



CloudMD

Software & Services Inc.



CloudMD

January 15, 2024

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.

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CloudMD – Empowering Healthier Lives



Provide the most comprehensive suite of navigated healthcare solutions (mental & physical) for employers.



Uniquely positioned to capitalize on the growing demand from organizations for integrated outcome-based healthcare solutions.



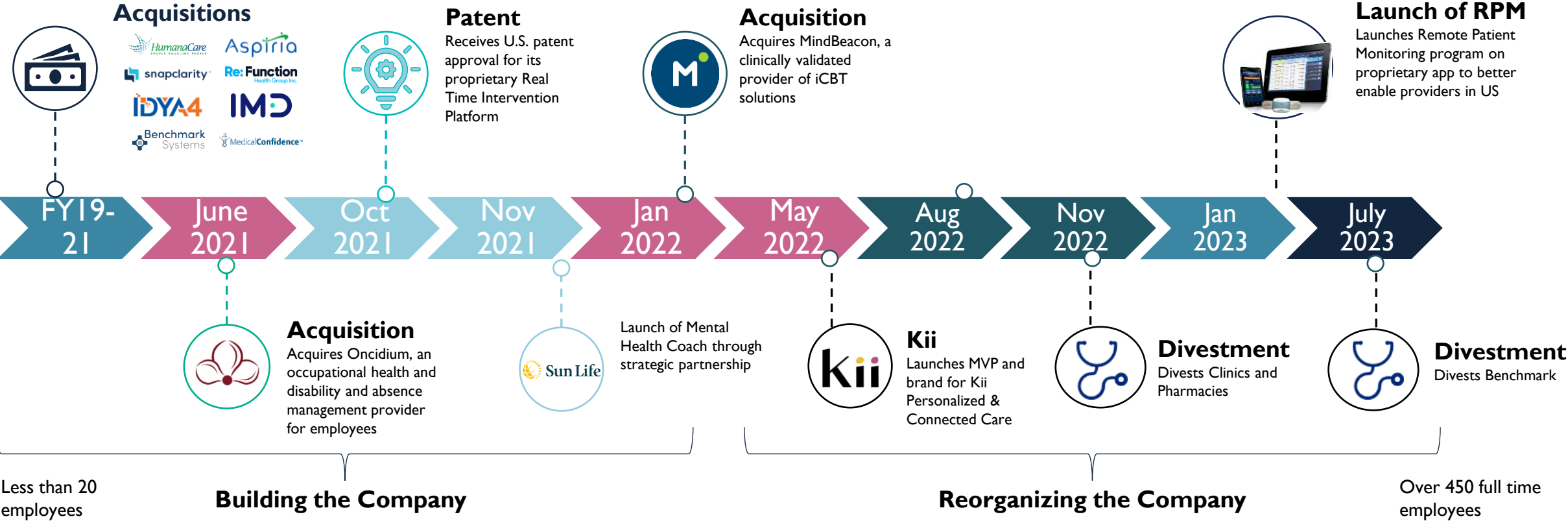
Growing Remote Patient Monitoring business addressing large market in the US.



Poised for significant revenue growth in client lifetime value via fully integrated approach to multi-solution sales.



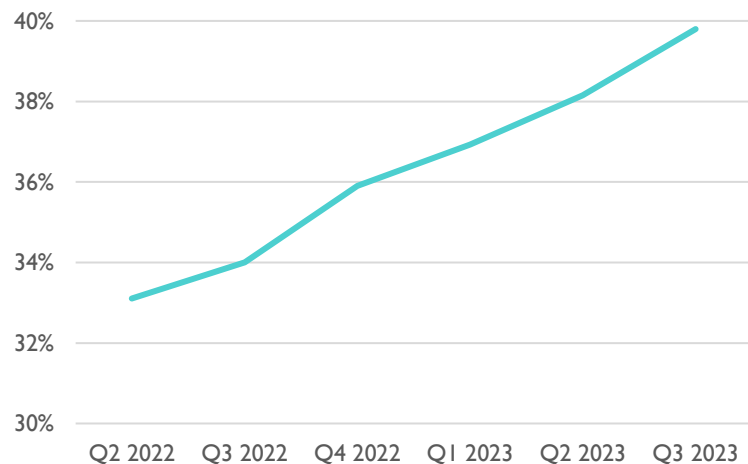
How Did We Get Here?



