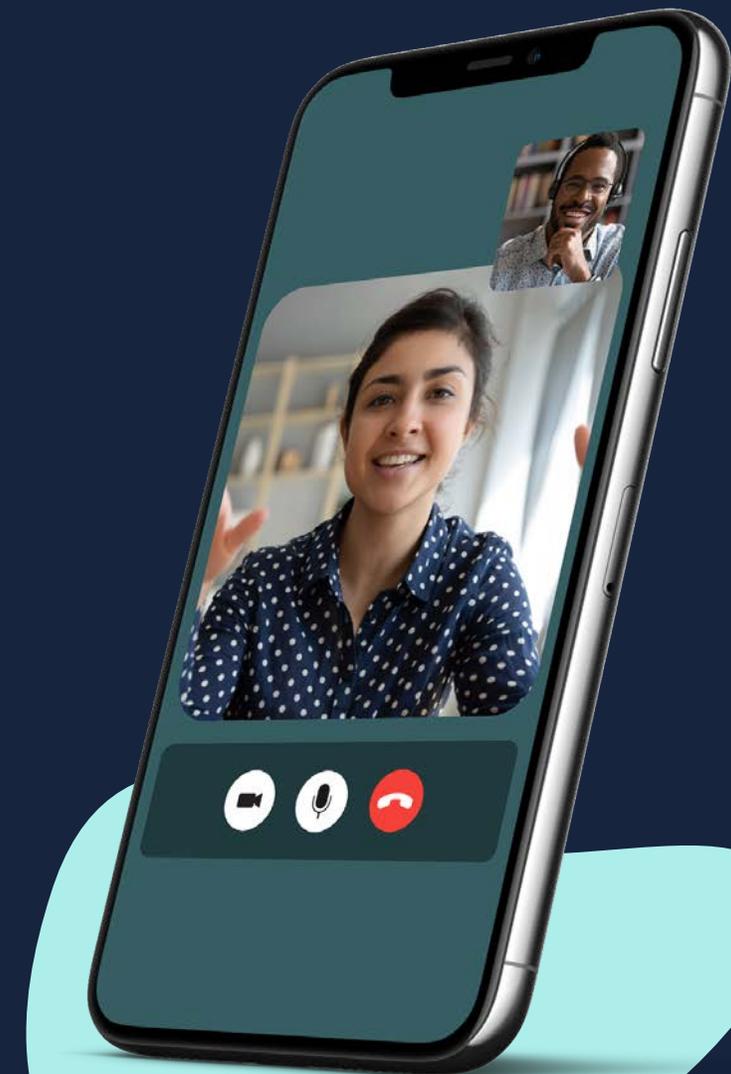




CloudMD

Investor Presentation
August 2022



TSXV: DOC
OTCQX: DOCRF

Disclaimer

This presentation contains forward-looking information within the meaning of applicable securities laws (“forward-looking statements”) that relates to CloudMD Software & Services Inc. (“CloudMD” or the “Company”), including in respect of proposed restructuring, technology and integration expenses and the results of such investment; organic growth; forecast revenue, operating expenses and Adjusted EBITDA; further investment in research and development; research and development expense declining as a percentage of revenues; leadership team costs declining as a percentage of revenues; and increased investment in content and partnerships resulting in more revenue and higher margins. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, performance or achievements to differ materially from the anticipated results, performance or achievements or developments expressed or implied by such forward-looking statements. Such risks, uncertainties, assumptions and other factors relate to, but are not limited to: successful implementation of the Company’s growth strategy; revenue retention and expansion from existing customers; expected growth in our underlying addressable market; increased average customer contract size; the competitive business environment; realization of cost efficiencies and synergies, and integration of acquired businesses; the Company’s ability to generate revenue while controlling costs and expenses; the Company’s ability to reduce research and development and internal systems costs and in-source existing technology services; the Company’s ability to manage growth effectively; business and industry trends, including the success of current and future product development initiatives; the Company’s ability to maintain and develop positive relationships with its customer base and strategic partners; the Company’s ability to adapt and develop solutions that keep pace with continuing changes in technology, e-commerce and customer needs; the availability of additional financing, including the impact of the economic and political environment and the state of capital markets; defects or errors in the Company’s technology; the ability to protect intellectual property rights; infringement of third party proprietary rights; the Company’s ability to comply with security, cybersecurity and privacy laws, regulations and standards; the impact of data corruption, privacy breaches, cyber-based attacks or network breaches; the impact of current or future litigation; and the Company’s ability to retain key personnel. Although the Company believes that the assumptions underlying such forward-looking information were reasonable when made, they are inherently uncertain and are subject to significant risks and uncertainties and may prove to be incorrect. In addition, while the Company has attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be that could also cause actual results or future events to differ materially from those expressed in such forward-looking information.

