

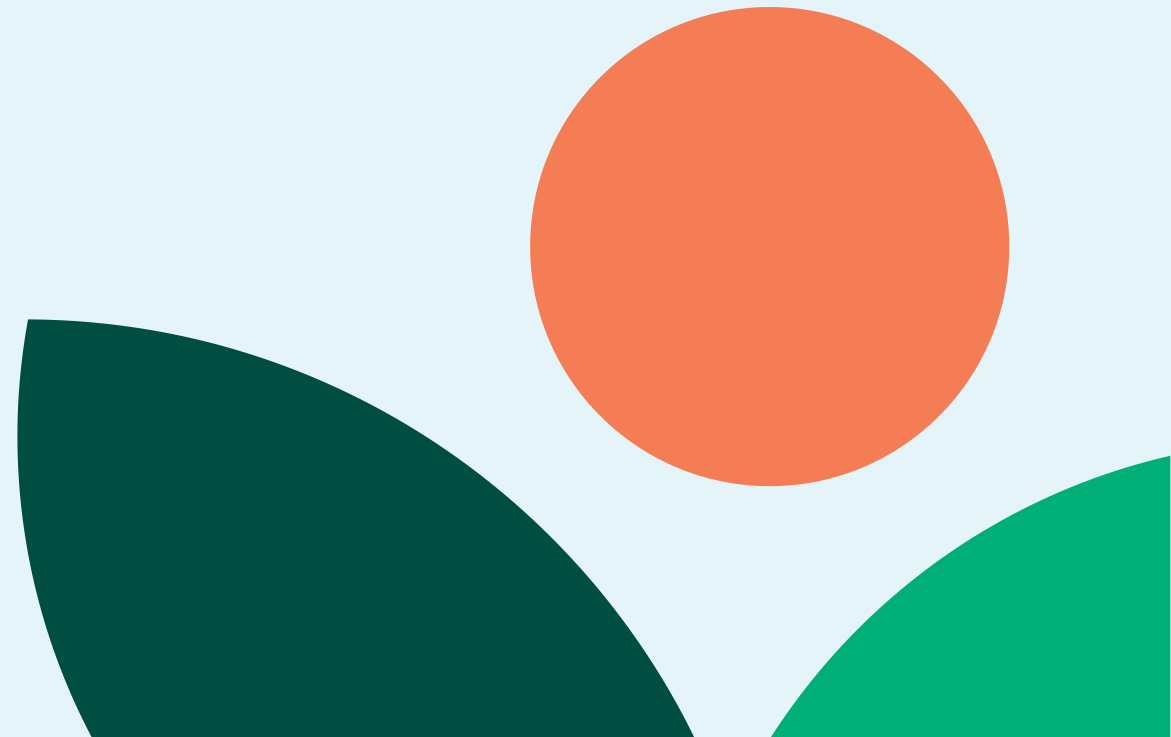


# KindlyMD Company Profile

---

Updated: September 15, 2023

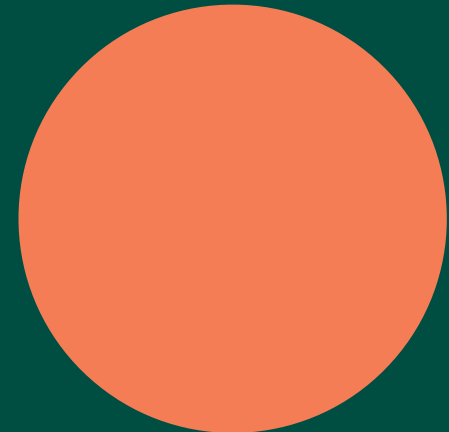
CONFIDENTIAL – DO NOT DISTRIBUTE



---

# Safe Harbor Statement

This presentation contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as “should,” “may,” “intends,” “anticipates,” “believes,” “estimates,” “projects,” “forecasts,” “expects,” “plans,” and “proposes.” These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading “Risk Factors” in KindlyMD, Inc.’s Annual Report on Form 10-K for the fiscal year ended December 31, 2022. KindlyMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this presentation.