Improving Profitability

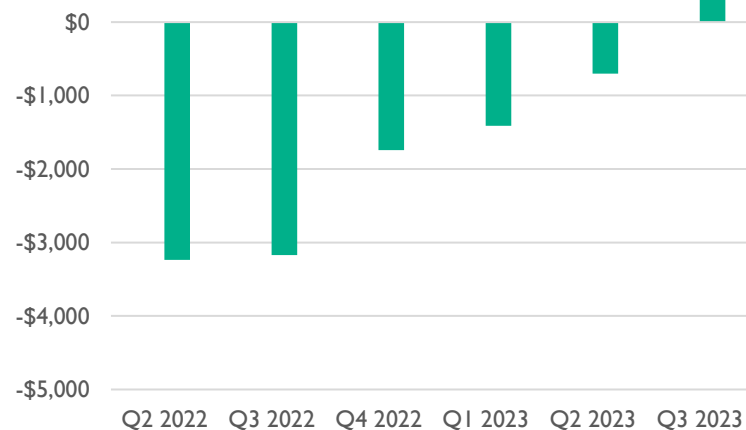
~7% Year-over-Year Organic Revenue Growth¹

Gross Margin



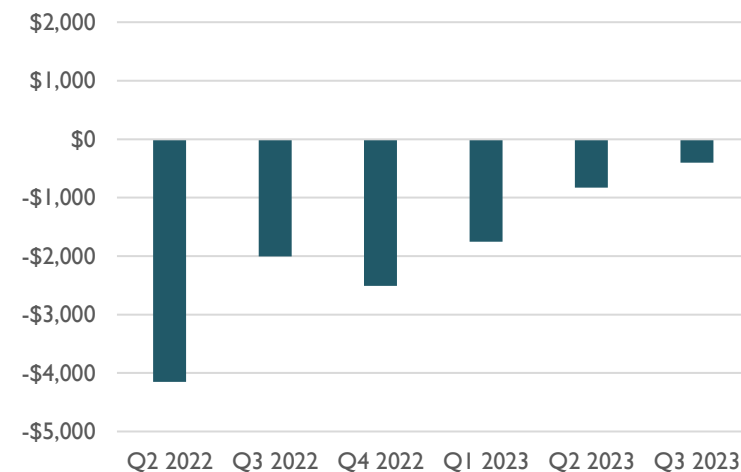
+600 BPS Increase²

Adjusted EBITDA



+\$3.8 million improvement

Adj. Net Cash Used in Operating Activities



+\$3.7 million improvement

Proven Ability to Expand Margin to Drive EBITDA and Operating Cash Flow

- 1) Growth in HWS segment, excluding COVID and one-time costs
- 2) Gross Margin from continuing operations.

CloudMD at a Glance

Organic Growth

Q3 YTD
Annualized
\$92.9 million¹

~7% YoY organic
revenue growth
in HWS
Segment³

Growing Profitability

Q3 Adj. EBITDA
\$0.6 million

~\$3.8 million
YoY Adj. EBITDA
Improvement

Scale

+7,000
Customers

+5,000 North
American
Provider
Network

Attractive Valuation

~\$30 M Market
Cap²

Uniquely positioned to leverage the industry's most comprehensive suite of healthcare assets

- 1) Q3 YTD Revenue * (4/3)
- 2) As of December 12, 2023
- 3) Excluding COVID and other one-time contracts



Health & Wellness Services

Supporting Clients with Integrated, Guided Healthcare Experience

Nurse-led Navigation

Nurse Navigator assesses and navigates users across all services



24/7 nurse intake via phone or web



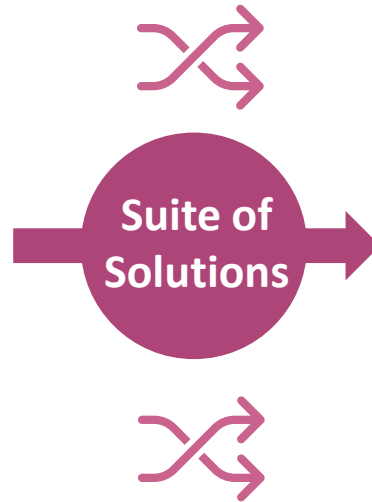
Comprehensive, tailored health assessments



