CloudMD

Investor Presentation

June 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 the acquisition by CloudMD Software & Services Inc. ("CloudMD" or the "Company") of MindBeacon Holdings Inc. ("MindBeacon"), 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.

CloudMD: A connected healthcare ecosystem delivering data driven health outcomes.

Personalized Longitudinal Care

Led by Proven Industry Veterans

Proprietary Technology

CloudMD: Integrated Healthcare Ecosystem

SCALE

$165M Annualized Revenue (1)

$47M Cash on hand(2)

$130M Market cap

GROWTH

+16 Strategic acquisitions of capabilities since 2020

+372% YoY growth

NETWORK

12M+ Lives covered in EHS division

7,200 Employer clients

+1,800 Direct Mental Health professionals

(1) Annualized revenue based on Q1 2022 quarterly revenue of $41.4M
(2) As of March 31, 2022

Complementary Business Lines

Revenue Split

Enterprise Health Solutions **~65%**	• Integrated Health Management Platform support both workplace and non workplace life journeys and care needs (ongoing across a continuum) • Mental health, iCBT, behavioural health, occupational health, virtual care, assessments and rehabilitation • Employee Assistance Programs (EAP)/ Student Assistance Programs (SAP) • Data driven, proven outcomes
Digital Health Services **~15%**	• Full “Clinic-in a box” solution including EMR, billing, scheduling, online portal • Multi-year recurring revenue contracts with auto-renewals • Consulting and services model • Develop and test digital properties for CloudMD and make them commercially available to the market SaaS, PaaS etc.
Clinics & Pharmacies **~20%**	• Hybrid clinic network connected with proprietary digital health-tech • Leverage virtual care to increase clinic footprint & see more patients • +500,000 direct patients on clinic platform

Engaging patients. Empowering practitioners. Providing value to Payors.

Leading Employer Health and Wellbeing Solution

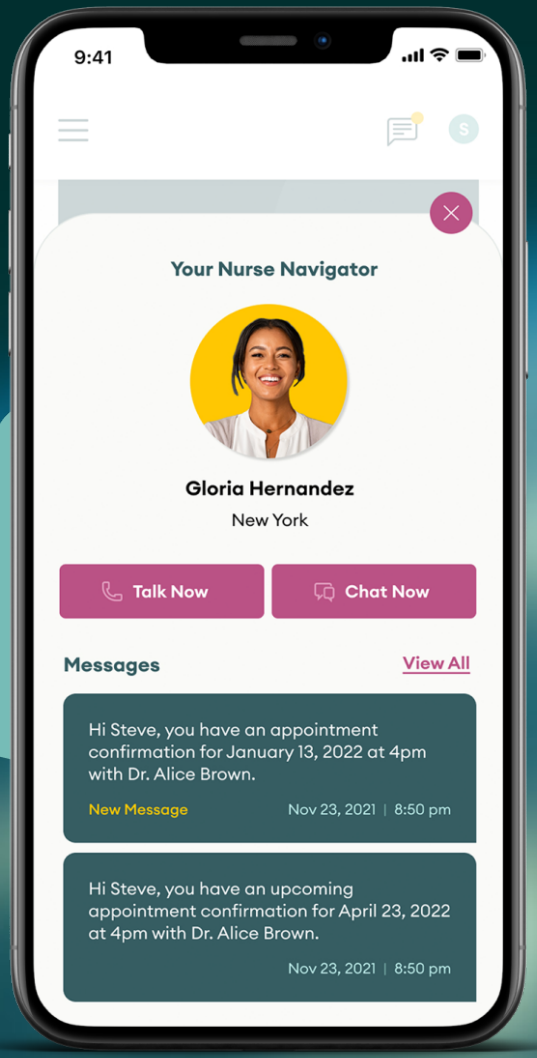
Using our integrated, proprietary healthcare ecosystem to target employer healthcare spend

Underpinned by patented technology that allows for data interoperability

Since launch **+620k individuals** have been onboarded onto the integrated health services platform

CloudMD

Data Driven. Proven Outcomes



215 days
Faster Access to Specialists

98%
Retention Rate With Clients

86%
Usage Rate on Integrated Platform

98%
Customer Satisfaction Rate

70%
Symptom Improvement for Depression

80
Net Promoter Score

Measurable results drive value for payors.

