



LifeMD<sup>+</sup>

Q2 2022 Supplemental Investor Highlights Presentation



# Highlights

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**Liquidity:** We ended Q2 with \$12 million in cash. For the first-time ever, we reduced our consolidated burn rate in June to below \$1M. We are on track to achieve Consolidated Adjusted EBITDA profitability by Q4 and on track to divest WorkSimpli by Q4.

**Revenue:** Flat Q2 telehealth revenue vs. prior quarter due to shifting focus to scaling new product indications, longer-term subscriptions and patient care service revenue. These renewed focus items will drive profitability, retention and cross-sell but result in flat to mid single-digit sequential revenue growth in each of the next 2 quarters.

**Operations:** We've expanded our consolidated gross margin from 82% to 85%, with record telehealth margins while continually decreasing our marketing spend as a % of revenue. First year LTV-CAC improved by 8% in the second quarter versus the same year-ago period.

**Virtual Primary Care:** Our recently launched virtual primary care (VPC) platform saw a 1,500% increase in subscriber count during Q2. As of August 10th, we have more than 1,200 VPC subscribers and are averaging more than 20-30 new patients per day for this service.

**Cross Sell:** We've proven that there is strong demand in our existing patient population for our primary care offering, new indications and longer subscription periods. In the second quarter, 17% of new acquisitions were accompanied by an additional one or more products cross-sold.

**Diversification:** Our telehealth offerings continue to diversify into new indications beyond men's sexual health. Non-ED treatments represented 38% of our new patients in Q2 2022 up from 22% in the year-ago period.

# Meaningful Improvement in Cash Burn and Bottom Line Performance; Consolidated Profitability by Q4 '22

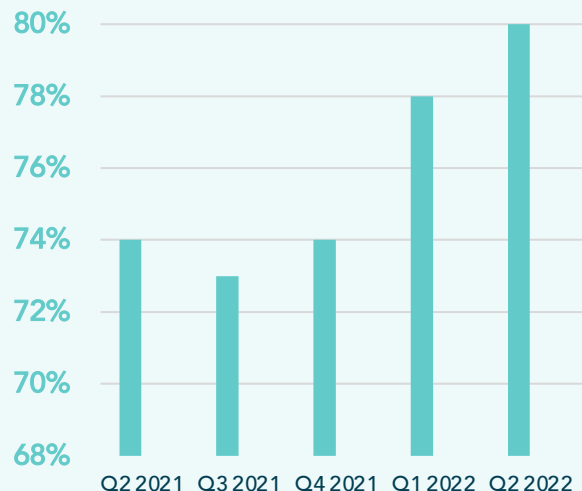
Consolidated Adjusted **EBITDA** (\$ millions)



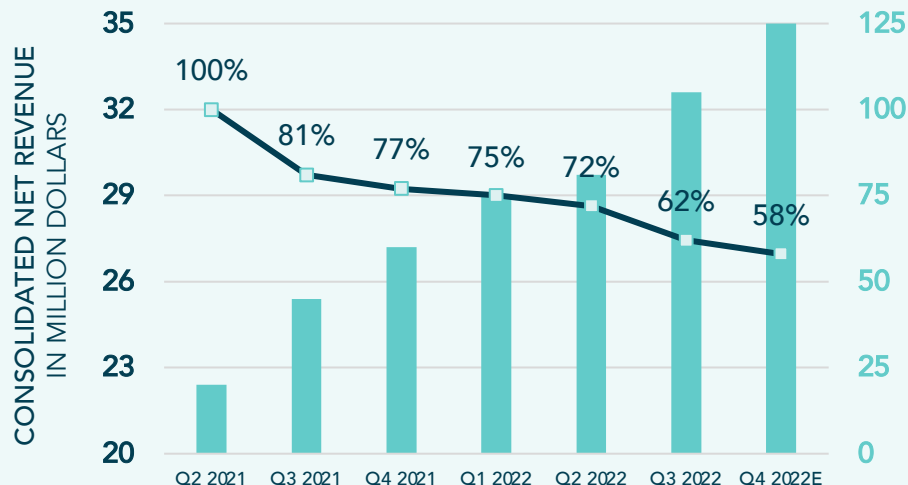
**Note:** Consolidated Adjusted EBITDA includes Telehealth and WorkSimpli results.

