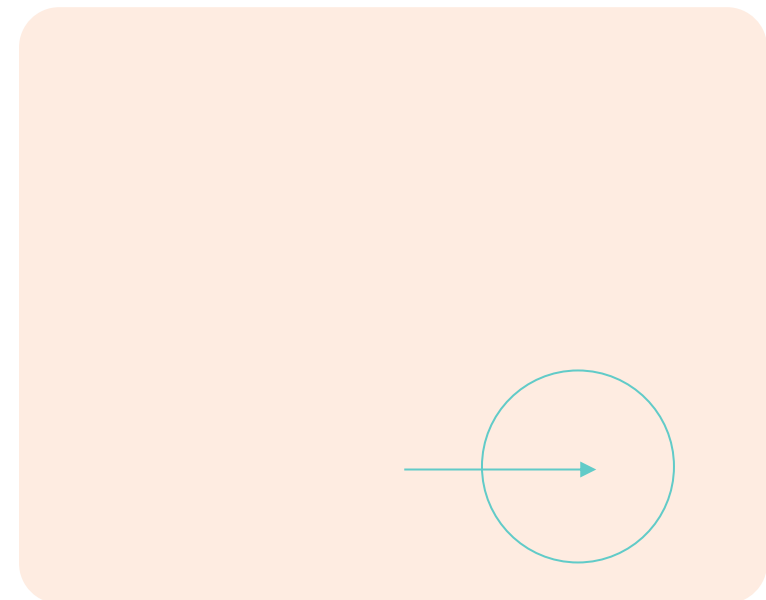
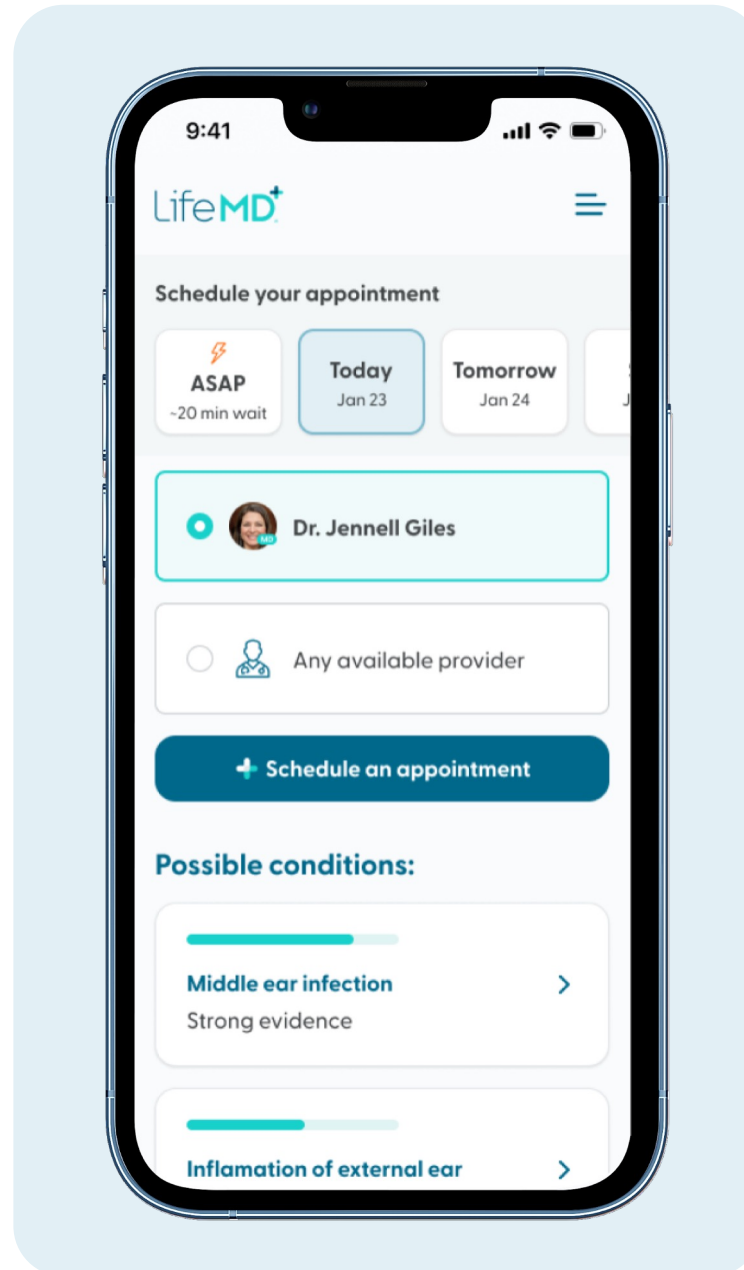