CloudMD

Acquisition of MindBeacon Signifies Expansion of Mental Health Coach to Broader Mental Health Support Services

Sun Life

Life's brighter under the sun

Sun Life is now rolling out the Mental Health Coach program to all their Benefits Clients.

Findings from the Mental Health Coach pilot include:

- **89%** of those experiencing depression and 91% of those experiencing anxiety noticed 'major improvements'.
- **73%** said they have a better understanding of their benefits.
- **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.

Dave Jones, President, Sun Life Health. *"We're committed to providing Canadians with innovative and personalized mental health tools to help them wherever they are in their journey. Mental Health Coach is one way we're helping our Clients live a healthier life."*

CloudMD + Mind Beacon

Strategic Rationale:

- Expands from mental health coaching to offer behavioural change through direct links to iCBT and guided Mental health care amplifying our ability to manage comorbidities and disability claims with mental health as a primary/secondary diagnosis
- Offer a broad continuum of care to address mild, moderate, acute and chronic mental and physical care.
- Strong ability to increase attach rates
- Accelerates US expansion through additional capabilities, modalities, cross selling synergies and MindBeacon's recent acquisition of a US-based mental health provider.
- Cost saving synergies of over $7.5 million already identified

Opportunity: Provide Comprehensive Care to Everyone

Delivered through a unified, highly scalable platform that delivers a seamless provider and user experience

- Self-serve, integrated, platform
- 24/7 Phone Access, instant messaging or virtual visit options
- Nurse navigation
- Personalized care plans
- Curated credible health information from trusted sources
- Nurture Wellness Engagement program

+

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
- Book Live Therapy Sessions
- Self-guided iCBT
- Peer-to-Peer Community Support

Telemedicine

- Primary Care
- Access to specialists
- Physical Health Coaching
- Chronic Condition Management
- Prescription Services
- Medical Second Opinion

+

Workplace Health

- Assessments & Evaluations
- Occupational Health Staffing
- Onsite Health & Medical Services
- Disability Management
- Workers' Compensation
- Absence Risk Consulting

Kii

A better way to ensure your employees live their best life.

A comprehensive, connected and personalized experience that provides fast and direct access to better care.

A whole-person approach with an emphasis on continuity of care across mental, physical and workplace safety.

Delivering superior clinical health outcomes, consistent high satisfaction and measurable business ROI.

Key Fundamentals Primed for Expansion

	EFAP	Digital Behavioural Health Market			Physical Telemedicine	Chronic Disease Management	Disability	Occupational Health
		iCBT	Behavioral Health/ Specialized	Addictions				
Market Size (US /CAN)	$4.0B	~$50B			~$26B	~$3.5B	~$3.0B	~$5.0B
CAGR	+4.9% (2022)	+3 – 5%			19%	+18%	stable	+3.2%
High Lifetime Value	☑	☑	☑	☑	☑	☑	☑	☑
Telelmedicine Enabled	☑	☑	☑	☑	☑	☑	☑	☑
Specialty Focus	☑	☑	☑	☑	☑	☑	☑	☑

- Annualized revenue of ~$165 million(1)
- Significant discount to industry peers and significant revenue growth in last two years

(1) Based on CloudMD Q1 2022
(2) Specialized additions, PTSD etc.

CloudMD

Proprietary Digital Health Technology Solutions

We design, build, own and operate the digital properties for CloudMD.

As the digital arm we're able to launch new products and features and expediently pilot them within our businesses.