# Rapidly Accelerating Gross Margins and Increasing Leverage on Marketing Spend Driving Pathway to Profitability

Telehealth Gross Margin %



Marketing Cost as % of Sales



**Note:** Consolidated Net Revenue and Marketing % of Sales  
Telehealth and WorkSimpli

# WorkSimpli Divestiture Remains On Track

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WorkSimpli Sales Process has yielded **strong demand** for the Company



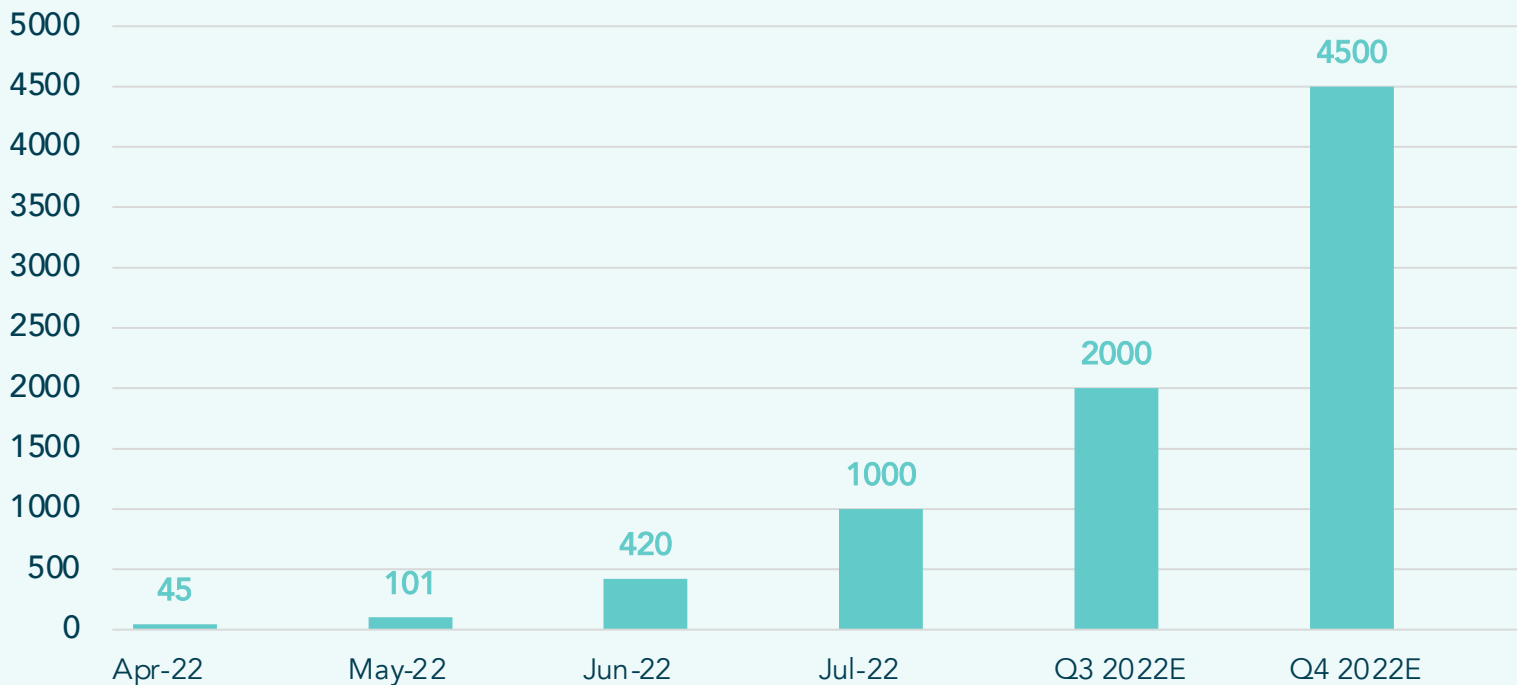
Performance of business continues to accelerate on both top-and bottom-line **driven by success across** legacy pdf business and new vertical expansion