Care coordination to appropriate services and follow-up when required



Personalized care plan and connected care team



Digital Front Door – Kii



Employee & Family Assistance Programs



Mental Health & Wellness



Medical Care



Health Network



Workplace Health & Safety



Reference Library



Expert personal assessment ensures all issues are identified early & addressed most effectively



Kii platform delivers easy anytime/anywhere access to a suite of healthcare services



Customized care plan + faster access = Better Outcomes with less downtime

The Value Drivers in Health & Wellness

Finding the Right Care

Nurse-led Navigation

Nurse Navigator:

- Assesses the user's needs, identifies the right care options, and coordinates across all services
- Develops a tailored care plan and follows up to support progress/adherence
- Helps employees utilize their extended health benefits

Single Digital Front Door (Kii) To Whole Person Care

- An integrated care experience where all services are seamlessly accessible in one place
- A comprehensive suite of health and wellness options to address the whole body – physical and mental – short and long term

Getting Quality Care & Results

Extensive Provider Network

- 5,100+ North American Providers
 - 1,500+ Mental Health Professionals
 - 1,400+ Medical Professionals
 - 1,600+ Allied Health Professionals
 - 600+ Rehabilitation Therapists

Measurable ROI

- Proven health and wellbeing improvements for users and quantifiable ROI for customers including cost savings, increased benefits utilization, reduction in sick / disability claim days
- Insights reporting accessible to customers on user engagement and trends and wellbeing improvements

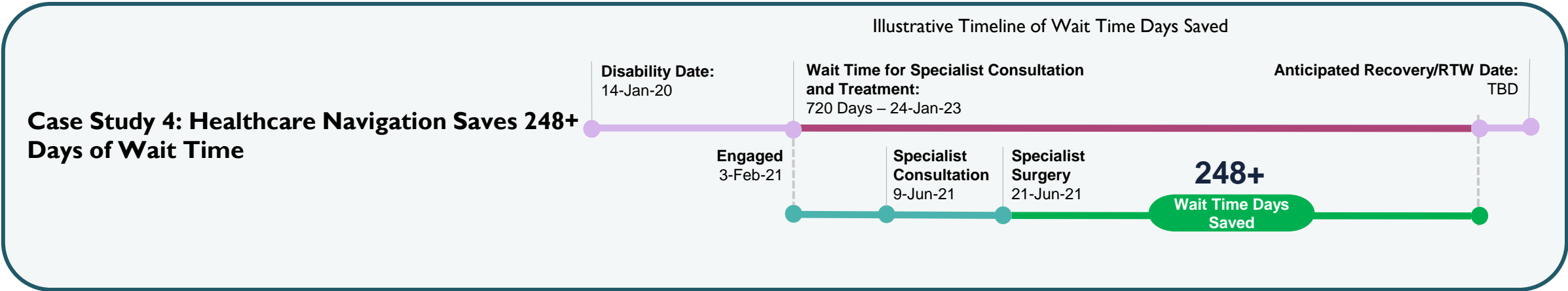
Delivering Value for Users and Customers Throughout the Entire Care Journey

Measurable ROI: Case Studies

Case Study 1: Guided iCBT Return to Work Program Delivers 19X ROI for Quebec Health System

Case Study 2: Mental Health Coaching Delivers ~90% Improvement

Case Study 3: Disability Management & Accommodation Service Delivers ~960% ROI



CloudMD's integrated platform delivers quantifiable improvements and material ROI to its customers