Investor Presentation

March 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

850,000

Virtual Consults Conducted



215,000

Active Patients



At Least

\$200M

Revenue Guidance for 2024



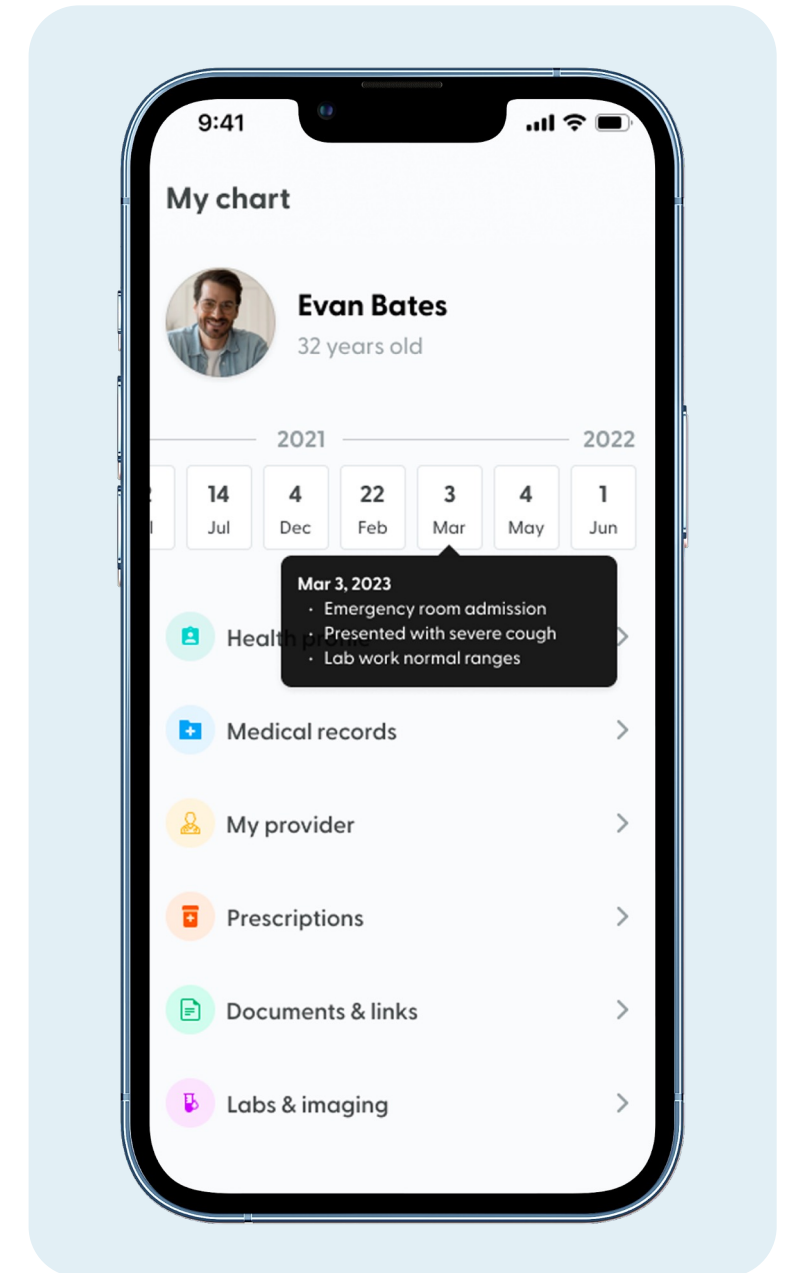
250+

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 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

	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, 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

