

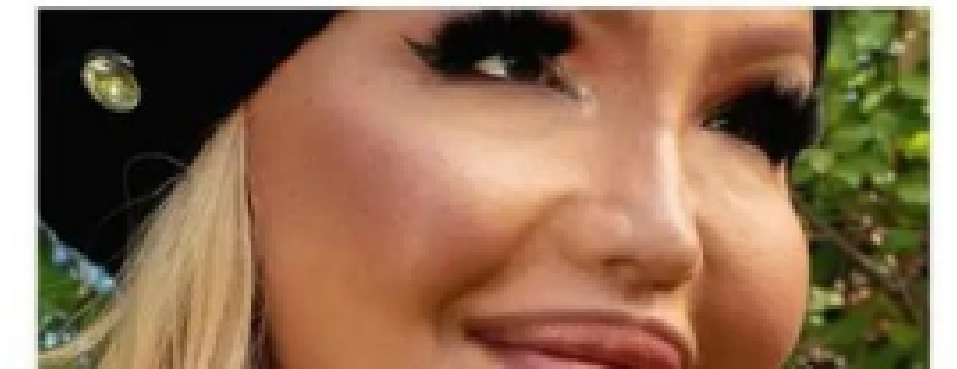
A close-up, profile view of a woman's face, looking towards the left. She has dark, wavy hair and is wearing a large hoop earring. Her eye makeup is a vibrant teal color. The word "FOLX" is overlaid in white, bold, sans-serif capital letters across the center of her face.

FOLX

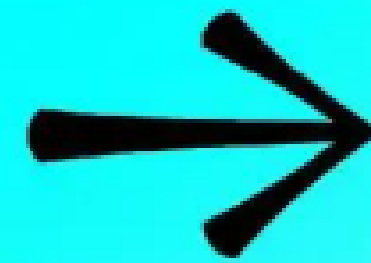


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THE LGBTQ+ POPULATION IS LARGE AND **GROWING AT AN UNPRECEDENTED RATE**



