



LifeMD⁺

Corporate Presentation

March 2022



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Business Overview

A rapidly growing **direct-to-patient telehealth company** leveraging deep expertise in medicine, technology and marketing to make healthcare **more accessible, affordable and convenient**



50 State Digital Pharmacy



Nationwide Provider Network



550K+¹ Patients & Growing



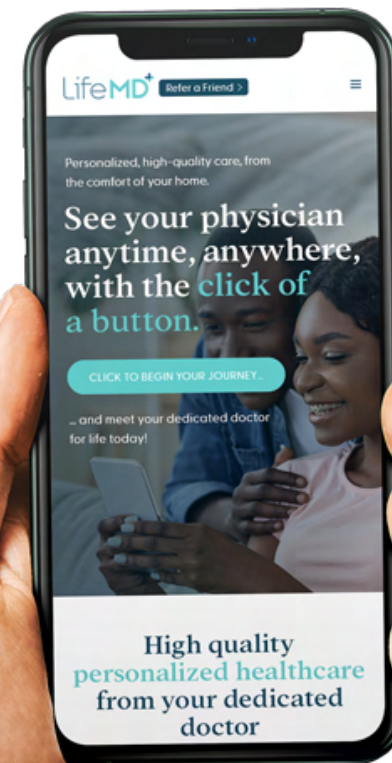
Diversified Brand Portfolio



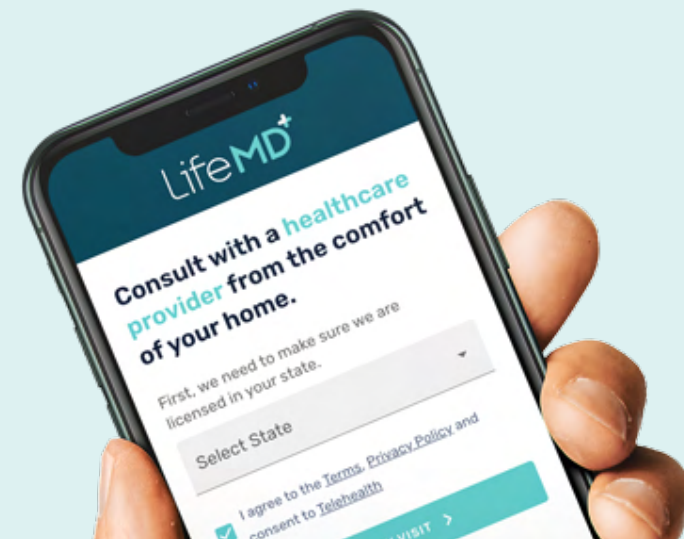
Proprietary Technology Platform



Virtual Primary Care Clinic



A Differentiated Approach to Telehealth



Diversified Condition-Specific Care Strategy

Enables smarter acquisition through focused treatment offerings and precision targeting



Comprehensive Telehealth Technology Platform

Built to support an end-to-end healthcare experience and broad portfolio of treatments and services



Deep Experience in Direct-Response Marketing

Relentless focus on optimizing marketing spend, analytics and maximizing retention



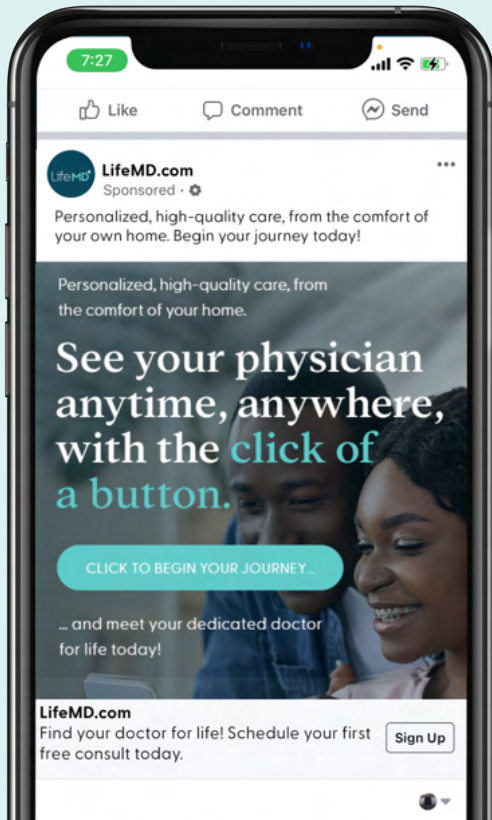
Long-Term Primary Care Offering

Impacting our customers' health by creating longitudinal patient-physician relationships

LifeMD's Direct-to-Patient Healthcare Experience

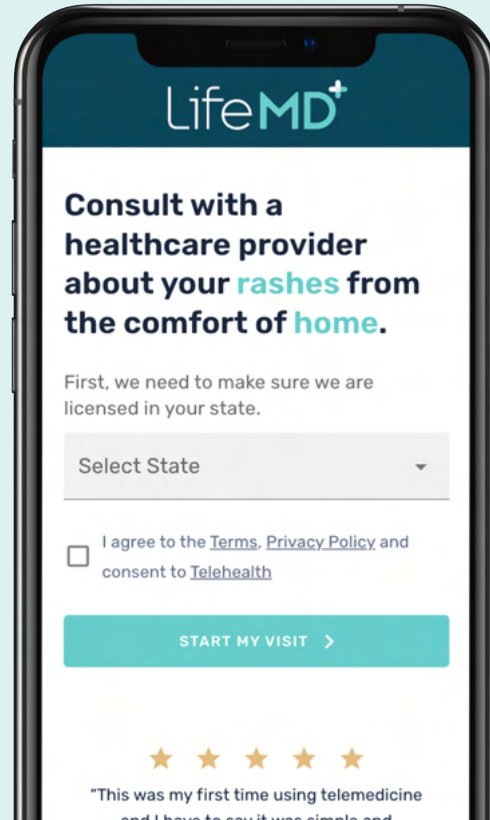
Brand Discovery

Patient views an online or offline advertisement and visits our telehealth website.