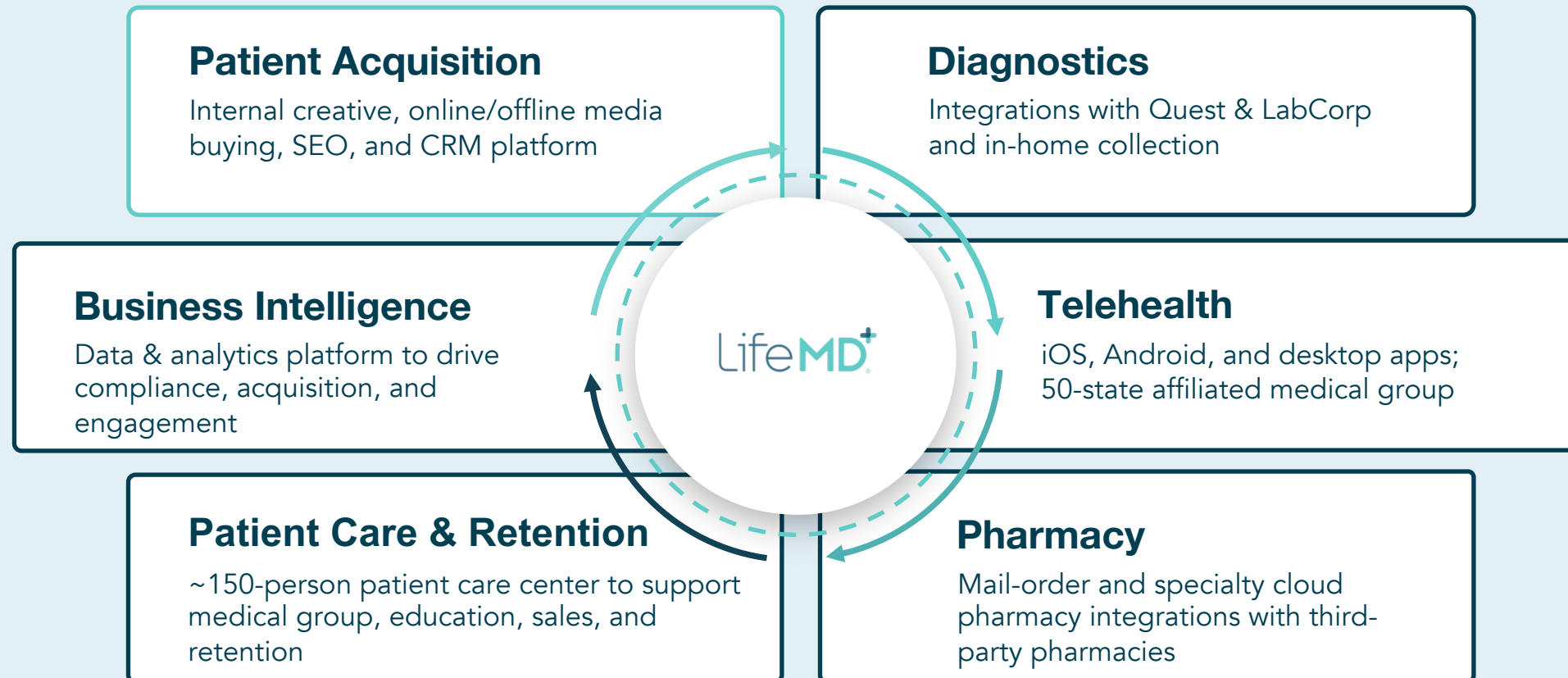
4. H. Holman The Relation of the Chronic Disease Epidemic to the Health Care Crisis, 2020

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

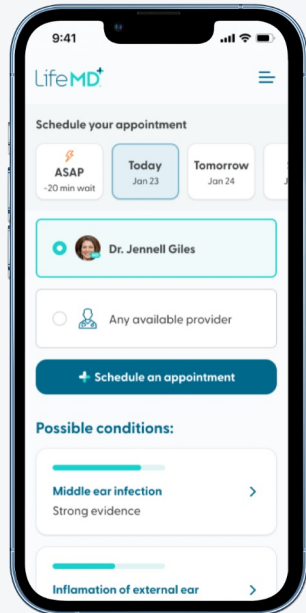
LifeMD's virtual care platform is addressing unmet needs in primary care and specialized healthcare.



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

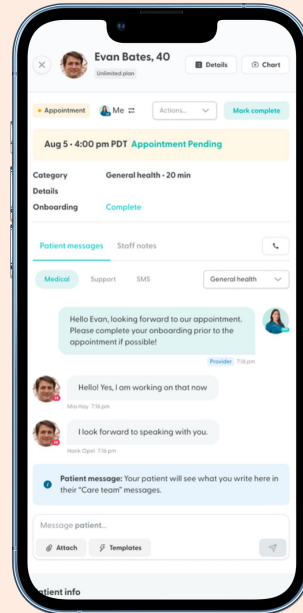


Technology designed to provide Best-in-class experience and care for all stakeholders