1 in 10

US ADULTS OPENLY
IDENTIFY AS LGBTQ+

1 in 5

GEN Z IDENTIFY
AS LGBTQ+

60%

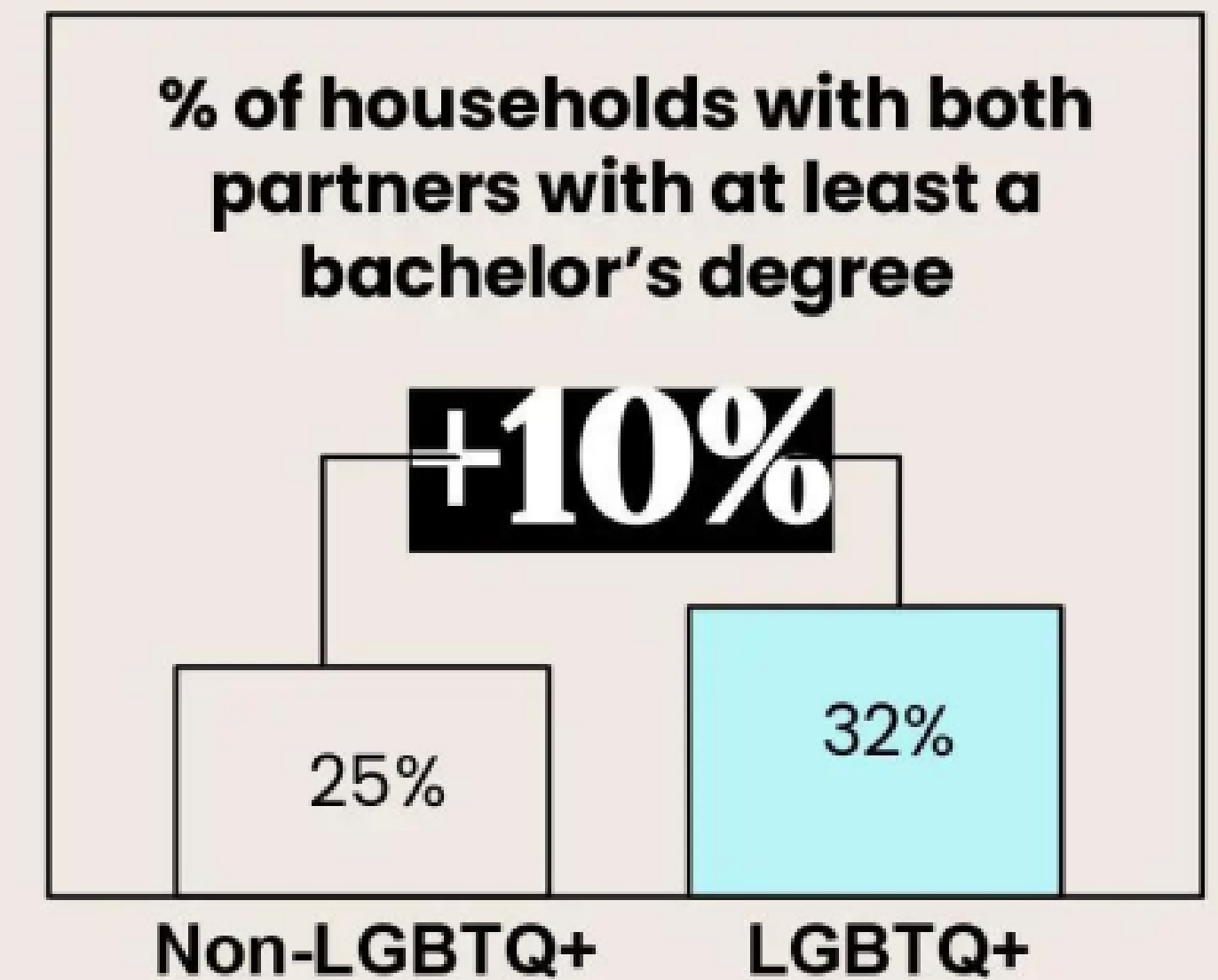