Financial Model is Driven by Strong Mix of Services

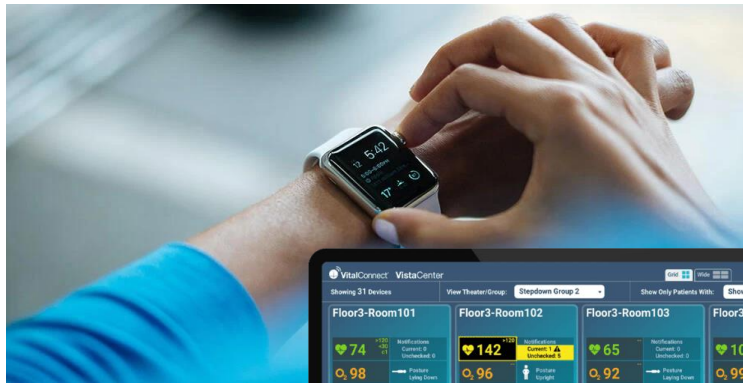


90% of Revenue Recurring or Reoccurring



Health & Productivity Solutions

Remote Patient Monitoring – Value Proposition



Better insight into health conditions

Better outcomes by proactive intervention

Better value for health care spend



Delivers improved healthcare outcomes at a reduced cost

Remote Patient Monitoring – Addressable Market

Industry Statistics:

\$6.7B

US Market Size in 2022

68%

Physicians strongly intend to use RPM

~13%

Estimated CAGR (2022 to 2027)

76%

Reduction in risk of hospital readmissions

~\$6,500

Estimated annual savings per patient enrolled

Key Drivers:



Increase in chronic medical conditions



Effectiveness of remote health monitoring



Shift to customer-centric delivery of healthcare services



Rise in healthcare costs for public and private sectors



Search for minimizing the risks of next healthcare crisis



Initiatives for increasing awareness of mental health and work-life balance

Remote Patient Monitoring – Our Difference

The Choice for Providers

Best in Class Application

- Easy to use interface with expertise in billing and support for providers
- Strong user experience built with RPM and Chronic Condition Management in mind and user centered design for patients across generations with varying technical abilities

Proven expertise in billing and device agnostic

- Device agnostic with ability to integrate with multiple devices and changes as new ones come to market
- Expertise in CMS code and billing with strong credibility in ability to deliver and execute with providers

Delivering Care & Patient Outcomes

Built on best-in-class security/interoperability framework

- Our Patented Real Time Intervention Program expertise drives the interoperability framework for scalability

Modular and white labelled to attract a diverse set of buyers

- Hospitals
- Health Systems
- Clinics
- Specialist Clinics
- Health Plans

Delivering Value for Providers while Improving Patient Outcomes

Gaining Meaningful Scale: The Financial Profile of RPM

Recurring monthly payments backed by the Center for Medicare and Medicaid Services ("CMS") or paid by patient

Expected Gross Margin

~40% Gross Margins

Code	Description
99457	20-minutes of RPM time
99458	20-additional minutes of RPM time (no limit)
99453	Initial setup configuration of devices
99454	Provider supplied device w/daily monitoring

Expected Adj. EBITDA Margin

**15% – 20%
EBITDA Margins**

Secure, Recurring Revenue with a Gross and EBITDA Margin Profile that is Accretive for CloudMD

Note: Gross Margin & Adjusted EBITDA Margin profile are forecasts



Pathway to Growth

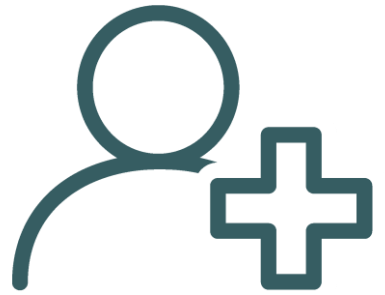
Straight Forward Near-Term Path to Growth



Geographic Expansion



Increase Cross Sell



User Experience



Strategic Partnerships



Expand Hospital & Healthcare Partner Contracts



Develop Additional Healthcare Navigation Services and AI Technologies

Building on Past Success to Drive Increased Sales

Investment Highlights

- ✓ **Diversified Revenue** with Proven Multi Channel Platform that is Evidenced Based and Outcome Driven
- ✓ **Solid Pipeline** to capture Multi-Billion North American Addressable Market
- ✓ **Robust Accredited Healthcare Staff and Physician & Healthcare Provider Network** with Established Relationships
- ✓ **Sticky and Diversified Customer Base** with Predictable Revenue
- ✓ **Organic Growth** with **Positive Trends in Market**
- ✓ **Improving Financial Profile** at an **Attractive Valuation**



Investors@cloudmd.ca

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