If any such risks or uncertainties actually occur, they could materially adversely affect the company’s business, financial condition or results of operations and the value of its shares. Readers are cautioned not to place undue reliance upon any such forward-looking information, which speaks only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in the Company’s expectations or any change in events, conditions or circumstances on which any such statement is based, except as required by law.



The traditional health care model isn't delivering on its promise.

Poor quality of service and long wait times

Disconnected experience across providers (public and private)

Transactional and product focused, not client focused

Inability to deal with chronic conditions effectively

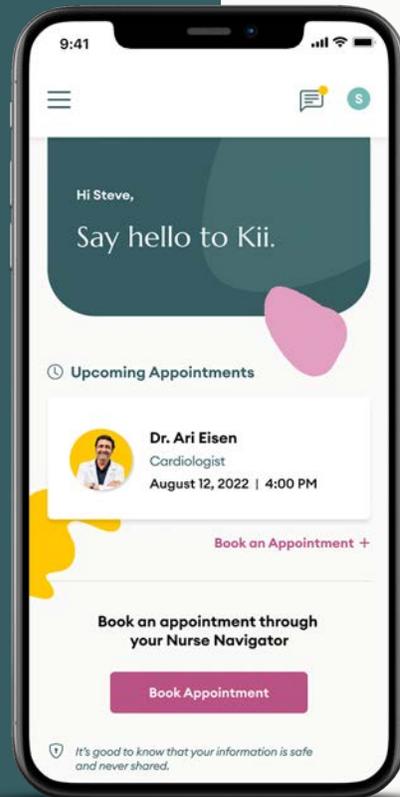
Lack of data and outcomes reporting



Why employers choose CloudMD

We deliver a workplace health & wellness program that no one else can:

- Outstanding customer service and employee satisfaction
- Faster, Better Clinical Outcomes
- A Happier, Healthier and More Productive Workforce



Exceptional service

Talk to a nurse within 2 mins via phone or web. See a therapist within 1 – 5 days and start digital programs right away. No more waiting!

Treatment for chronic conditions

We treat the leading causes of disability and absence within our program and have the results to prove it.

Nurse – led care coordination

A highly-trained resource to help employees navigate care, build personalized care plans and check-in on progress.

Widest choice

In-person or virtual, phone or web chat, synchronous or asynchronous, immediately or set an appointment. We let employees choose how they want to receive care.

Focus on data & outcomes

We are committed to data collection across all services to provide integrated reporting on satisfaction, business and clinical outcomes.

Personalized, connected care.

Primary care, mental healthcare, chronic and specialty care, all working together to build a personalized plan and deliver connected care.



CloudMD stands apart

Improving growth and profitability

- Cross sell and geographic expansion
- Integration of M&A creating efficiencies
- Divestiture of non-core assets generating cash and higher margins

\$160M

Annualized revenue

~\$30M

Cash on hand

\$110M

Market cap.

Less than 1x annualized revenue

10.5M+

Lives with access to Kii services

Includes dependants and both subscription and fee-for-service models.

60K+

Disability & return-to-work cases handled annually

300K+

Health assessments & evaluations delivered annually





Our industry leading employer health and wellbeing program



Nurse Care Coordinator

One nurse to assess and coordinate across all programs – whether at work or on disability.