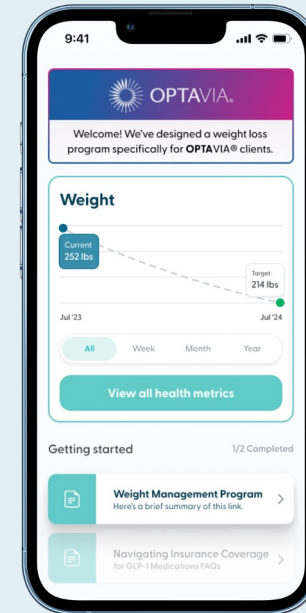
For Patients

Patients benefit from an intuitive virtual care platform powered by a 50-state provider network, lab work partnerships, mail order 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*

850K

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 mail order pharmacy capabilities
- E.D., pain, dermatology, insomnia, allergy & asthma

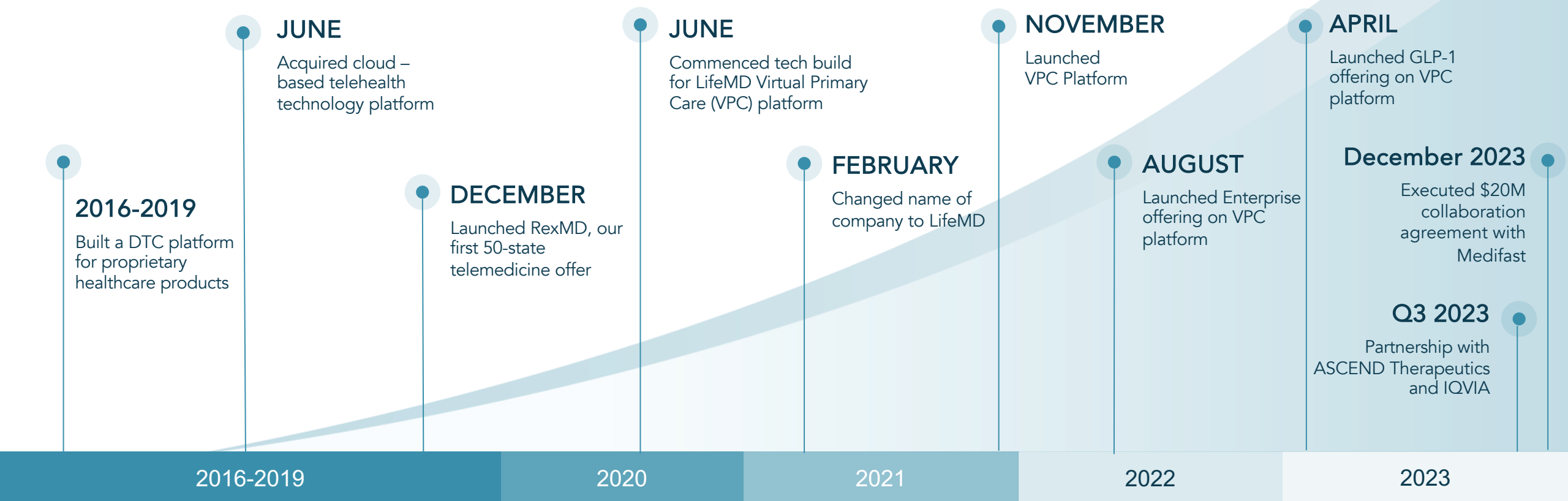
Virtual Primary Care

- 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

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

Key Priorities

Goals

Virtual Primary Care	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Double digit new patient growth in E.D. business Build and cross-sell patients to men's health primary care offerings
Partnerships	<ul style="list-style-type: none"> Execute strategic partnerships in GLP-1 space Continue to build long-term partnerships with Life Sciences and health-related companies



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 \$18-\$20 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