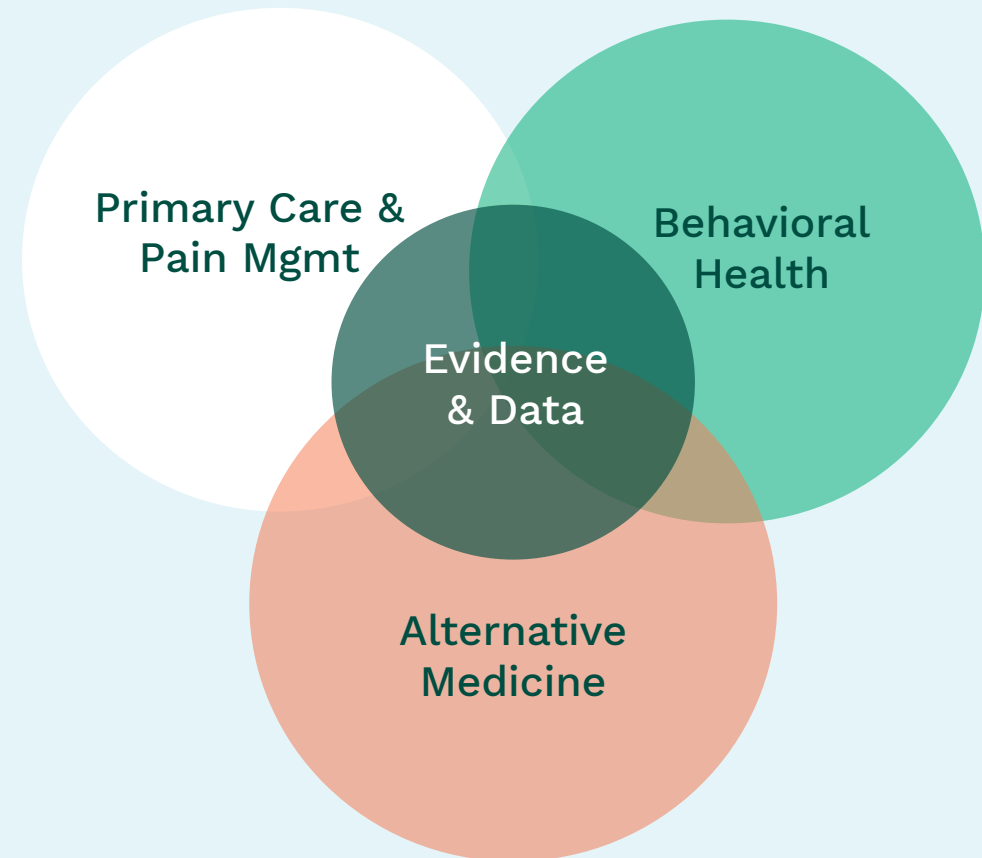
---

# Company Overview

KindlyMD™ offers an innovative model of whole-person healthcare services and products.

Its clinics integrate traditional primary care and pain management with behavioral healthcare and alternative medicine.

It is the first organization of its kind to openly manage both opioid medications and controlled plant medicine, depending on the patient's need. KindlyMD is paving the way for the future of healthcare.



---

## The Problem



One-size-fits-all treatment plans leave patients feeling dehumanized, a lack of confidence in their provider, and less likely to adhere to their treatment plans, yielding poor health outcomes.

## The Solution



KindlyMD™ attains better health outcomes through its integrated physical & behavioral health approach, unique data collection process, and commitment to meeting patients where they are at.

---

## The Problem



America's opioid crisis has led many patients to addiction, overdose, and sometimes death. Patients have seen the damage done by opioids and painkillers and now seek alternatives.

## The Solution



KindlyMD™ is Utah's largest alternative pain treatment facility. In cases where opioids are needed, complete care plans ensure safe use, appropriate dosing, and behavioral health support to curb risk.

---

## The Problem



Patients seeking alternative medical interventions face regulatory hurdles, a lack of substance education, and stigmatization, leading them to be dishonest with other medical providers.

## The Solution



KindlyMD™ is Utah's highest-rated provider of medical cannabis care. It provides educational resources, ensures safe effective use, and offers a physician-formulated, legal hemp product line.

---

## The Problem



Regulatory barriers in the U.S. hindered research into the health benefits and effects of Medical Cannabis, resulting in a significant lack of clinical data to inform forward-looking healthcare decisions and regulatory change.

## The Solution



By including cannabis in patient care plans and employing sophisticated research models on both physical and behavioral outcomes, KindlyMD™ promises to develop invaluable national data on the medical efficacy of this plant medicine.

