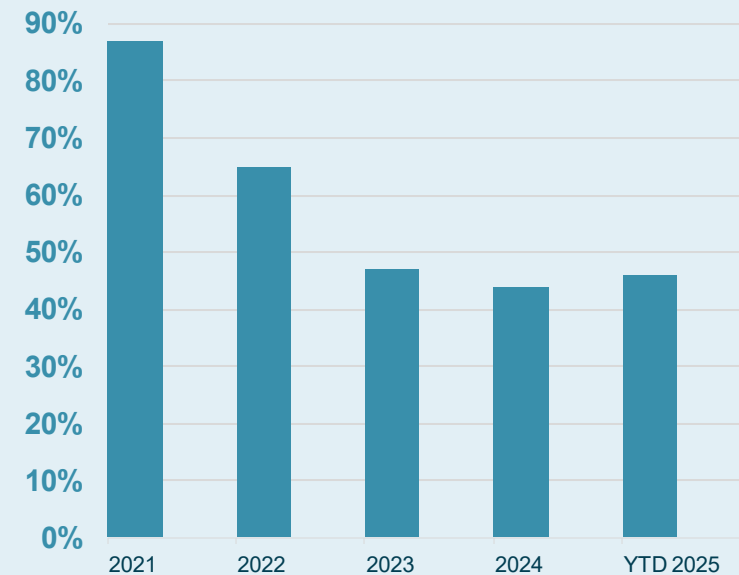
Note: adjusted EBITDA includes Telehealth only results.
2025 estimate based on midpoint of the current FY25 telehealth adjusted EBITDA guidance range.

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

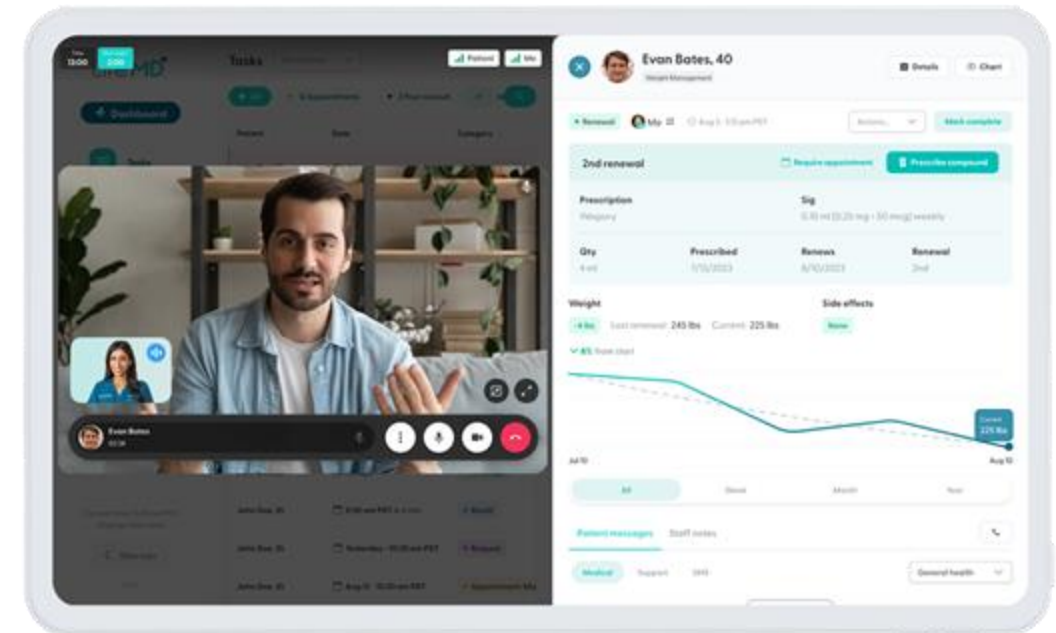
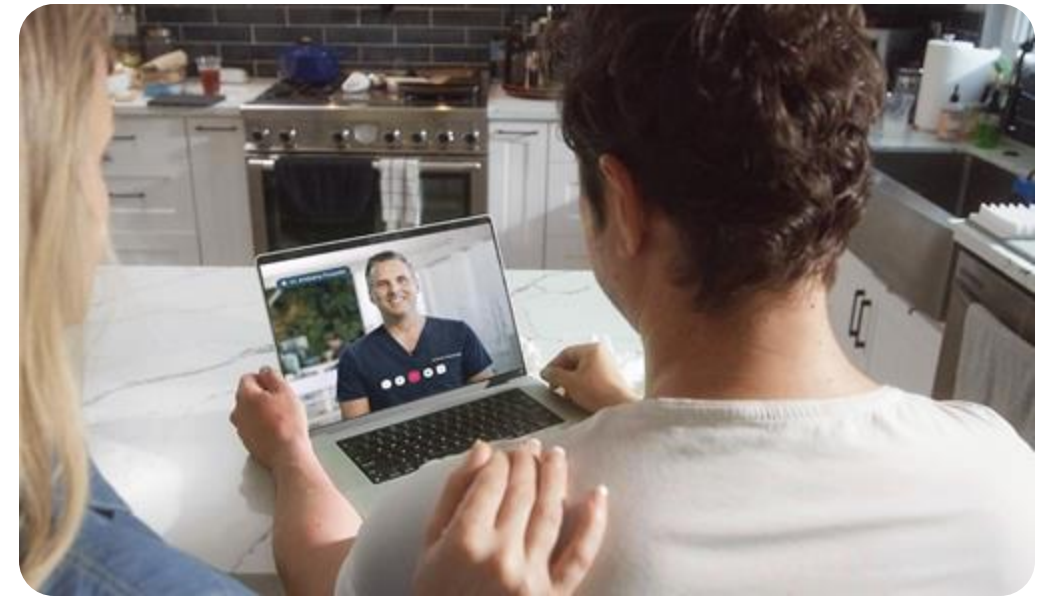