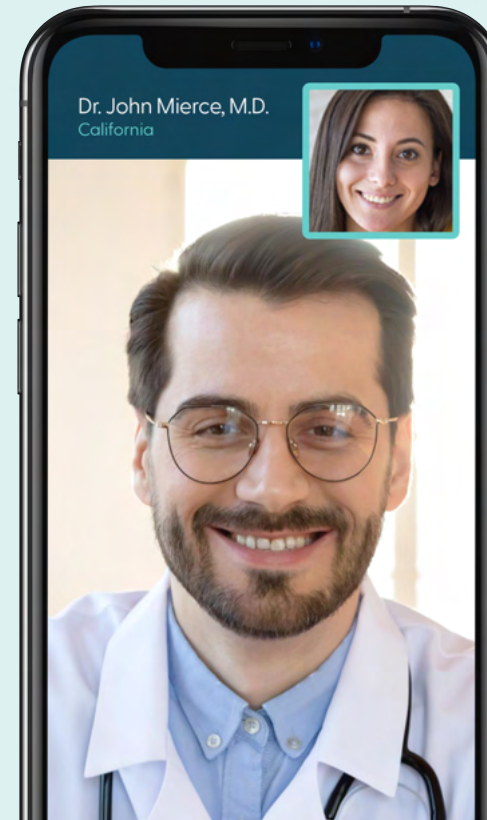
Diagnosis/Screening

Patient is screened via online intake form and pays for treatment and medication.



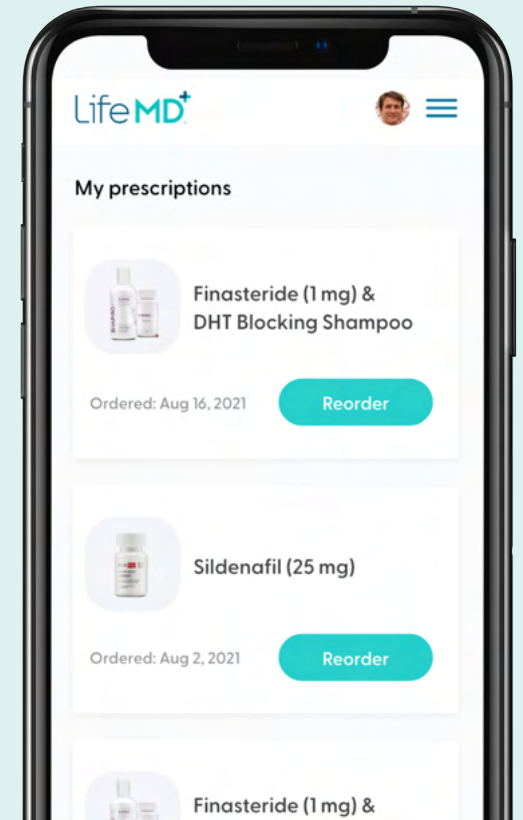
Virtual Consultation

An asynchronous or audio/video consultation is conducted with the patient.

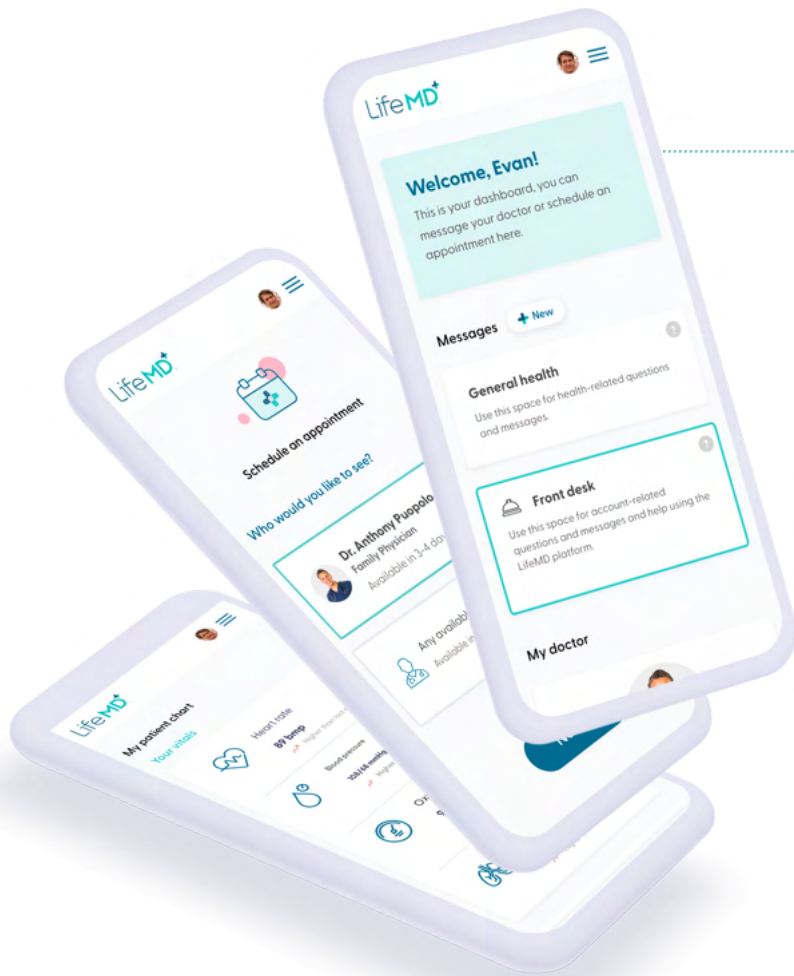


Personalized Treatment

Patient receives personalized treatment and ongoing care from the comfort of their own home.