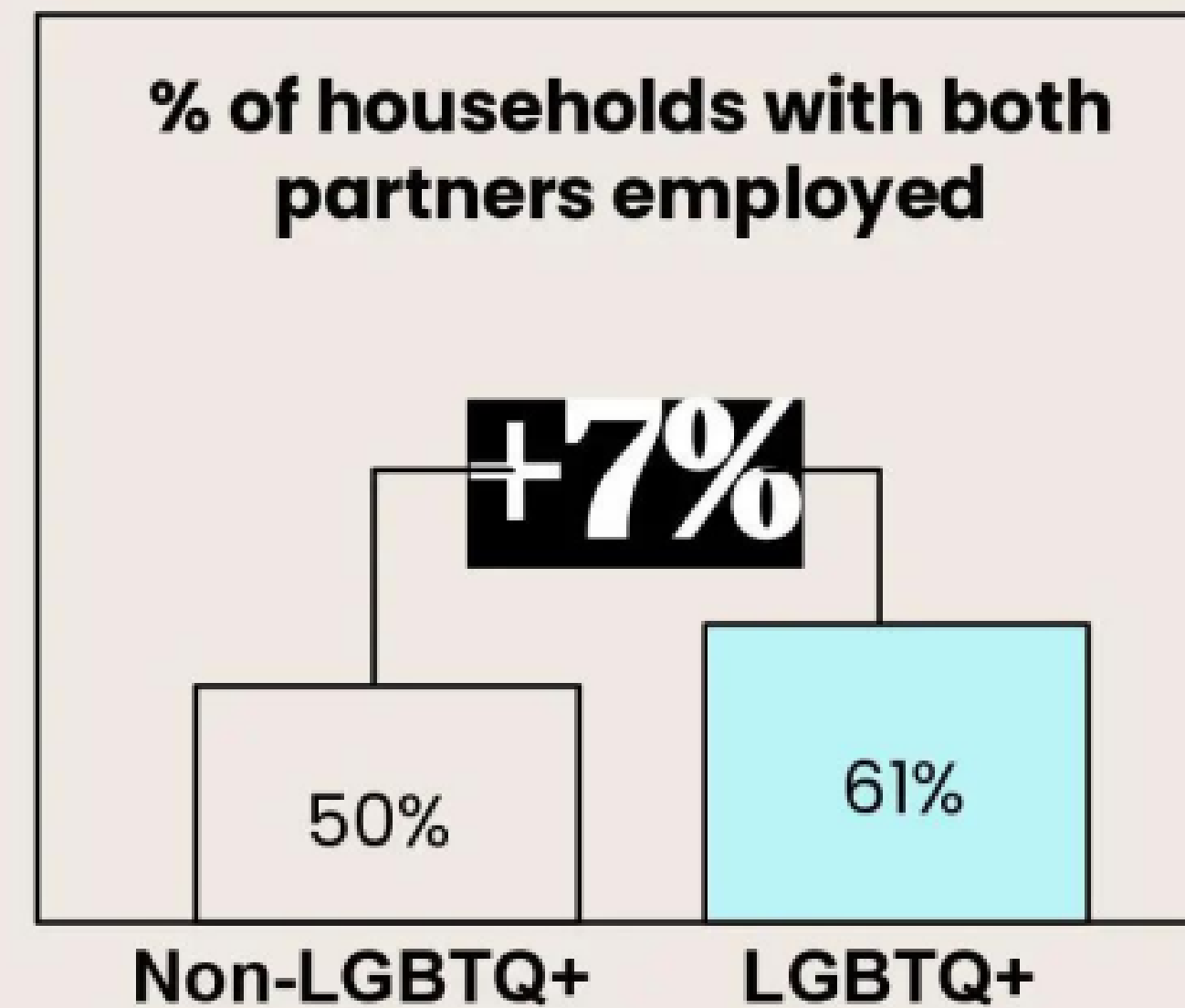
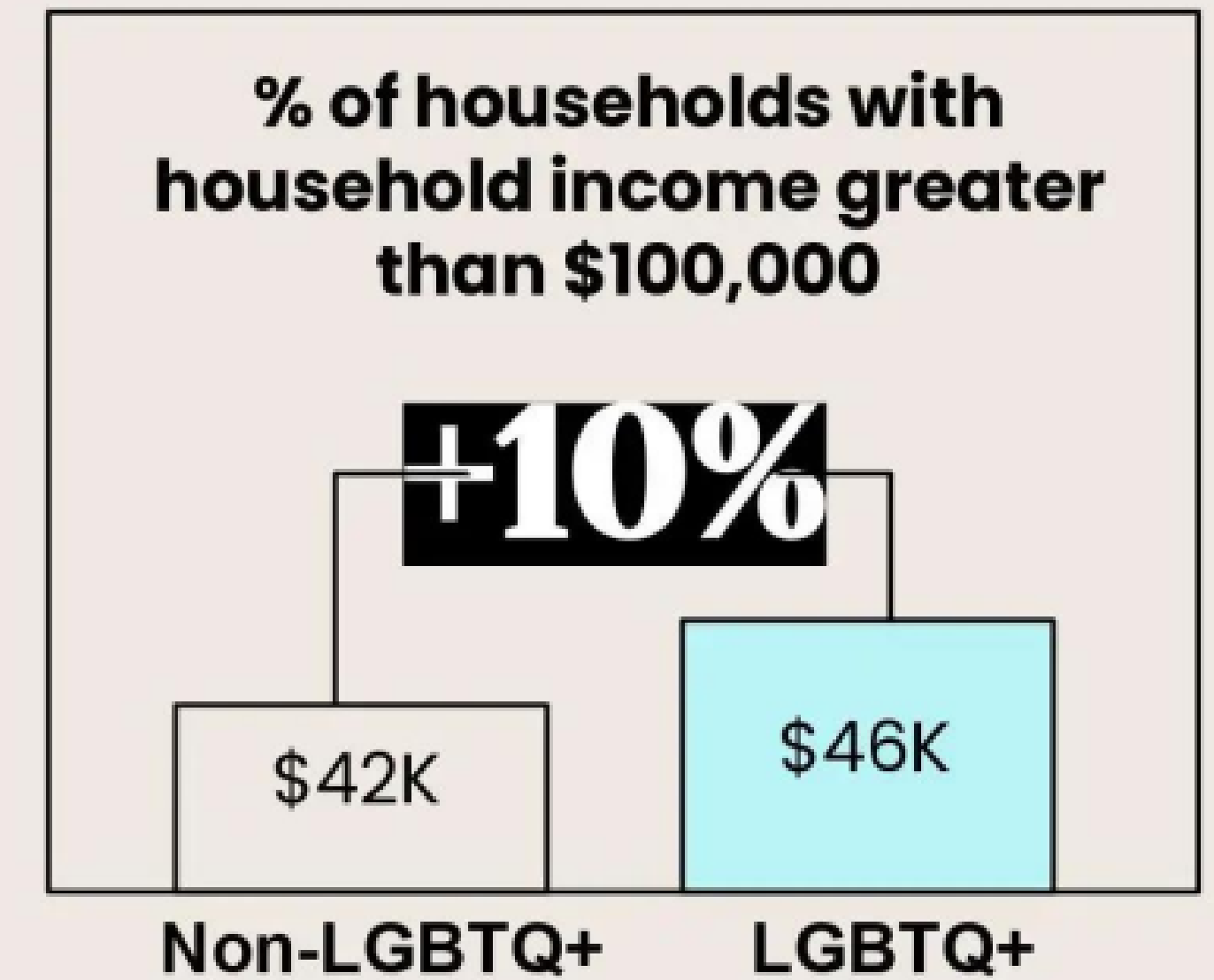