Once proven successful within CloudMD we continue to refine and commercialize each offering bringing the services and technologies to new and existing customer through our broad reach across North America

"Clinic in a box" B2B solution

+20,000 regulated healthcare professionals using DHS

- EMR
- Billing software
- Identity management
- Provider –Patient Workflow solutions
- Virtual Telemedicine
- Online/Real time scheduling
- Education platform
- E-commerce
- Digital Assessment & Triage
- Remote Patient Monitoring
- Integrated Health Platform

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Accelerating U.S. Expansion

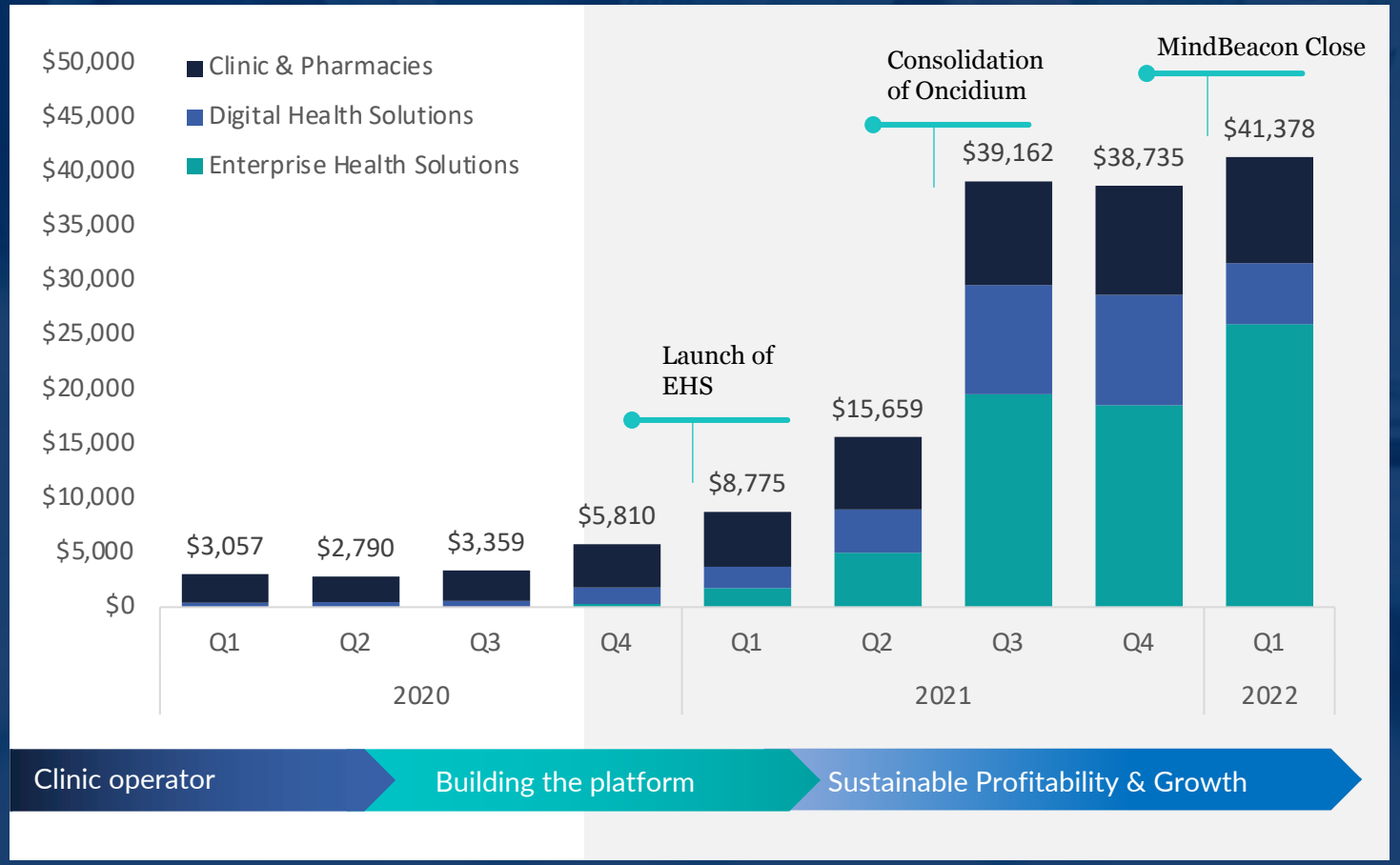
~ 32% of CloudMD revenue is driven by the US. CloudMD has an established EFAP business that will integrate MindBeacon's iCBT service, full continuum of care, a revenue cycle management business and a professional services company