An End-to-End Telehealth Technology Platform

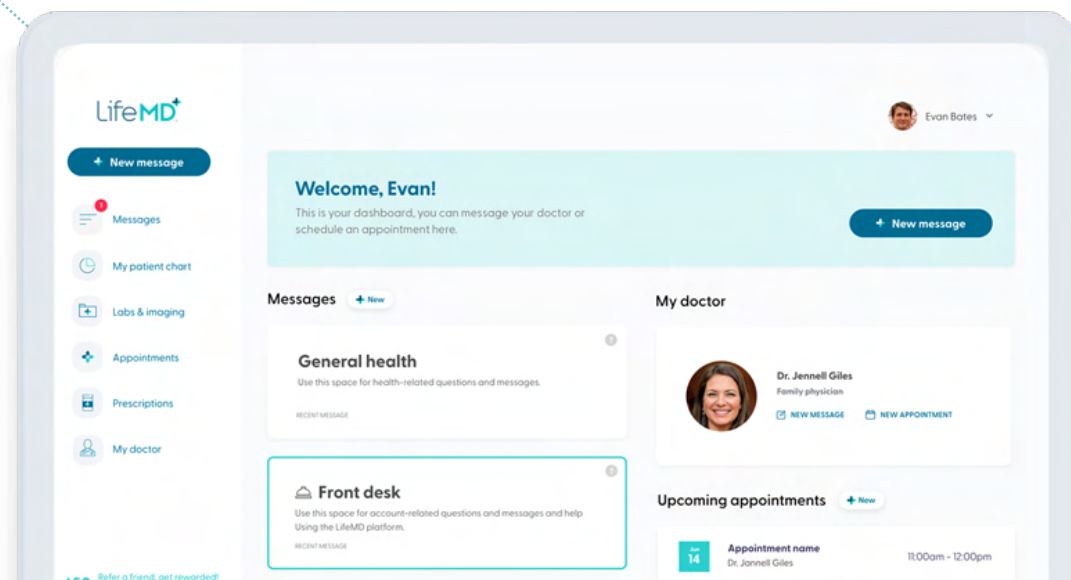


A platform designed to accommodate a diverse portfolio of DTC telehealth offerings and primary care.

Built to handle 50 state daily consult volume at scale without sacrificing quality of care or timely service.

A mobile-first primary care platform enhanced by partnerships with Quest Diagnostics, Axle Health, Particle Health and Prescriptive.

Designed with a compliance-first mindset, adhering to HIPAA standards with real-time monitoring tools.



LifeMD Simplifies Healthcare by Empowering Healthcare Providers & Patients

- ✓ Cost Savings
- ✓ Convenience
- ✓ Transparency
- ✓ Single Access Point



Empowers patients with immediacy, accessibility, and affordability.



Empowers doctors with agency, convenience, and compliancy.

LifeMD⁺

Proprietary Technology Platform

Condition-Specific Care

Primary Care

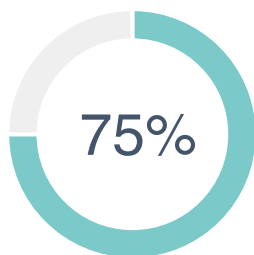
Prophylactic Care

Our Digital Infrastructure Enables Scalable End-to-End Healthcare Delivery

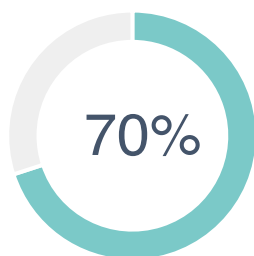
Our Brands



Our Brands Address Large Underserved Markets



Percentage of consumers who would like a wellness visit or physical to be able to happen at home.



Percentage of patients who prefer virtual visits over an in-person appointment to save time.

Sources: Arizton, 2018; Medgadget, 2019; Market Research, 2020; Grand View Research, 2020; SPH Analytics, 2021