EFAP

Short-term counselling

Financial & Legal Advice

Caregiving Advice (child or elder)

Crisis Support

Critical Incident Support



Mental Health+

Mental Health Coaching

Therapist Assisted iCBT

Extended Live Therapy (CBT, DBT)

Self-guided iCBT

Chronic Condition Treatment



Telemedicine

Medical Advice & Consultations

Health Coaching (Chronic Illness)

Lab work and Diagnostics

Healthcare Navigation

Prescription Services



Occupational Health & Absence Management

Assessments & Medical Second Opinion

Occupational Health Staffing

Onsite Health & Medical Services

Disability Management

Workers' Compensation

Absence Risk Consulting

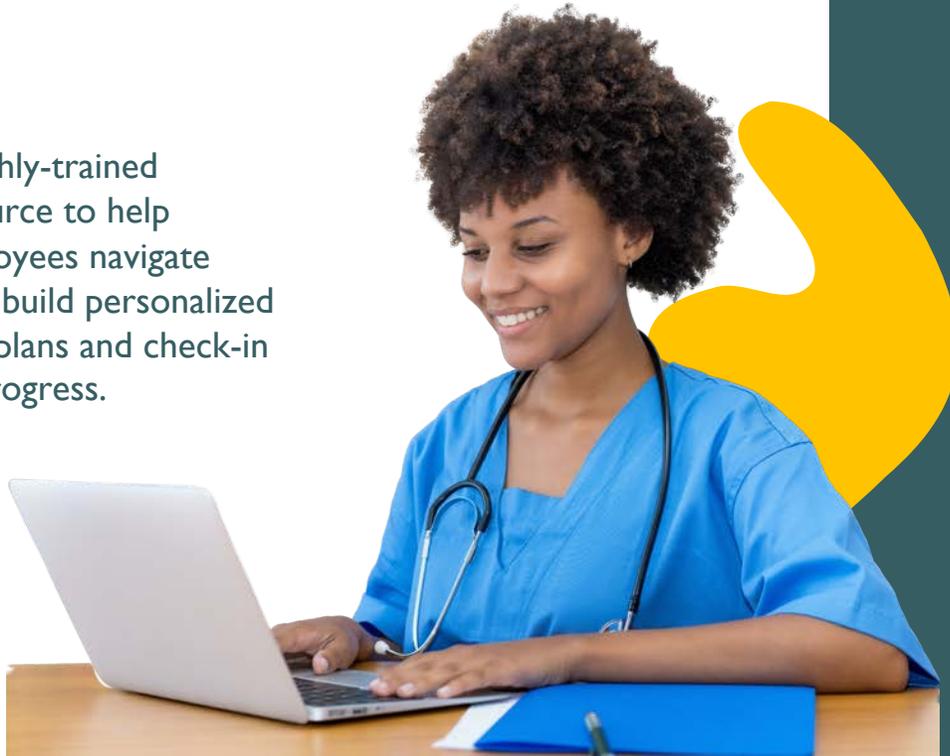


Delivering employees a personalized and connected care program



A robust clinical network supported by a nurse is a key differentiator in the market

A highly-trained resource to help employees navigate care, build personalized care plans and check-in on progress.