Process timing remains on track; targeting **closing a transaction by Q4**

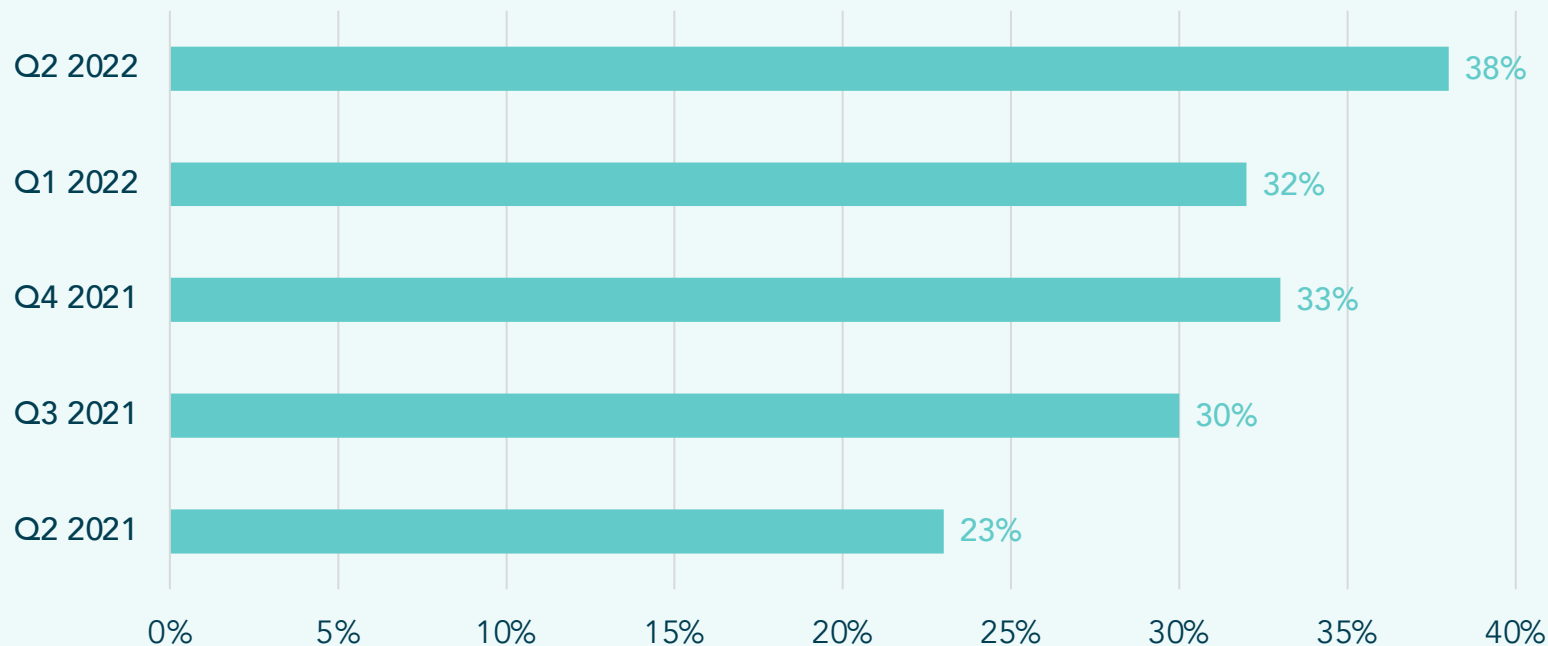
# Virtual Primary Care (VPC) Has Hit Its Stride and Is Rapidly Expanding

End of Period VPC Patients



# We are **Rapidly Diversifying** from an Erectile Dysfunction (ED)-led Telehealth Provider to a Diversified Healthcare provider

Non-ED Patient Acquisitions as % of Total Sales



# Key Take-Aways

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- ✓ On track to meet or exceed previous guidance of **Consolidated Adjusted EBITDA profitability**

Supported by strong fundamentals including:

- Record Gross Margin performance
- Strengthening Unit Economics
- Significant leverage of Marketing spend

- ✓ On track to execute successful **sale of WorkSimpli by Q4 '22**
- ✓ **Rapidly growing Virtual Primary Care** business anchored by initially strong CAC's and retention
- ✓ Diversifying telehealth revenue with **significant cross-sell capabilities**

# Additional Information: Forward-Looking Statements

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