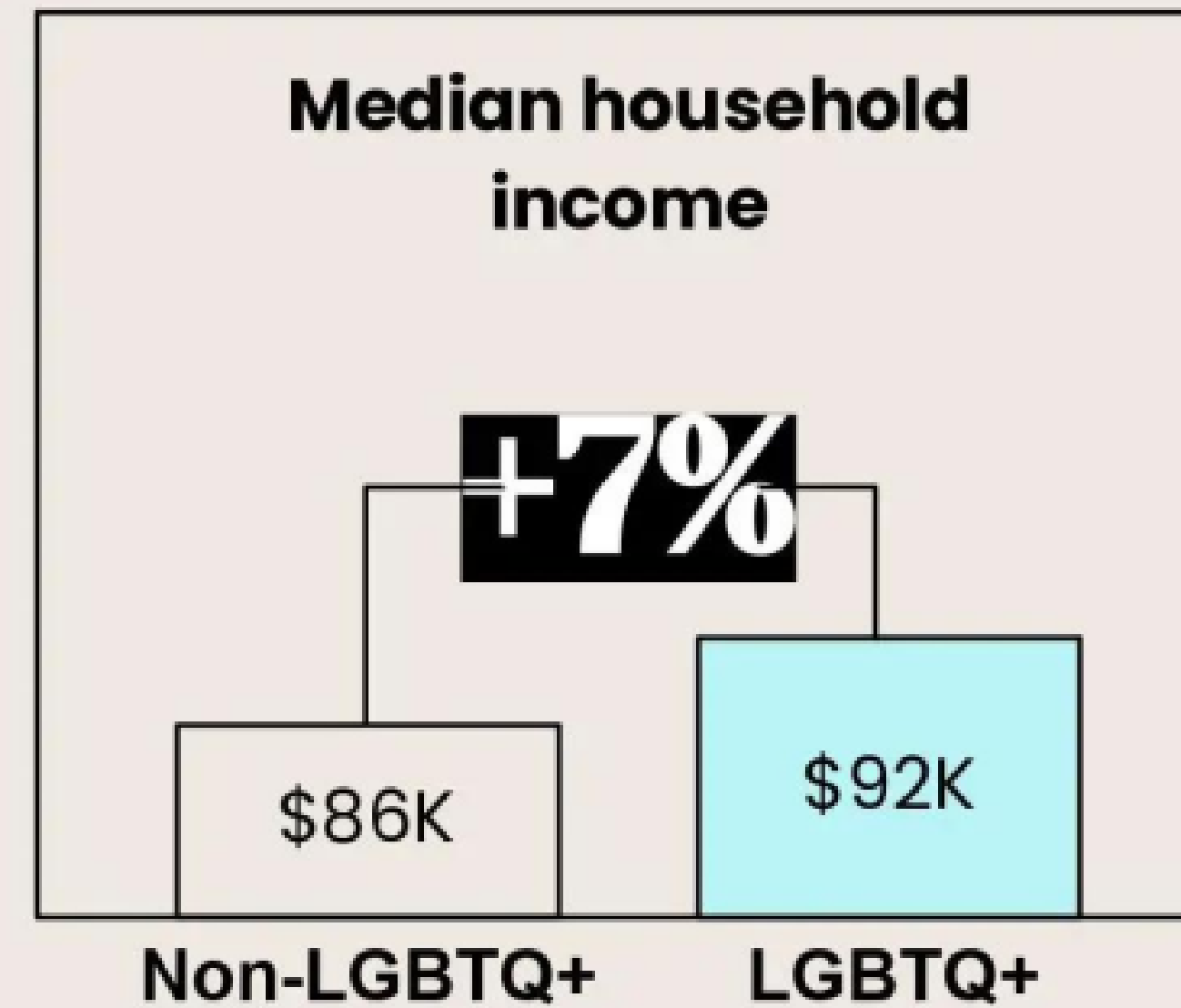
INCREASE IN PERCENTAGE
OF POPULATION IDENTIFYING
AS LGBTQ+ BETWEEN 2012
AND 2021