1,500+
Mental Health Professionals

Including Psychotherapists, Psychologists and Social Workers

1,400+
Medical Professionals

Including Doctors, Nurses and Nurse Practitioners



1,600+
Allied Health Professionals

Including diagnostic specialists, speciality health providers such as dietitians

600+
Rehabilitation Therapists

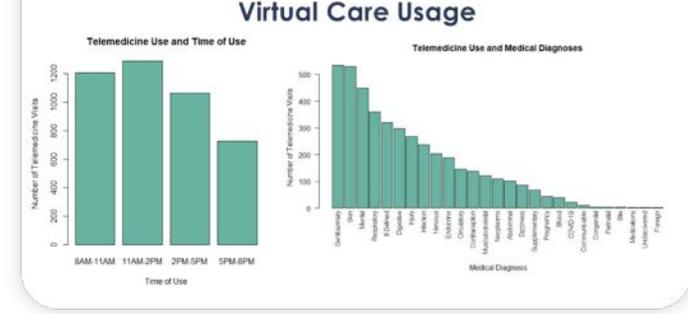
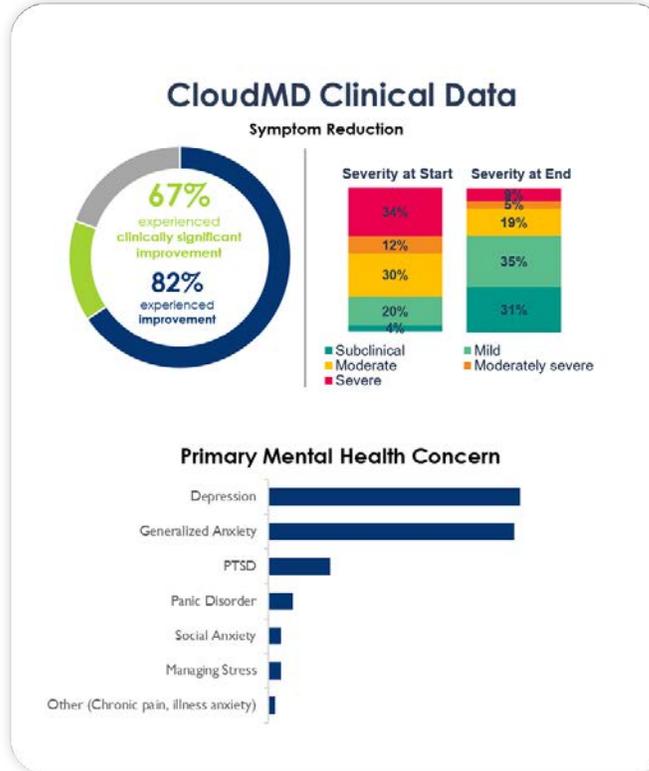
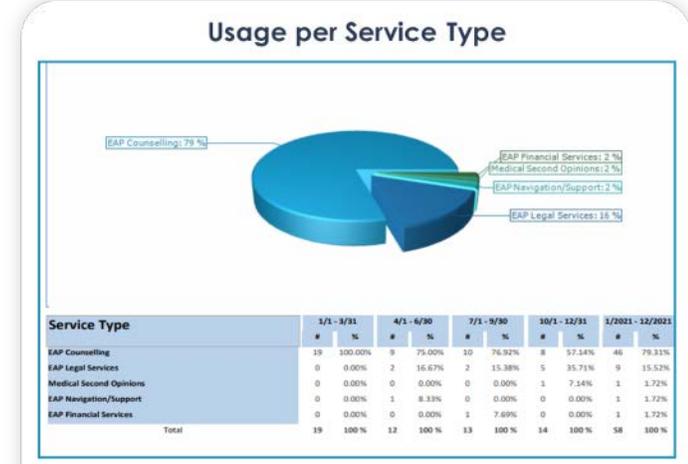
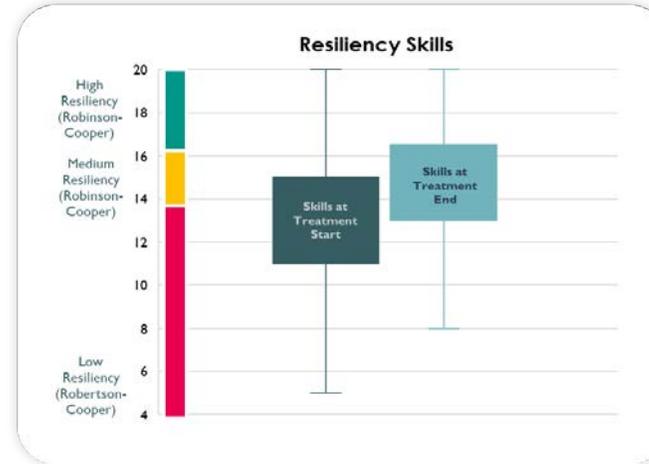
Including OTs, PTs and Ergonomic Specialists



Providing proven results for employers

We are committed to delivering evidence-based services which collect robust data to provide integrated insights and ROI reporting to our customers.

- Clinical outcomes such as symptom reduction and resiliency
- Business outcomes such as absence reduction and productivity improvement
- Employee satisfaction



Question 1

How likely are you to recommend us to your friends or colleagues?

1 2 3 4 5 6 7 8 9 10

Least likely Most likely

World class companies trust us with their most valuable asset – their people

**7,200+
Organizations**

Trust us with their workplace happiness, health and safety, and see results.

**30+ Year
relationships**

Many organizations have been working with us for decades.