# Company History

The company began serving alternative medication patients as Utah Therapeutic Health Center, LLC

Jan 2020



KindlyMD™ launched its “Complete Care” service line, integrating prescriptions & behavioral health in 4 clinics

Dec 2022



Nov 2022

After 3 successful years, it converted from an LLC to a corporation: Kindly MD, Inc.



Jan 2023

Launched line of white-labeled hemp retail dietary products





# KindlyMD Values

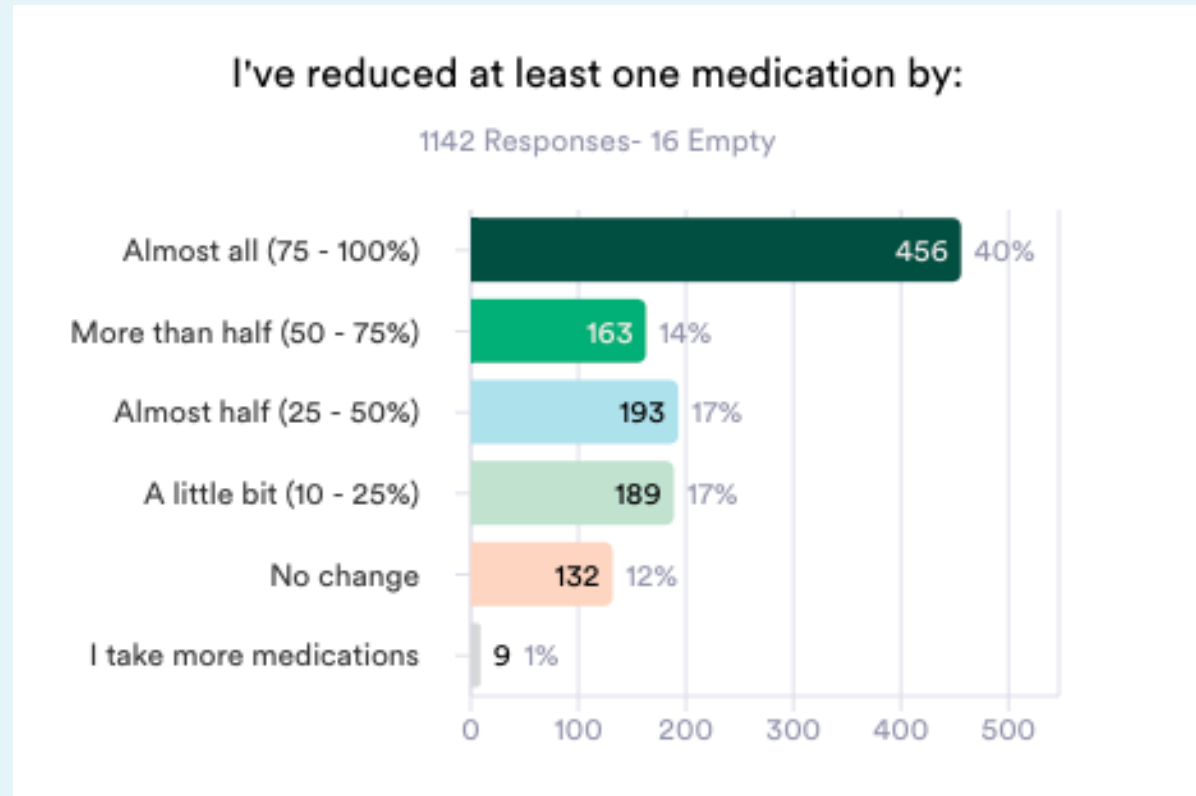
***Listen.*** Each collaborative care team consists of a prescriber, BHC (Behavioral Health Clinician), and Care Coordinator. Our care is outcome-focused by being patient-focused.

***Integrate.*** KindlyMD™ is the first healthcare company of its kind to blend traditional prescriptions, behavioral health services, and alternative medicine to create custom, personalized care plans for patients.

***Track.*** KindlyMD tracks unique and sought-after patient data. Our database strives to be a non-opioid alternative medicine data source working to end the opioid epidemic.

***Understand.*** KindlyMD understands the burden of the opioid epidemic on at-risk populations. KindlyMD connects low-income individuals with healthcare resources and education through its community care program, Uplift.