AND REPRESENTS \$1T IN SOPHISTICATED PURCHASING POWER

KEARNEY

If the global LGBTQ+ community were a country, it would be the **fourth-largest economy** in the world—an economy that insists on doing business **on its own terms**.

US LGBTQ+ purchasing power: a primer



>50%

LGBTQ+ PEOPLE REPORT SOME FORM OF
HEALTHCARE DISCRIMINATION

1 in 4

LGBTQ+ PEOPLE REPORT HAVING TO
EDUCATE THEIR CLINICIANS

71%

OF FOLX MEMBERS AVOIDED SEEKING
HEALTHCARE PRIOR TO FINDING FOLX FOR
FEAR OF DISCRIMINATION



**AND YET,
LGBTQ+ PEOPLE
FACE SERIOUS
DISCRIMINATION
AND VIOLENCE
IN ACCESSING
HEALTH AND
WELLNESS CARE**

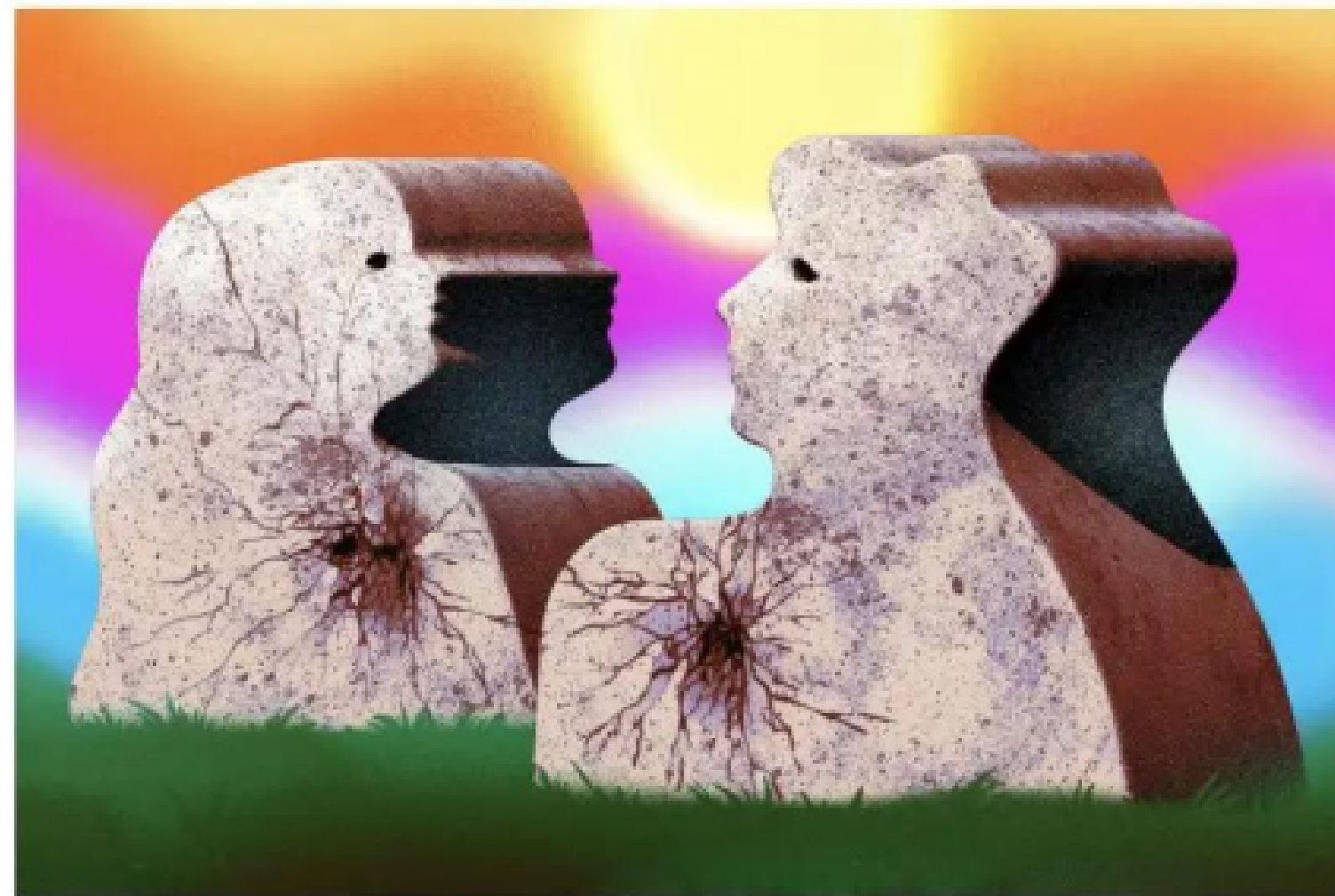
Why L.G.B.T.Q. Adults Are More Vulnerable to Heart Disease

Experts say that a leading cause of death often goes overlooked.