We provide evidence-based services that deliver superior clinical and business outcomes

TAiCBT Return to Work Program delivers 19X ROI for Quebec Health System

- Nurses returned to work 101 days earlier than the health system average (42.4% reduction in disability duration).
- In the first 35 cases, 2424 total days were saved which is equivalent to hiring 10.6 full-time nurses.
- Savings of \$920,600 and a 19.8X ROI.

Mental Health Coaching delivers 89% improvement

- 89% of those experiencing depression and 91% of those experiencing anxiety saw 'major improvements'.
- 82% said they would recommend the service based on their own experience.
- 46% increase in plan members utilizing their mental health benefits for the first time.

Healthcare Navigation saves 583 days of wait time

- The client had been suffering from severe lower back and radiating hip and leg pain.
- GP made a referral to a Neurologist, but it was an extremely long wait time.
- CloudMD identified several specialists' and coordinated the referral and subsequent appointments leading to a significantly shorter wait time to care.

Disability Management & Accommodation service delivers 960% ROI

- Averaged 2,387 sick claims annually.
- Average number of days lost reduced by 40,579 annually.
- Delivered \$21M in direct and in-direct savings



Primed for growth

1. Fully integrated marketing, sales and account management team and CRM system to support Kii revenue generation
2. Positive growth indicators such as average deal size, multi-product deals in the pipeline and reseller engagement
3. Company wide cross-sell strategy to grow wallet share of existing customer base by positioning full suite of Kii offerings
4. Successful in taking market share from large, established players

\$4.2M ARR
from EHS sales
strategy

2.8X Average
deal size in Q2 vs
the average deal
size in Q1

>25% of top
25 new deals
are multi-
product deals.

80+ active
brokers
registered to
resell Kii services.



Laser focused on sustainability & profitability

1. Product optimization higher margin revenue contributions
2. Enterprise and operational transformation to deliver efficiency and profitability
3. Divestment of non-core assets and prudent cash management