>\$5.1B
market size

Men's Health

~\$2.8B
market size

Hair Loss

~\$13.5B
market size

Allergy & Asthma

~\$44B
market size

Dermatology

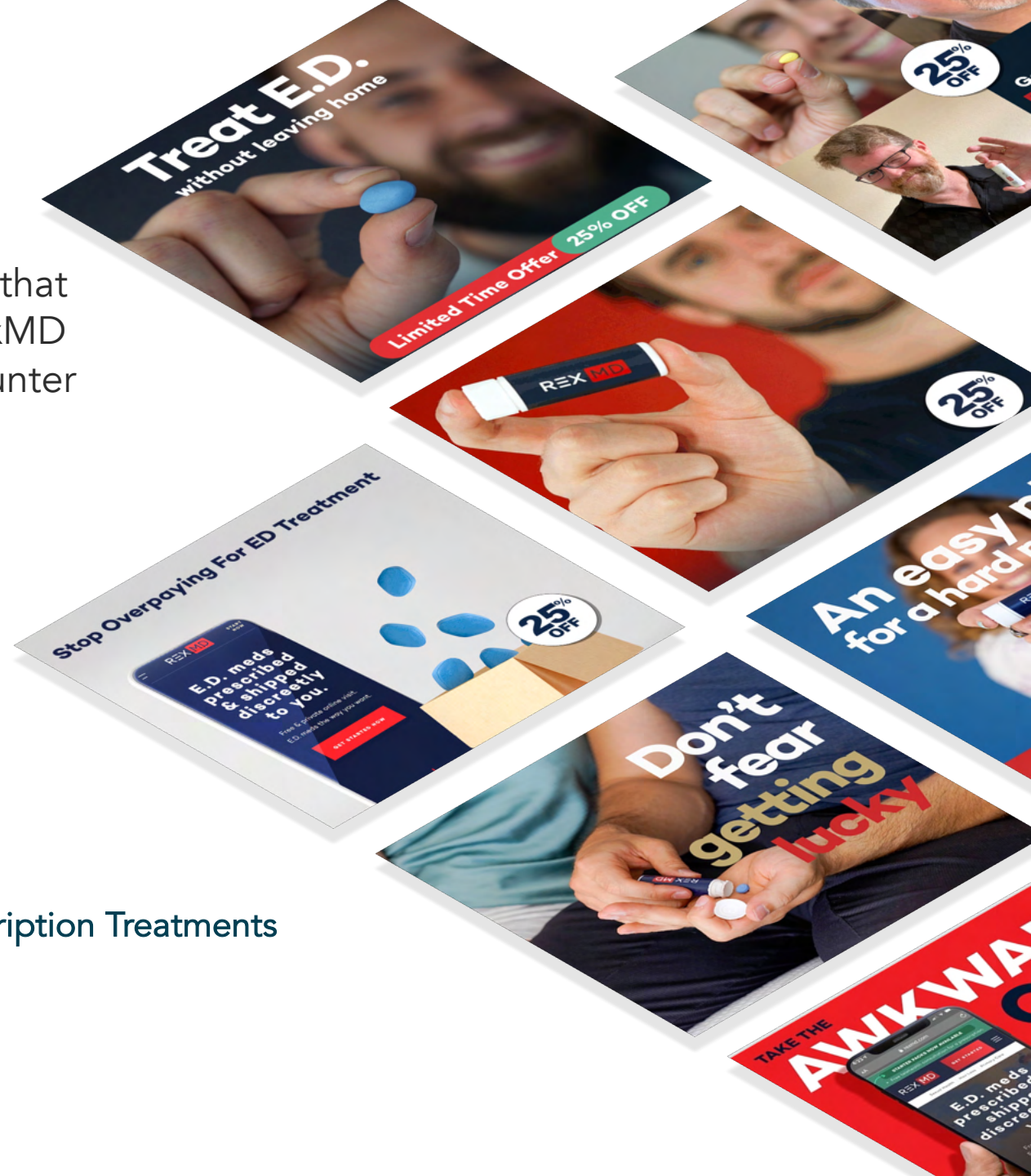
~\$250B
market size

Primary Care

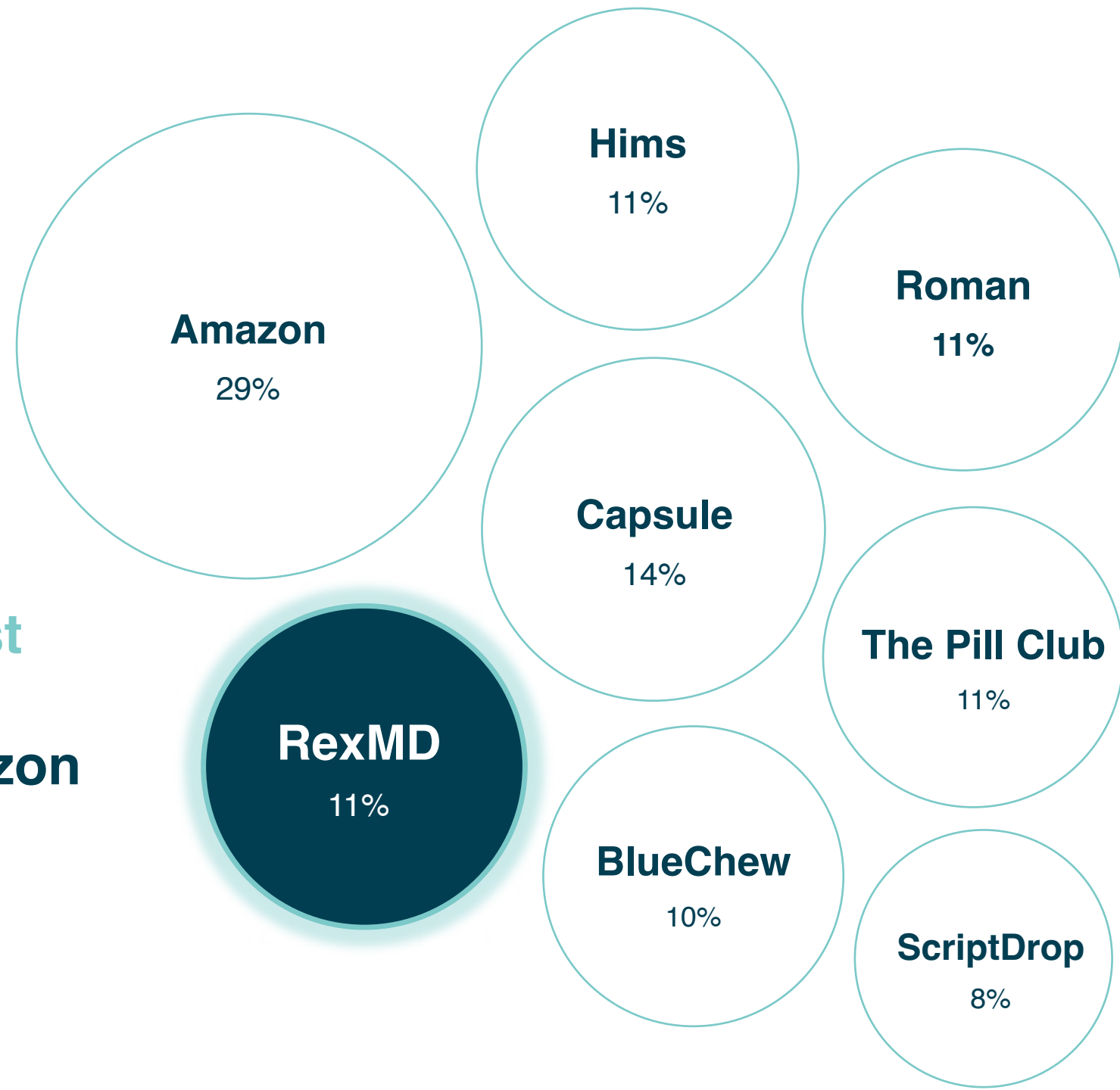


RexMD™ is a direct-to-patient telehealth brand that offers virtual healthcare for men nationwide. RexMD offers prescription medications and over-the-counter treatments for Erectile Dysfunction, Premature Ejaculation, Hair Loss, Insomnia, Testosterone Support and more.

- ✓ 4.6 Star Trustpilot Rating
- ✓ 4+ Star Ranking on Facebook & Amazon