# KindlyMD in Action



In August and September of 2022, KindlyMD™ collected voluntary responses from 1,158 of our patients. This data was collected through a voluntary response follow-up survey. Data was anonymized for patient privacy. Patients were asked to answer this question relative to their experience under our care over the previous six months.

## KindlyMD Clinics

KindlyMD™ operates four outpatient clinics in Utah, with our flagship in Salt Lake City.

We offer cash-pay and insurance billed visits for the comprehensive care of patients with chronic pain, those seeking access to non-opioid alternatives, such as Medical Cannabis, patients seeking medical weight loss, and guided therapy, to name a few. We typically see 1,600 - 1,900 visits per month and have plans for expansion.





## KindlyMD Complete Care

Care plans that include controlled substances require monthly visits, compliance testing, and signed pain contracts.

50-minute therapy sessions are billable to insurance or out-of-pocket. Therapists are trained in many modalities, including Ketamine assisted therapy.

The company utilizes an Integrated Behavioral Clinical Model that includes targeted behavioral health treatment with all KindlyMD Complete Care visits.

Each visit tracks data from prescriber, prescriptions, therapy, and more to create unique care plans.

# Data Opportunity

KindlyMD™ collects data from online interactions, telecommunication, and patient engagements.

The combined data is utilized for personalization, business decisions, clinical insights, and AI-powered solutions.

Aggregated data can be sold to third parties or used to negotiate partnerships, creating revenue streams while maintaining patient privacy.

Patient data is governed by HIPAA, and consent is obtained prior to data use.





## Retail Sales

- Fueled by its expertise in direct care, KindlyMD™ expanded into hemp-based products in 2023.
- KindlyMD collaborates with a licensed third-party Utah manufacturer to "white-label" products of the highest quality for patients.
- Products follow stringent testing and labeling standards and are registered with Utah Department of Agriculture and Food,



# Officers & Directors

**Tim Pickett, MPAS-C**  
Chief Executive Officer, Chairman

**Adam Cox**  
Chief Operating Officer, Director

**Jared Barrera**  
Chief Financial Officer

**Christian Robinson**  
CFO at Zion Pharmaceuticals  
Board Member

**Amy Powell, MD**  
25 Years Experience Non-Surgical  
Sports & Internal Medicine  
Board Member, Medical Advisor

**Gary Seelhorst**  
Senior VP of National Compliance  
& Governmental Affairs at Justice Grown  
Board Member





# Tim Pickett

## Chief Executive Officer, Chairman

Tim Pickett, MPAS-C, age 45, is the founder and CEO since the Company was founded in 2019. He graduated from the University of Utah with a Master's Degree in Physician Assistant Studies (2014). He previously worked in General Surgery, Trauma, and Emergency Medicine for Steward Medical Group's Physician Group of Utah from 2014 to October 2020. His experience in surgery and critical care shaped his view of the opioid crisis. His role at PGU included extensive outpatient clinic, surgical first assist, and critical care at the bedside. He currently teaches at the University of Utah Physician Assistant program as a guest lecturer on medical cannabis. He lobbies governments for improved legislation for non-opioid medicine access and is an advocate for the practical use of safe, evidence-based alternatives, in medical treatment. He was voted Utah's best Medical Cannabis Doctor in 2020 and 2021, respectively.



---

## **Gary Seelhorst**

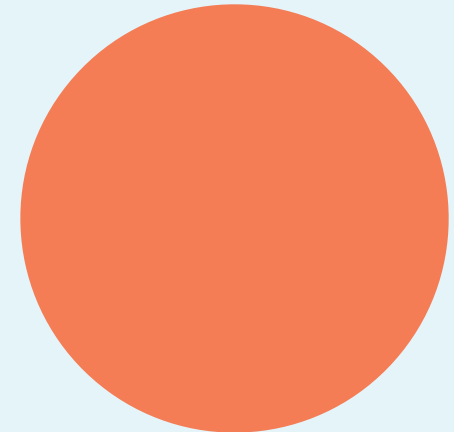
Gary Seelhorst, MS, MBA, age 52, is Senior VP of National Compliance & Governmental Affairs at Justice Grown, with a 25-year career in Pharmaceuticals and Healthcare. At KindlyMD™, he applies his scientific background. Gary contributes extensive expertise in government regulations, compliance, and business development.