Give this article



192

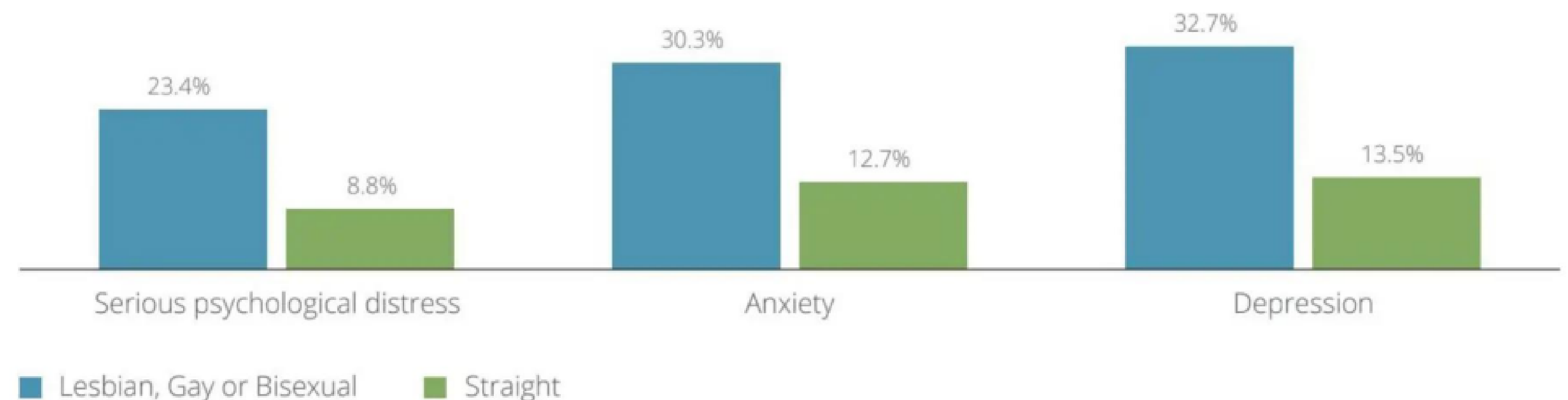


Simone Noronha

A mounting body of research shows that L.G.B.T.Q. adults are more likely to have worse heart health than their heterosexual peers. Lesbian, gay and bisexual adults were 36 percent less likely than heterosexual adults to have ideal cardiovascular health, the [American Heart Association](#) concluded in 2018, based on surveys of risk factors like smoking and blood glucose levels. In 2021, the organization [released a statement](#) on the high rates of heart disease among transgender and gender diverse individuals, linking these elevated rates in part with the stress that comes from discrimination and transphobia.

AND A LACK OF EXPERTISE ON THE DIFFERENTIATED NEEDS OF OUR COMMUNITY

FIGURE 6 Prevalence of behavioral health among enrollees, by sexual orientation



Sources: 2019 NHIS (CDC/NCHS), 2019 NSDUH (SAMHSA)



THE OPPORTUNITY



**FOLX HEALTH EXISTS TO BE THE
LEADING HEALTH AND WELLNESS
PLATFORM FOR LGTBQIA CARE,
PROVIDING END TO END SERVICES,
ACROSS THE SPECTRUM OF
COMMUNITY NEEDS.**



FOLX is
for everybody
and every body.



Available almost everywhere in the US: We're currently working to be available in every state. We're excited to meet you.

Meet your personalized care team

Meet with our affirming clinical team to talk through your medical concerns and, if appropriate, receive a prescription.

[Learn More](#)[Explore Virtual Care](#)

Get started with a plan

We're working on all 50, but Folx is currently available in 33 states.

State ▾

Products ▾

Get Started

SOLVING THE HEALTH AND WELLNESS NEEDS OF THE **LGBTQ+** COMMUNITY.

- End-to-end **virtual care** including
 - primary care
 - gender-affirming care
 - sexual and reproductive health care
 - behavioral health (Q2'22 launch)
- Proprietary **protocols**
- **Referral Network and Care Advocacy**
- **Personalized Training and Education**
- **Content and Community**
- **Engaged community**



THE FOLX ADVANTAGE

TIME 100
MOST INFLUENTIAL
COMPANIES

FASTCOMPANY
WE MADE
THE
LIST!

**MOST INNOVATIVE
COMPANIES 2022**

WE'VE BUILT A STRONG BRAND – **BEYOND** **HEALTHCARE**

- ♦ **Time Magazine** Most Influential Companies 2022
- ♦ **Business Insider** #11 on 25 fastest-growing DTC brands
- ♦ **Fast Company** Most Innovative Companies, 2002; World Changing Ideas Awards 2021
- ♦ **Digiday Content Marketing Awards** Taking Up Space in the Best Community Building Campaign
- ♦ **Anthem Award Winner (3)** DEI – Campaign category; DEI – Innovation category; Most Impactful Corporate Initiative
- ♦ **MarCom Awards (3)** Platinum – Taking Up Space; Gold – W4th St subway takeover; Honorable mention – Trans Lives Are Precious billboard
- ♦ **Nevy** New England Venture Capital Association Winners of the 9th Annual NEVY Awards Awarded – Emerging Healthcare Company

**PRESS
COVERAGE OF 2021**

382
TOTAL PLACEMENTS

10.7B
TOTAL IMPRESSIONS

SOLIDIFYING OUR POSITION AS A CATEGORY LEADER

WE OPERATE THE LARGEST VIRTUAL NETWORK OF **LGBTQ-SPECIALIZED CLINICIANS**

In a world where the average medical student gets 5 hours of LGBT training, we employ and train our own clinician network to ensure quality and competency

FOLX clinicians are **LGBTQ+** specialized and trauma-informed, leveraging an informed consent model to ensure members feel heard and seen.