- ✓ Expanding Portfolio of Condition-Specific Prescription Treatments



RexMD is the third most popular ePharmacy service, following Amazon & Capsule





ShapiroMD® is a direct-to-patient telehealth brand that offers virtual medical treatment for male and female hair loss. ShapiroMD's product portfolio consists of a patented line of OTC products, prescription medications, and an FDA cleared medical device.

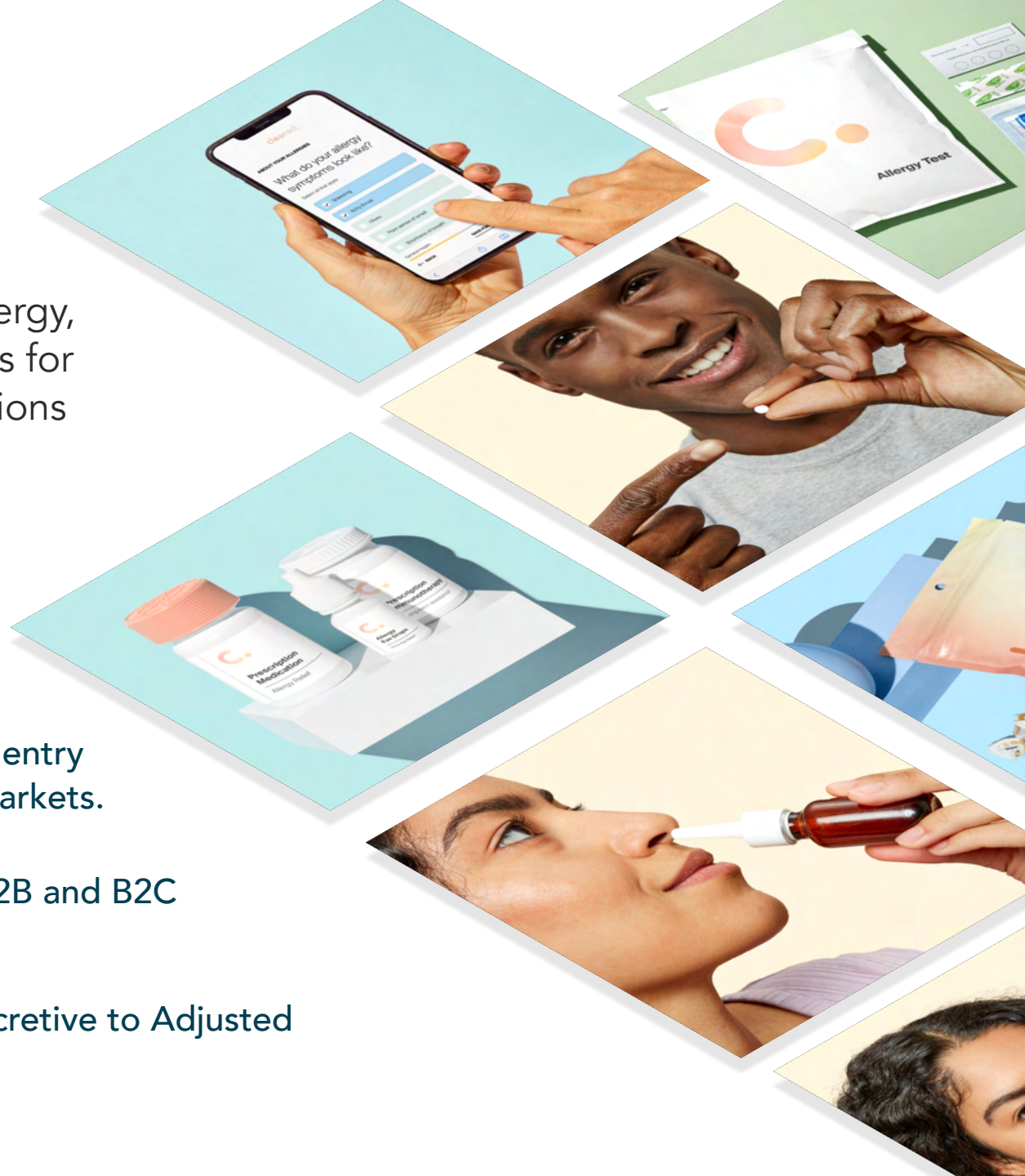
- ✓ 4.9 Star Trustpilot Rating
- ✓ Patent Protected and Doctor Formulated Products
- ✓ Robust Product Line For Both Male and Female Patients



cleared.