2025 guidance reflects substantial growth in revenue and profitability

	FY 2025 GUIDANCE	FY 2024 ACTUAL	DELTA
Telehealth Revenue	\$192 to \$193 million	\$154.8 million	+24% to +25%
Telehealth Adjusted EBITDA	\$13.5 to \$14.5 million	\$4.1 million	+229% to +254%

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,	
	2025	2024	2025	2024
Net loss attributable to common shareholders	\$ (4,582,680)	\$ (5,434,485)	\$ (7,939,247)	\$ (18,800,039)
Interest expense (excluding amortization of debt discount)	228,975	458,154	1,317,389	1,266,412
Depreciation, amortization and accretion expense	2,991,731	2,556,917	8,471,961	6,958,071
Amortization of debt discount	33,481	100,443	234,369	301,331
Loss on debt extinguishment	1,155,851	-	1,155,851	-
Financing transactions expense	97,699	-	97,699	323,372
Litigation costs ^(a)	959,802	644,170	1,699,462	1,322,501
Severance costs	-	621,391	102,417	1,142,068
Acquisitions expenses	(231,571)	-	1,783,206	-
Insurance acceptance readiness	8,190	391,803	183,330	1,361,637
Sarbanes Oxley readiness	-	203,342	-	386,470
Foreign exchange loss	314,960	429,695	800,119	908,416
Taxes	(69,488)	1,258,553	432,920	1,261,553
Dividends	776,563	763,930	2,329,688	2,317,055
Stock-based compensation expense	3,198,036	2,394,235	7,841,178	9,129,841
Net income attributable to noncontrolling interests	249,462	(129,472)	1,286,382	237,037
Consolidated Adjusted EBITDA	\$ 5,131,012	\$ 4,258,676	\$ 19,796,724	\$ 8,115,725

^(a) For the three and nine months ended September 30, 2025 and 2024, the Company included costs related to: (1) a class action complaint captioned *Johnston v. LifeMD, Inc., et al.*, against the Company and certain executive officers alleging: (i) violations of Section 10(b) of the Securities Exchange Act of 1934, as amended, and Rule 10b-5 promulgated thereunder by all defendants for making false and misleading statements; and (ii) violations of Section 20(a) of the Securities Exchange Act of 1934, as amended, by the individual officer defendants for violating their duty to disseminate accurate and truthful information, (2) a class action complaint alleging, inter alia, unauthorized disclosure of certain information of class members to third parties (the *Marden v. LifeMD, Inc.* case), both disclosed in the Company's Form 10-Q for the three and nine months ended September 30, 2025, filed on November 17, 2025, and (3) a heavily negotiated executive separation agreement.

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

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
Telehealth operating loss	\$ (3,043,374)	\$ (3,745,522)	\$ (6,571,978)	\$ (15,557,309)
Depreciation, amortization and accretion expense	1,881,977	1,707,151	5,358,730	4,555,921
Financing transactions expense	97,699	-	97,699	323,372
Litigation costs ^(a)	959,802	644,170	1,699,462	1,322,501
Severance costs	-	621,391	102,417	1,142,068
Acquisitions expenses	(231,571)	-	1,783,206	-
Insurance acceptance readiness	8,190	391,803	183,330	1,361,637
Sarbanes Oxley readiness	-	203,342	-	386,470
Stock-based compensation expense	3,198,036	2,394,235	7,841,178	9,129,841
Telehealth Adjusted EBITDA	<u>\$ 2,870,760</u>	<u>\$ 2,216,571</u>	<u>\$ 10,494,043</u>	<u>\$ 2,664,501</u>

^(a) For the three and nine months ended September 30, 2025 and 2024, the Company included costs related to: (1) a class action complaint captioned *Johnston v. LifeMD, Inc., et al.*, against the Company and certain executive officers alleging: (i) violations of Section 10(b) of the Securities Exchange Act of 1934, as amended, and Rule 10b-5 promulgated thereunder by all defendants for making false and misleading statements; and (ii) violations of Section 20(a) of the Securities Exchange Act of 1934, as amended, by the individual officer defendants for violating their duty to disseminate accurate and truthful information, (2) a class action complaint alleging, inter alia, unauthorized disclosure of certain information of class members to third parties (the *Marden v. LifeMD, Inc.* case), both disclosed in the Company's Form 10-Q for the three and nine months ended September 30, 2025, filed on November 17, 2025, and (3) a heavily negotiated executive separation agreement.

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

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
WorkSimpli operating income (loss)	\$ 1,074,160	\$ (250,752)	\$ 5,125,544	\$ 1,124,261
Depreciation, amortization and accretion expense	1,109,754	849,766	3,113,231	2,402,150
Foreign exchange loss	314,960	429,695	800,119	908,416
Distributions	-	(12,633)	-	(12,633)
Taxes	(238,622)	1,026,030	263,786	1,029,030
WorkSimpli Adjusted EBITDA	<u>\$ 2,260,253</u>	<u>\$ 2,042,106</u>	<u>\$ 9,302,680</u>	<u>\$ 5,451,224</u>



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