Justin Schreiber

Chief Executive
Officer & Chairman

JLS | VENTURES

ANN TAYLOR



Marc Benathen

Chief Financial Officer

EQUINOX

blink



Stefan Galluppi

Chief Innovation
Officer

NTI



Jessica Friedeman

Chief Marketing Officer

healthgrades

IBM Watson



Eric Yecies

General Counsel &
Chief Compliance
Officer

Holland & Knight

GOODWIN



Dennis Wijnker

Chief Technology
Officer

dr.
evidence
CALYX™



Nick Alvarez

Chief Acquisition Officer

ib Internet
Brands®

Our Board of Directors



John Strawn



Joseph DiTrollo, MD



Naveen Bhatia



Bertrand Velge



Roberto Simon



Bobby Jindal



Joan LaRovere, MD



William Febbo

Our businesses have experienced rapid, consecutive YoY Growth

\$200M

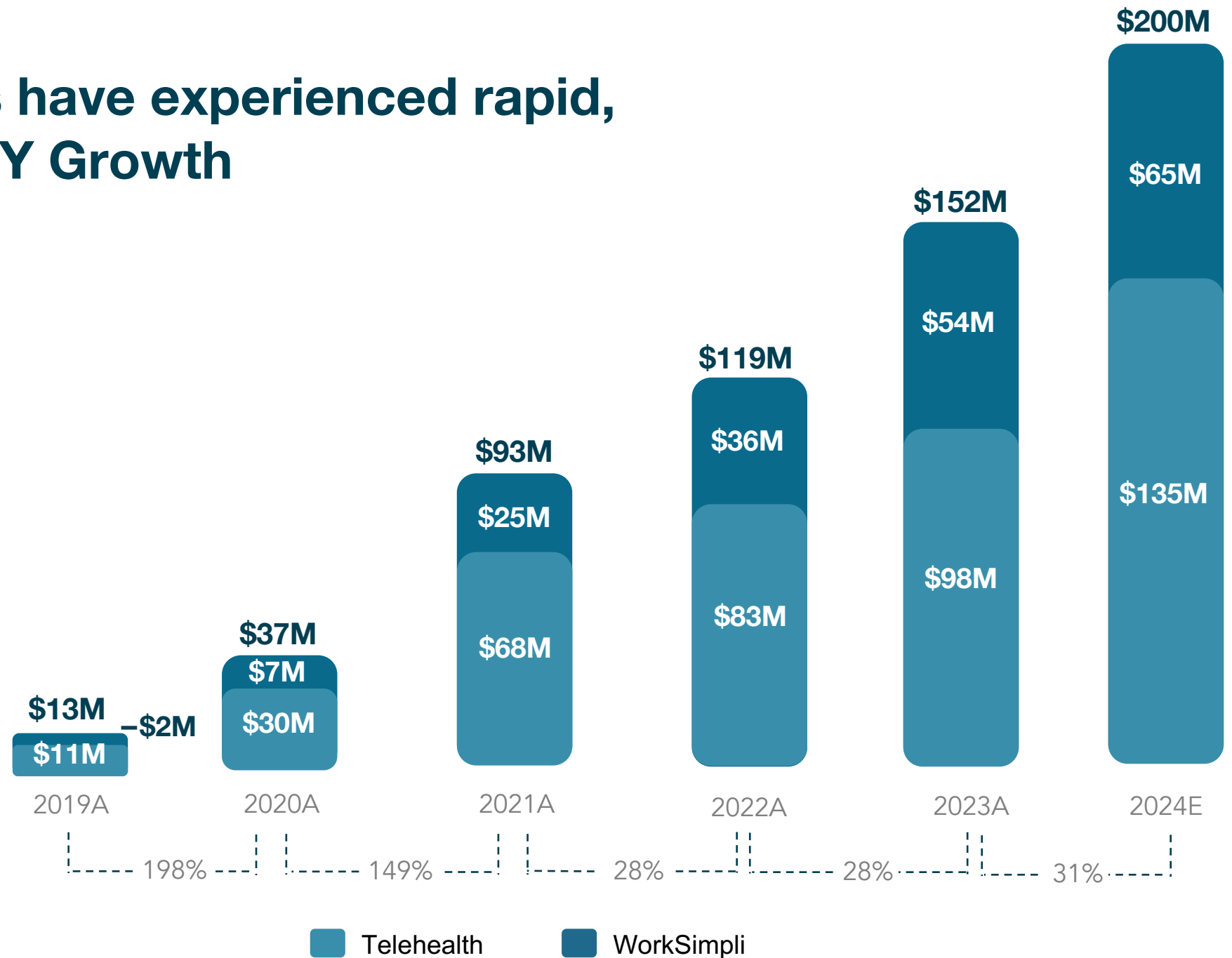
2024E Revenue Forecast

31%

Forecast 2024 Growth Rate Versus 2023

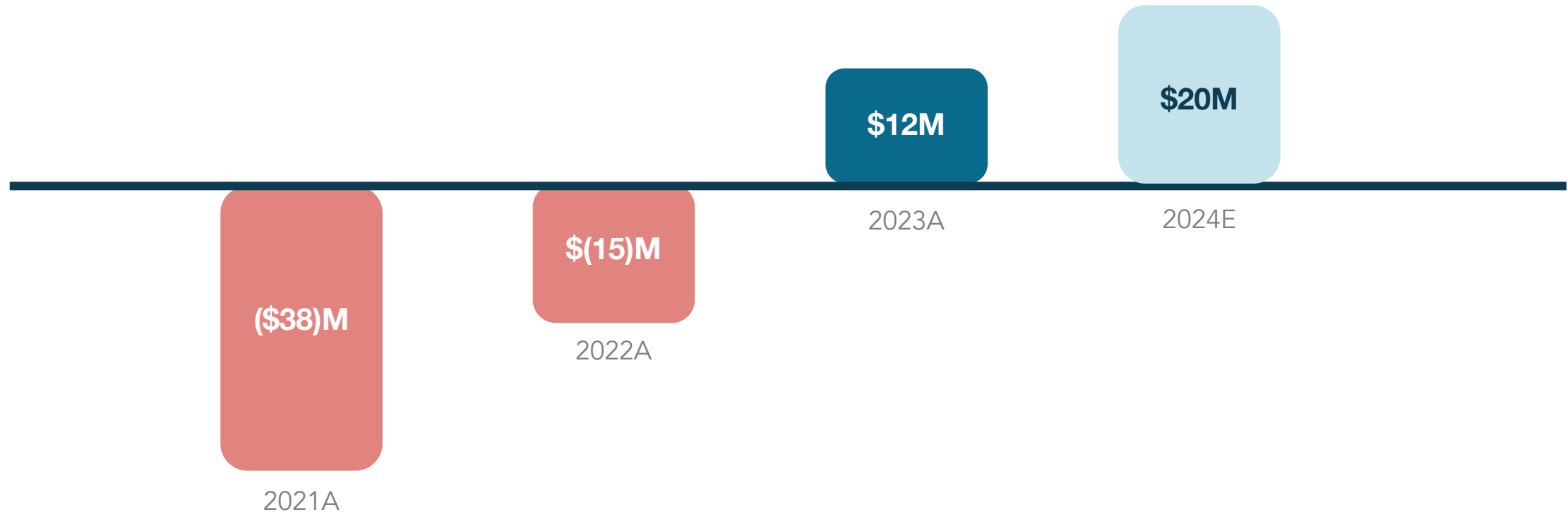
850K+

Patients & Customers To-Date



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

Annual consolidated adjusted EBITDA (\$ millions)

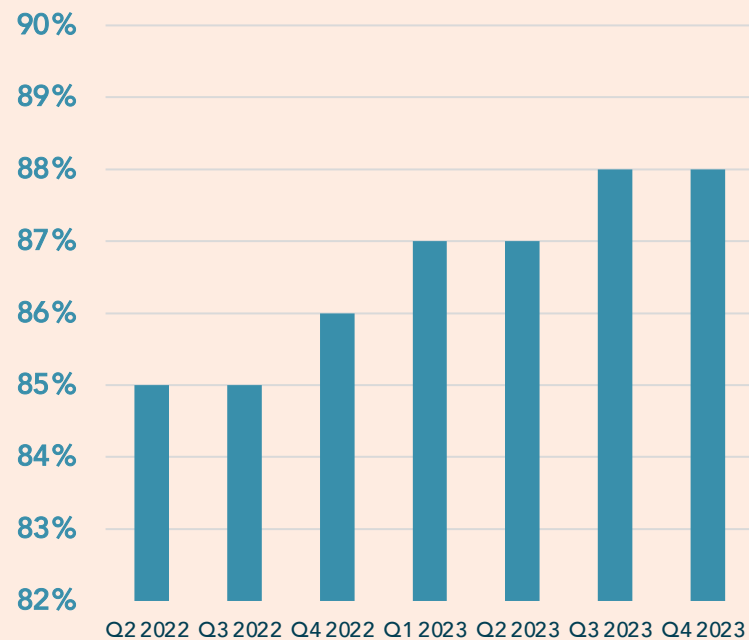


Note: Consolidated adjusted EBITDA includes Telehealth and WorkSimpli results.