Q2 2022 Progress

\$7.5M in synergies executed YTD *(included in Q2 run rate)*

\$4M additional annualized cost synergies identified

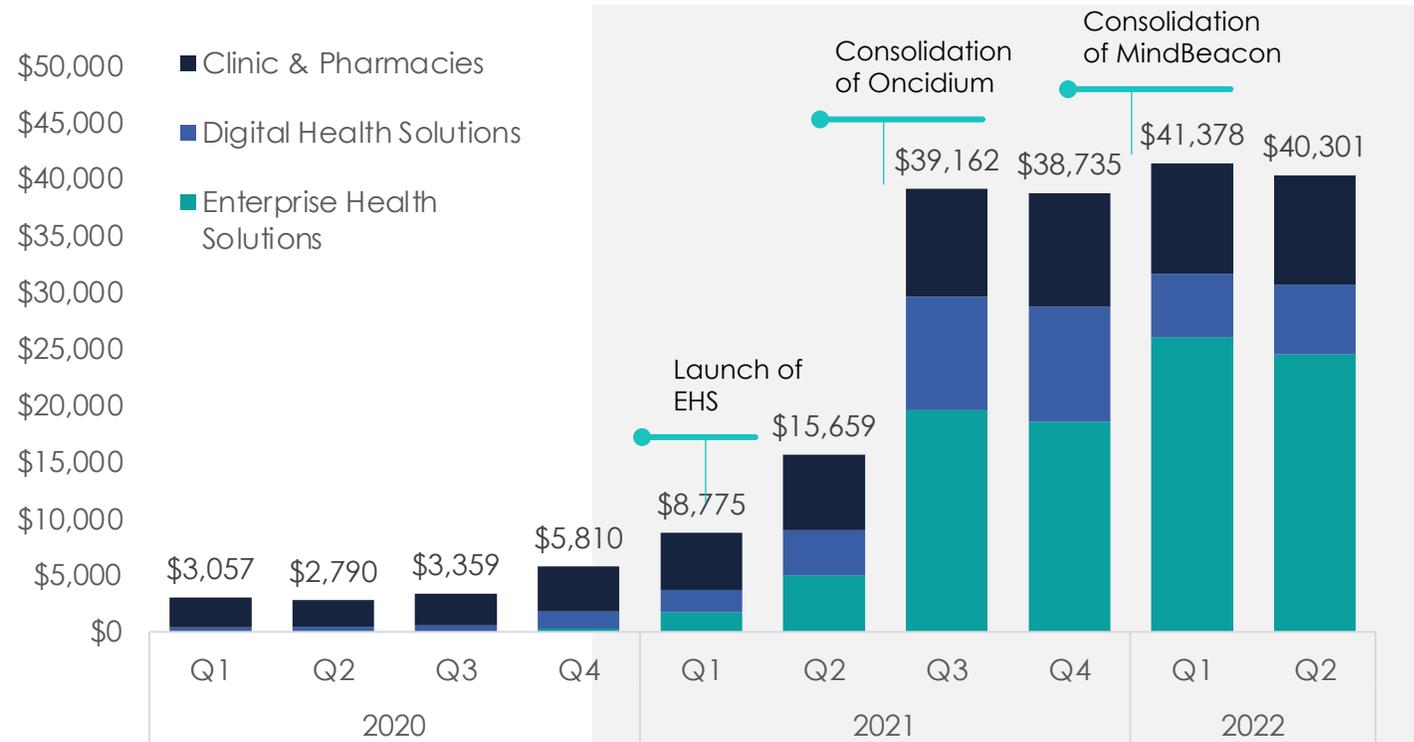
H1 2023 projected profitability

33% efficiency improvement in sales and marketing



Q2 2022 Results

Operational execution to drive sustainable profitability & growth



157%
YoY Growth

31%
Gross Margin

(\$3.2M)
Adjusted EBITDA



Complimentary Business Lines

Leveraging proprietary technology to enhance core business

Enterprise Health Solutions

~60%

- Core business and main driver of organic growth
- Strong revenue growth and customer adoption of Kii platform
- Highest gross margin portion of the business

Digital Health Services

~15%

- Technology backbone of Kii Platform
- Sold to 3rd parties in addition to generate additional economics

Clinics & Pharmacies

~25%

- Legacy, non-core business division
- Divestment strategy to re-allocate capital into EHS growth



Share Metrics

TSXV: DOC | OTC: DOCRF | FSE: 6PH

CAP TABLE *(as at August 22, 2022)*

Year High – Low	\$2.35 - \$0.38
Shares Issued & Outstanding	293,538,554
Warrants	3,177,454
Options	10,441,750
RSUs	868,250
Shares fully diluted	308,026,008
Market Capitalization	~ \$110 million
Cash Position	\$29.7 million

ANALYST COVERAGE

Canaccord	<i>Doug Taylor</i>
Beacon Securities	<i>Gabriel Leung</i>
Echelon Wealth Partners	<i>Rob Goff</i>
Laurentian Bank	<i>Nick Agostino</i>
Bloom Burton	<i>Prasath Pandurangan</i>

Consensus TP

\$0.84



Experienced Management Team

With deep knowledge in healthcare, technology and employer benefits



Karen Adams
CEO & President

- +20 years of creating growth through innovation, people, process and technology in the employee wellbeing
- Past senior executive positions at Shepell.fgi, Morneau Shepell, SCM Insurance, Snapclarity



John Plunkett
CFO

- +15 years of financial management experience includes strategic financial planning, M&A, business integration, accounting
- Past CFO of MindBeacon and senior finance positions at Lifeworks and D+H



Adam Kelly
EVP & Chief Commercial Officer

- +20 years experience in the health and wellness field leading sales, marketing, product development, and client support
- Past leadership positions at Shepell.fgi, Morneau Shepell, MindBeacon



Lu Barbuto
EVP, EHS

- +20 years experience in employer healthcare
- Past CEO of Oncidium and senior executive positions at AIM Health Group and Extendicare Canada



Nathan Lane
GM, DHS

- +20 years experience in employer healthcare
- Past senior executive positions at Benchmark Systems



Attractive Investment Profile

1. Strong industry tailwinds
2. Market leading product driving organic revenue growth
3. Integration of businesses lines driving efficiency and margins
4. Improvements in technology driving margin gains and increasing moat
5. Divestiture of non-core assets generating non-dilutive cash and improving margin profile