Cleared provides personalized treatments for allergy, asthma, and immunology including in-home tests for both environmental and food allergies, prescriptions for allergies and asthma, and FDA-approved immunotherapies for treating chronic allergies.

- ✓ A first-in-class telehealth destination for bespoke end-to-end allergy treatment.
- ✓ Acquired by LifeMD in January 2022 to provide entry into \$13.5B Allergy, Asthma and Immunology markets.
- ✓ Leading pharma partnerships; providing both B2B and B2C revenue sources.
- ✓ Highly synergistic with existing platform and accretive to Adjusted EBITDA growth.



Two of the most prevalent chronic conditions

**The cost to
society of allergy
& asthma now
exceeds \$100
billion every year,
and growing.**

75M

Americans suffer from
allergy or asthma

1 in 3

U.S. adults suffer

115

days/year that the
avg allergy sufferer
experiences symptoms

\$11B

annual U.S. spend
on allergy/ asthma
medications alone

24M

annual visits to the
doctor for allergies
or asthma

\$2.5 B

annual U.S. spend
on visits to allergist



NavaMD™ is a direct-to-patient telehealth brand that combines teledermatology with a patented line of clinically studied OTC skincare products. NavaMD offers virtual treatment and prescription medications for Acne, Anti-Aging, and Rosacea.

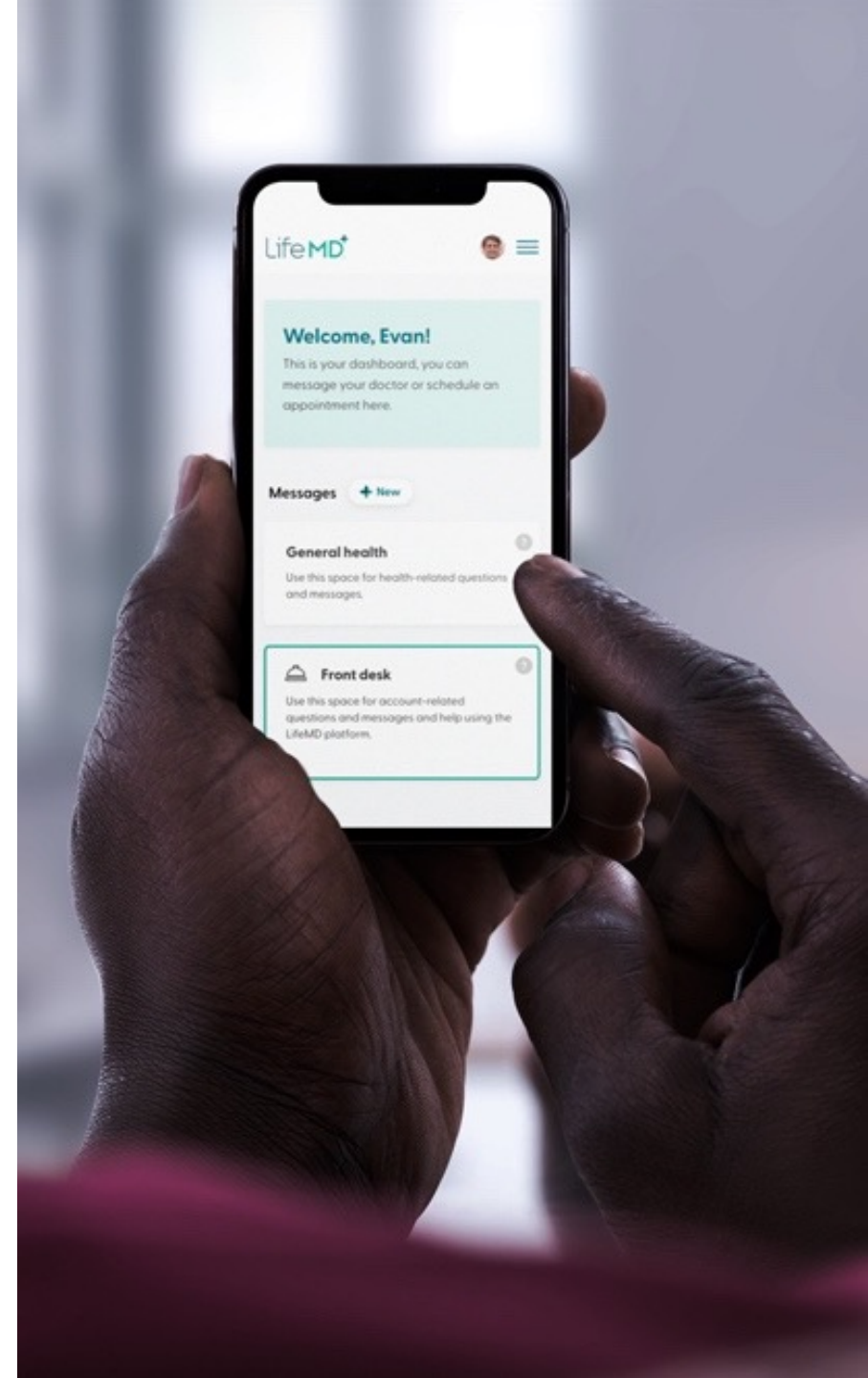
- ✓ Powered by LifeMD's 50 State Provider Network
- ✓ Opinion Leading Dermatology Advisory Board
- ✓ \$50M+ Invested in Intellectual Property & R&D¹





LifeMD is a personalized, subscription-based virtual primary care platform. The LifeMD primary care clinic provides patients 24/7 access to a high-quality provider for their primary care, urgent care, and chronic care needs.