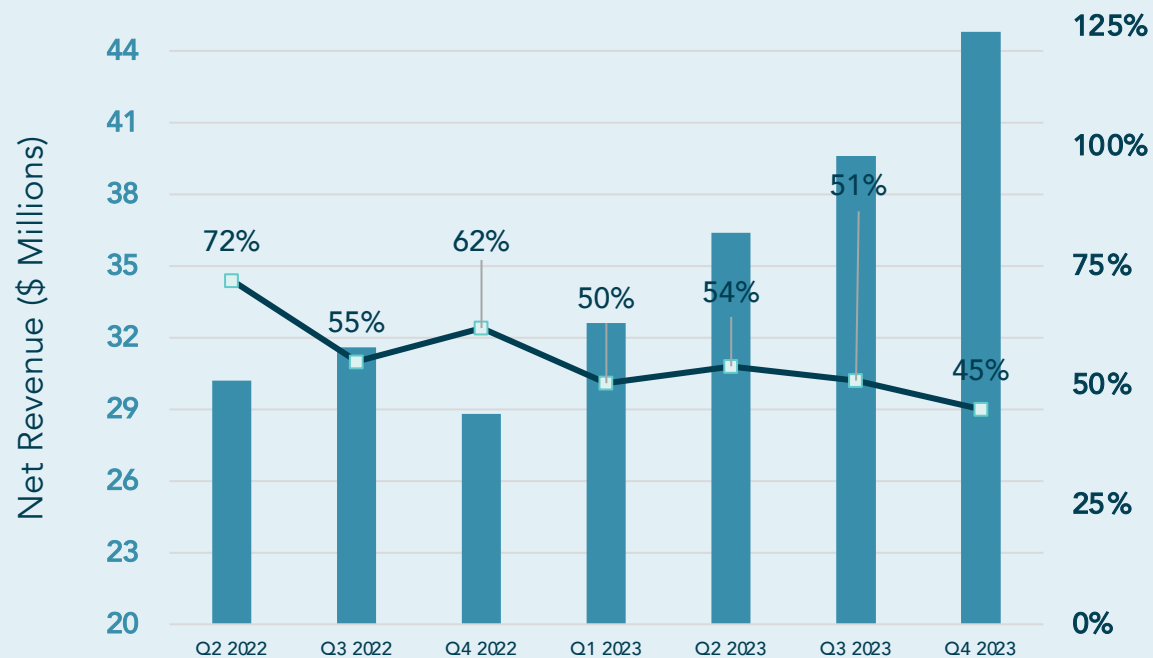
2024 Forecast is based on the midpoint of the 2024 guidance range of \$18 million to \$22 million for Adjusted EBITDA

Rapidly expanding gross margins and increasing leverage on marketing spend driving continued growth in profitability

Consolidated Gross Margin %



Marketing Expenses as % of Net Revenue



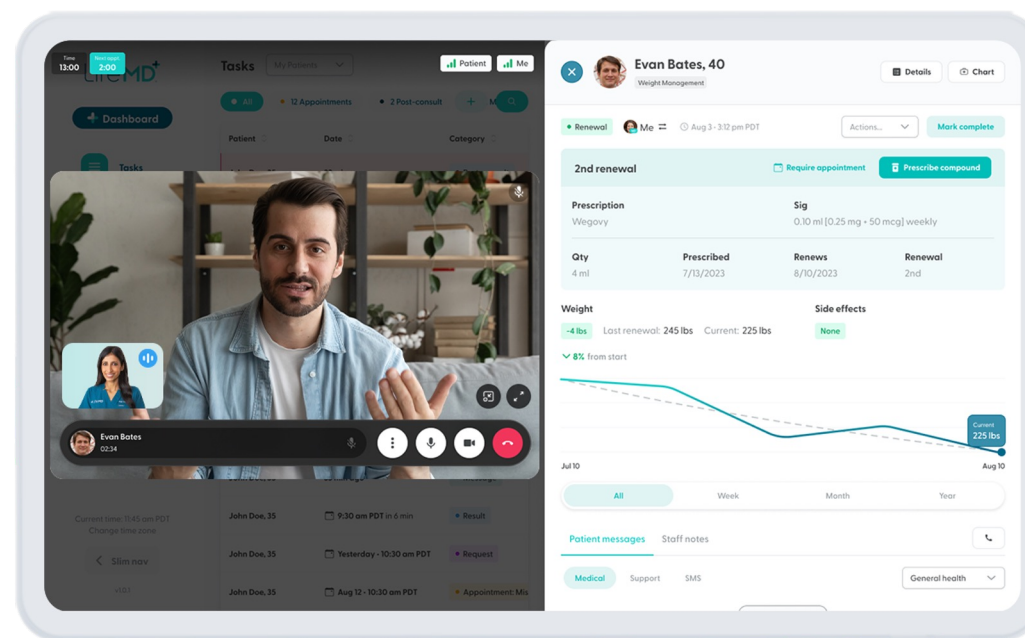
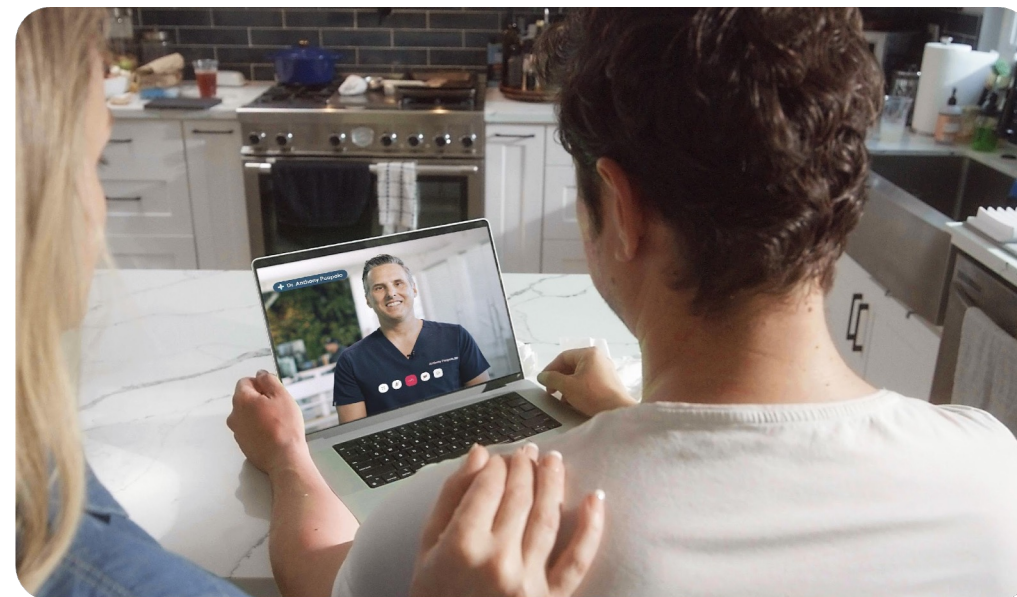
Marketing cost as % of net revenue includes Telehealth and WorkSimpli results.