## **Amy Powell**

Amy Powell, MD, FACP, FAMSSM, age 50, is currently a Professor (Clinical) in the Department of Orthopedics at the University of Utah, where she has cared for people across the lifespan for 20 years. Her extensive experience with multimodal pain management for acute and chronic injury management and her experience in medical research and education will greatly benefit patients served by KindlyMD™.

## **Christian Robinson**

Christian Robinson, CPA, age 54, is currently the Chief Financial Officer of the Zion Pharmaceuticals, LLC and Intrepid Biosciences, LLC group of companies. He has been a licensed CPA for over 25 years. Christian worked as an auditor for Deloitte and then Ernst & Young, two of the largest accounting firms in the world. He has extensive SEC financial compliance experience as well as in cannabis finance.





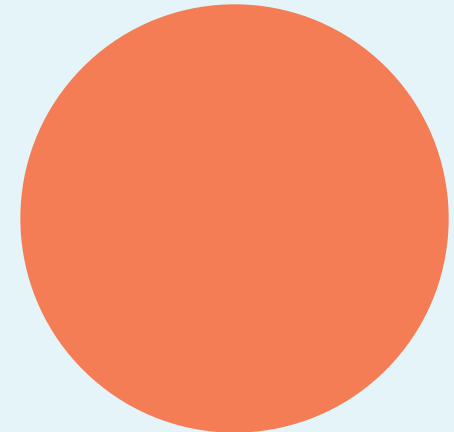
## Adam Cox

Adam Cox, 46, is a seasoned and dynamic leader focusing on data-driven solutions to the opioid crisis and operational efficiency. He stood out as Steward Healthcare's go-to expert for critical operations, ensuring steady functionality and success. Since 2019, he led national evaluation, integration, and standardization of clinical IS operations for expansion.



## Jared Barrera

Jared Barrera, MBA, 42, became CFO of KindlyMD™ on September 28, 2022. With two decades in finance and accounting within healthcare and banking, he brings a wealth of expertise. Jared's journey spans from Director of Finance for Physician Group of Utah (2015-2018) to Senior Manager of Revenue Cycle and Business Intelligence at Granger Medical Clinic (2018-2022).



---

# Financial Overview



- 2021 Growth 150%
- 2022 Growth 55%

## Poised for Success

- Expertise & Experience
- Strong Financial Projections
- Quality Service & Products
- Targeted Demographic
- Premium Branding

---

# Revenue

## Years 2021 to 2022

Increase 51.2% from \$2,504,319 to \$3,787,077:

- Customer acquisition: from 11,529 patient visits in 2021 to 18,006 in 2022
- Improvement of clinic utilization and standardization of operational processes

## Jan-June 2022 to Jan-June 2023


Increase 20% from \$1,783,793 to \$2,139,883:

- Customer acquisition: from 8,127 visits to 10,007 visits
- Continued growth projected