- US pilots in Remote Patient Monitoring are underway giving CloudMD a first mover advantage with credibility to expand this service into Canada immediately upon billing codes becoming available
- US patented, Real Time Intervention Platform, is a scalable product that has multiple expanding use cases for deployment allowing organizations to support interoperability with speed, consistency, and security. RTIP is designed to enable an automated real time inquiry of disparate data sources across multiple domains

- IDYA4 is a professional services company that specializes in information technology services and consulting. The model allows them to amplify licensing of their SaaS and PaaS models
- MindBeacon's recent acquisition of U.S.-based mental health provider supports acceleration of expansion into the U.S.
- Dedicated U.S. sales team to drive organic growth, expansion and new distribution channels

Q1 2022 Results; Foundation for Sustainable Profitability and Growth

QUARTERLY REVENUE
(CDN$ thousands)



372%
YoY Growth

32.5%
Gross Margin

-$1.6M
Adjusted EBITDA

Growth of digital and enterprise health activates recurring revenue model

CloudMD

Share Metrics

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

CAP TABLE	
Year High – Low	$2.35 - $0.36
Shares Issued & Outstanding	298,760,917
Warrants	3,177,453
Options	9,936,750
RSUs	337,500
Shares fully diluted	312,212,620
Market Capitalization	~ $130 million
Cash Position	$46.9 million

ANALYST COVERAGE	
Canaccord	*Doug Taylor*
Beacon Securities	*Gabriel Leung*
Echelon Wealth Partners	*Rob Goff*
Laurentian Bank	*Nick Agostino*
Bloom Burton	*Prasath Pandurangan*

Consensus TP	**$1.69**

CloudMD

Management with Deep Medical & Technology Knowledge

Karen Adams **Interim 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, and Snapclarity
Sean Carr, CPA, CA, **Interim CFO**	• +20 years of experience as Chief Financial Officer at large public and private health companies • Overseen multiple M&A transaction and successful integrations
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, and 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
Aida Begovic **EVP, DHS**	• +15 years of experience in education and healthcare • Past leadership positions at Shoppers Drug Mart and Cira Health
John Plunkett **EVP, Transformation & Strategic Planning**	• +15 years of financial management experience that includes strategic financial planning, M&A, business integration, and corporate accounting • Past CFO position at MindBeacon and senior finance positions at Lifeworks and D+H

Expert Board of Directors

Duncan Hannay	• +20 years of senior executive roles focused on digital innovation • President & CEO of OLG and Former President & CEO of Street Capital
Gaston Tano, CPA	• +20 years of senior financial positions • Former CFO of Shawcor, Spin Master and CCL Industries
Christopher Cherry, CPA	• +14 years of senior financial and audit experience • Multiple director and CFO positions
Karen Adams	• +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, and Snapclarity
Dr. Essam Hamza MD	• Founder & Former CEO of CloudMD, successfully raised $140 million and has grown the company from under 10 employees to over 800

World-Class Strategic Advisors

Dr. Anne Snowdon, PhD	Professor of Strategy and Entrepreneurship, Academic Chair of the World Health Innovation Network (WIN) and Scientific Director and CEO of the Supply Chain Advancement Network in Health (SCAN Health).
Art Mesher	Chancellor of CleanSL8 Development Network and Advisors, Chairman of The Core Group, and Vice Chairman and Executive Director at Gains Systems. Ex-Chairman of Versapay Director for QHR Corporation (sold to Loblaw Companies Ltd for $170 million).
Don Simmonds	Chairman and CEO of Blyth Group, a Family Office and incubator. Founder of Clearnet, which was sold to Telus for $6.6Bn in 2000. Founder of AirIQ, one of the first Canadian companies to combine GPS satellite and wireless technologies.
Frank Arnone	Senior Partner in the Business Law Group, and Co-Chair of the Private Equity Group, of Cassels Brock and Blackwell LLP. Over 30 years' experience practicing corporate and securities law with a focus on M&A for clients.
Raj Doshi	35 years experience includes senior roles at Rogers Communication Inc., as EVP of Consumer Wireless and the EVP of the 5G Program. Served on the Board and Advisory Boards of several industry leaders and technology-oriented companies in Canada and the USA.