2024 guidance reflects substantial increases in both revenue and profitability

	FY 2024 GUIDANCE	FY 2023 ACTUAL	DELTA
Telehealth Revenue	\$135 million	\$98 million	+38%
WorkSimpli Revenue	\$65 million	\$54 million	+20%
Consolidated Revenue	\$200 million	\$152 million	+31%
Consolidated Adj. EBITDA	\$20 million	\$12 million	+67%

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)

	Fourth Quarter Ended December 31,		Year Ended December 31,	
	2023	2022	2023	2022
Net loss attributable to common shareholders	\$ (4,508,664)	\$ (12,711,912)	\$ (23,702,242)	\$ (48,641,909)
Interest expense (excluding amortization of debt discount)	522,241	728,856	1,755,656	820,946
Depreciation, amortization and accretion expense	1,959,468	1,340,626	6,767,447	4,044,056
Amortization of debt discount	100,444	-	333,939	-
Loss (gain) on debt extinguishment	-	-	325,198	(63,400)
Financing transactions expense	38,431	98,333	773,932	250,348
Litigation costs	168,600	168,162	1,594,930	1,685,521
Inventory and reserve adjustments	404,694	699,057	637,324	929,718
Deferred revenue adjustment	-	2,918,942	-	2,918,942
Severance costs	17,400	181,824	25,092	360,914
Acquisitions expenses	30,909	127,539	158,047	392,692
Change in fair value of contingent consideration	-	(2,614,000)	-	(5,101,000)
Goodwill and intangible asset impairment charges	-	6,127,596	-	8,862,596
Insurance acceptance readiness	252,250	-	318,884	-
Sarbanes Oxley readiness	151,248	-	199,824	-
Accrued interest on Series B Convertible Preferred Stock	-	114,685	506,991	455,000
Foreign exchange (gain) loss	368,793	393,147	1,165,412	1,078,389
Taxes	428,000	360,700	498,378	360,700
Dividends	1,399,560	812,562	5,371,450	3,250,250
Stock-based compensation expense	3,645,607	1,884,614	12,489,343	13,734,614
Net income attributable to noncontrolling interests	509,880	360,168	2,756,935	514,632
Adjusted EBITDA	<u>\$ 5,488,861</u>	<u>\$ 990,899</u>	<u>\$ 11,976,540</u>	<u>\$ (14,146,991)</u>



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