- ✓ Best-in-class virtual primary care delivered by dedicated providers 24 hours a day, 7 days per week.¹
- ✓ Mobile first platform incorporates virtual consultations and treatment, prescription medications, in-home diagnostics, and wearables.
- ✓ Robust capabilities powered by partnerships with Quest Diagnostics, Axle Health, Particle Health and Prescriptive.
- ✓ Nationwide, 50 state coverage; 24 hours / 7 days a week.





Financials

Early mover advantage supported by a patient-centric approach has enabled incredible growth

\$132M-\$138M

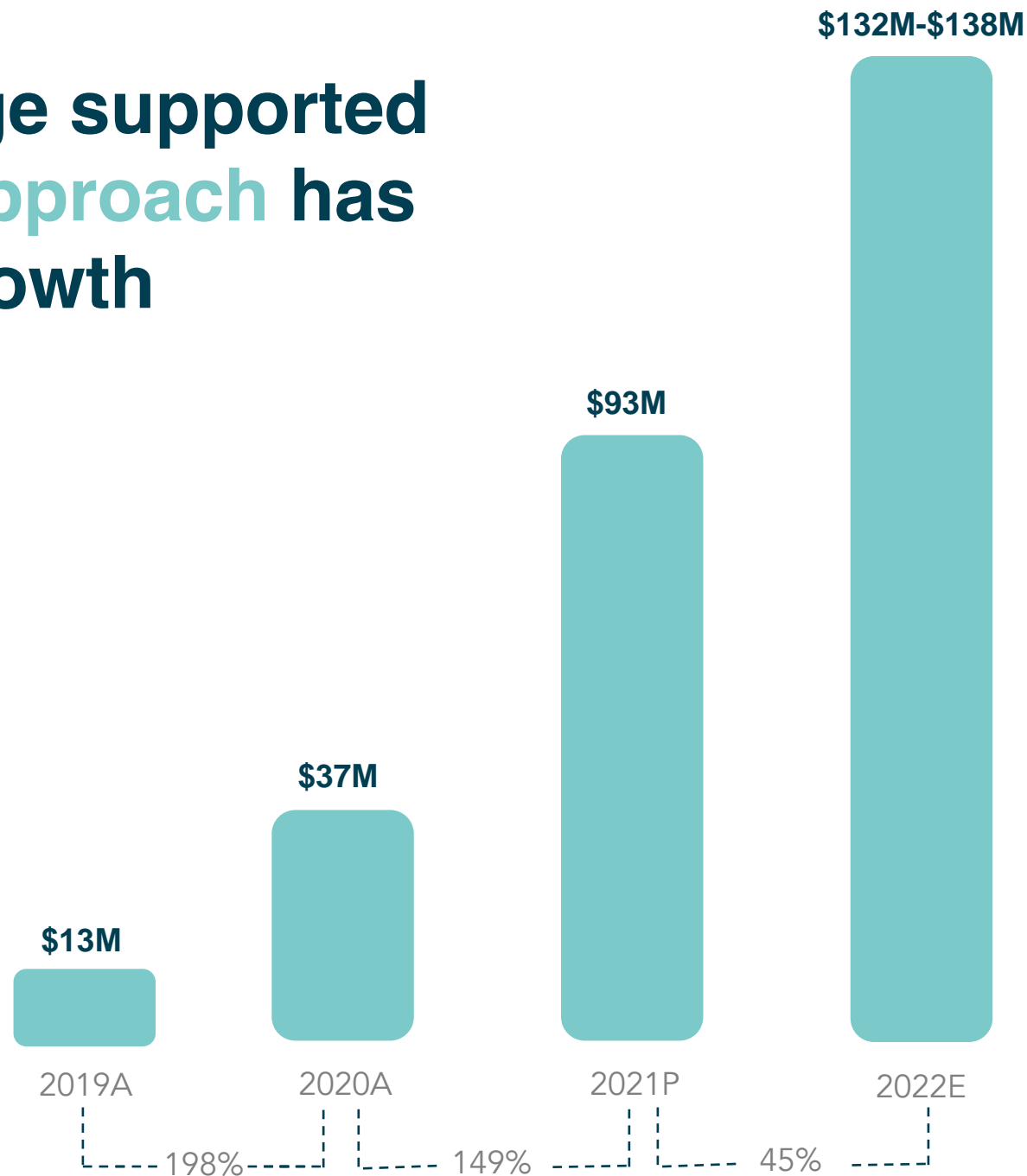
2022 Revenue Forecast

149%

YoY Revenue Growth in '21

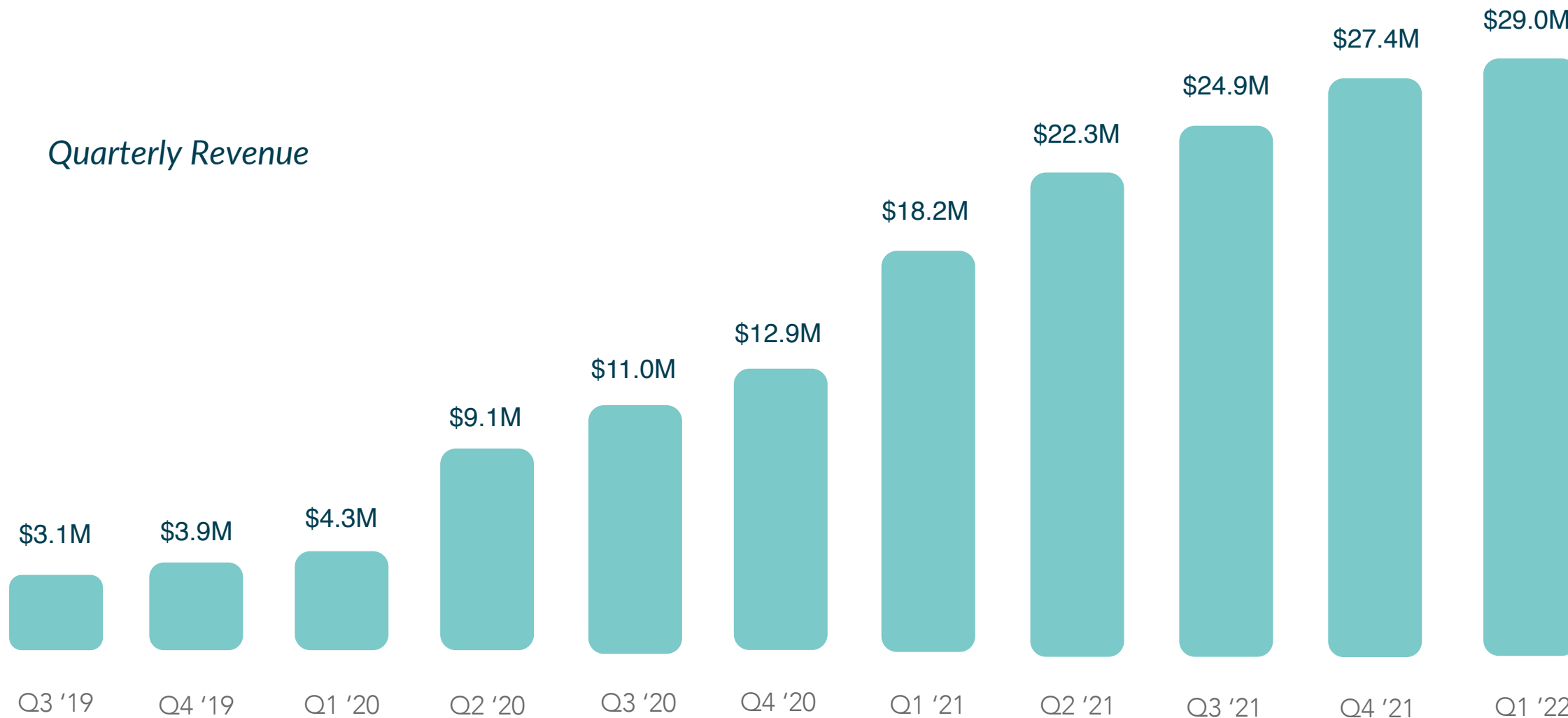
550K+

Patients & Customers To-Date



Producing strong results on a sequential basis

Quarterly Revenue



Driven by Strong KPI's

Unaudited, except Revenue and Gross Margin

	2019A	2020A	2021
Revenue (\$ thousands)			
Product (Telehealth)	\$9,929	\$30,561	\$68,200
Software (WorkSimpli)	\$2,539	\$6,733	\$24,700
Total Revenue	\$12,468	\$37,294	\$92,900
<i>Subscription Revenue as % of Total</i>	45%	69%	93%
Gross Margin %			
	79%	76%	81%
Telehealth Volume			
<i>Total Telehealth Orders (thousands)</i>	112	320	838
WorkSimpli Volume			
<i>Active Paid Subscribers (thousands)</i>	28	67	102

and Compelling Unit Economics

	<u>Telehealth</u>	<u>WorkSimpli</u>
1-Year ARPU	\$375-\$425	\$130-\$150
1-Year LTV-CAC	1.50-2.0x	3.5-4.0x
Breakeven Months	3-5	2

Appendix

Proven Management Team

Leadership Team of Industry Experts with a Track Record of Executing Growth Strategies



Justin Schreiber

Chief Executive Officer