---

# Financial Summary

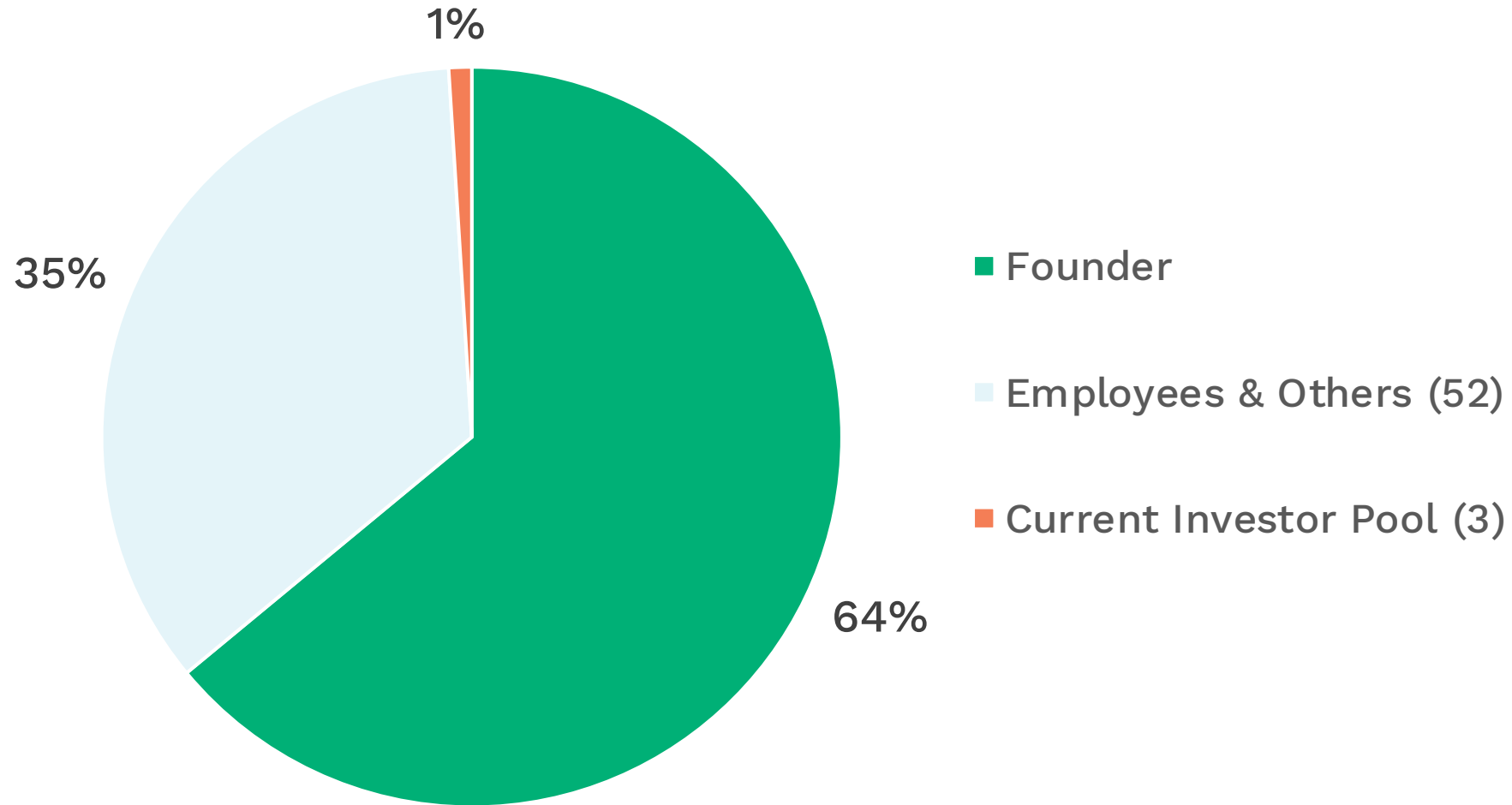
	6 mo. ending 6/30/2023	6 mo. ending 6/30/2022	2022	2021
<b>Revenue</b>	\$2,139,883	\$1,783,793	\$3,787,077	\$2,504,319
<b>Operating Expenses</b>	\$2,954,571	\$1,908,519	\$6,480,490	\$2,442,979
<b>Income (Loss) from Operations</b>	(\$814,668)	(\$124,726)	(\$2,693,413)	\$61,340
<b>Other Income</b>	\$37,301	\$80,566	\$152,820	\$87,996
<b>Net Income (Loss)</b>	(\$777,387)	(\$44,160)	(\$2,540,593)	\$149,336



*Outstanding common stock shares: 4.5 million*

---

## Capitalization & Share Ownership

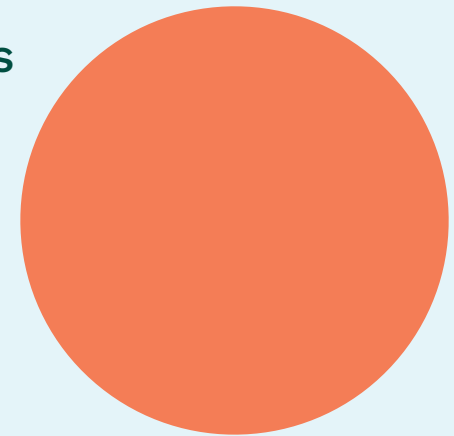


---

# The Future of KindlyMD

The KindlyMD™ expansion strategy is to acquire existing primary care and pain clinics, then overlay the KindlyMD integrated model of care and services to those practices, including but not limited to:

- Expanding service lines
- Expanding data collection and negotiating data licensing agreements
- Improving revenue, throughput, and EBITDA
- Improving outcomes for patients through data-driven expertise



# Thank you!

For more information, email  
[hello@kindlymd.com](mailto:hello@kindlymd.com) or visit [kindlymd.com](https://kindlymd.com)