Alex Mironov

President



Marc Benathen

Chief Financial Officer



Stefan Galluppi

Chief Innovation &
Marketing Officer



Brad Roberts

Chief Operating Officer



Dr. Tony Puopolo

President, LifeMD
Affiliated P.C.'s



Dennis Wijnker

Chief Technology Officer



Nick Alvarez

Chief Acquisition Officer



Bryant Hussey

Chief Digital Officer



Eric Yecies

General Counsel &
Chief Compliance Officer

WORK Simpli

WorkSimpli, operating as WorkSimpli Software, LLC, is a rapidly growing Direct-to-Consumer document services company that is expected to provide LifeMD an ample source of liquidity.

- LifeMD owns 85.6% of WorkSimpli through a strategic investment in June 2018.
 - Cloud-based Software-as-a-Service (SaaS) enables editing, converting, compressing, and splitting of PDF files.
 - Users can easily edit and change text, keep PDF formatting 100% intact, and add an electronic signature for free.
 - Converts Word, JPG, and PNG file formats to PDF and vice versa.
 - Functions 100% online; no installation or downloads required.
- ✓ **Convert Anywhere, Anytime:** Convert PDFs to Word Doc files online from mobile or desktop.
 - ✓ **100% Safe, Secure & Private:** WorkSimpli does not store customer data or information.
 - ✓ **No Download or Installation:** Easy to use. Operates completely in the Cloud. Only requires an Internet connection.



Investor Relations

LifeSci Advisors

investors@lifemd.com

Partnership Opportunities

LifeMD Partnerships

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Corporate Contact

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