TO DRIVE **IMPROVED OUTCOMES**

WE'VE BUILT A CULT FOLLOWING, UNPRECEDENTED IN HEALTHCARE

"FOLX is the future. FOLX is affirming health care that every queer person deserves." — FOLX Member, FL

"The best experience.
My doctor is very knowledgeable and professional. Would HIGHLY recommend." — FOLX member, CA

"My experience has been life saving.
Truly." — FOLX member, IL

"This service has been monumental in helping me be comfortable in my own skin and loving who I am."
— FOLX member, CA

"The best first visit with any provider I have ever had.". — FOLX member , TX

85+

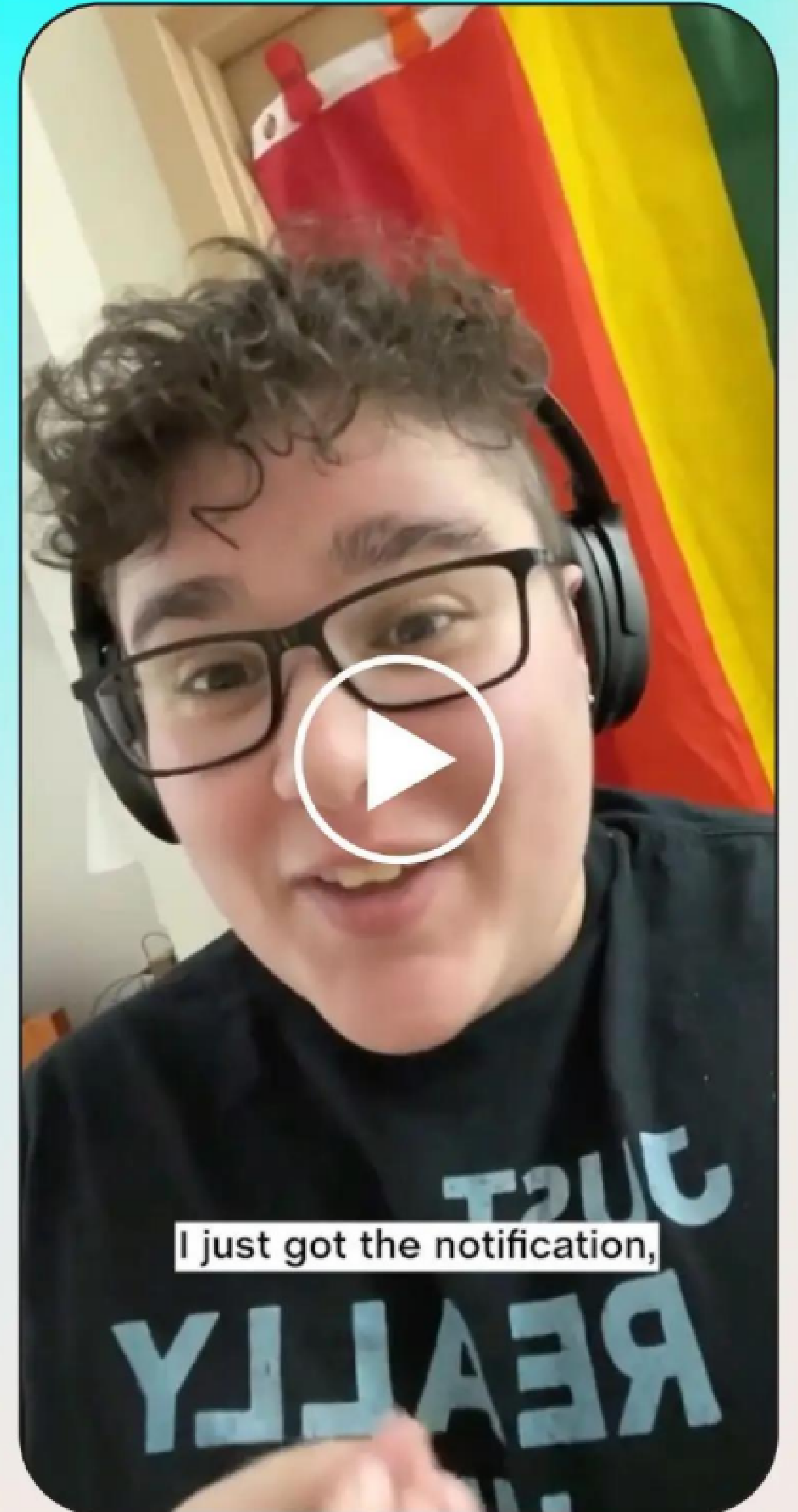
NET PROMOTER SCORE

100%

FEEL SUPPORTED BY THEIR
FOLX CLINICIAN

98%

FEEL THAT THEY'RE MAKING
PROGRESS TOWARD THEIR
HEALTH GOALS

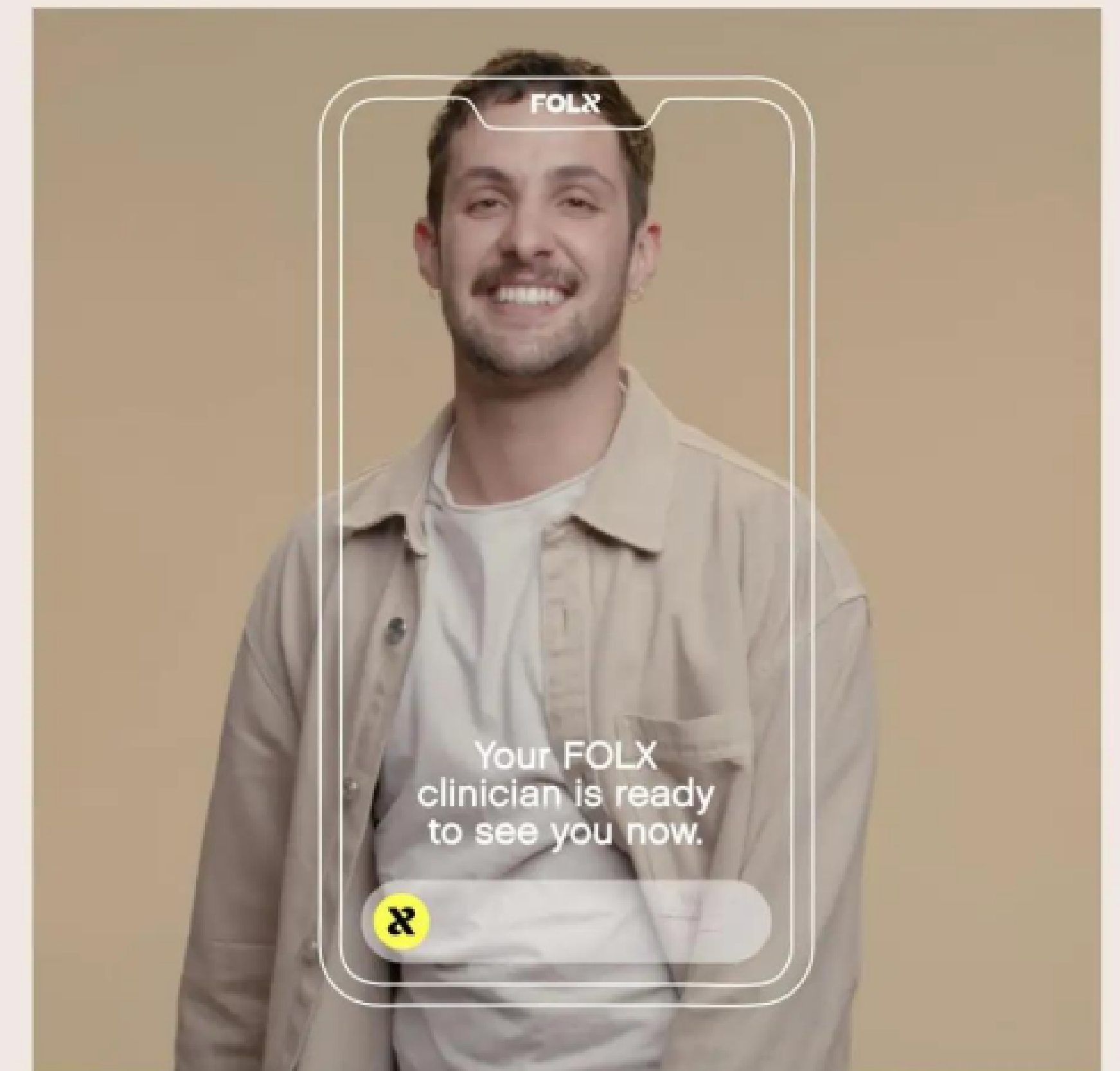


A photograph of two men embracing. The man on the left has a beard and is wearing a grey t-shirt. The man on the right is wearing a black cap and a black t-shirt, and has a nose ring. Both men have extensive tattoos. The text "POSITIONED TO BUILD A GENERATION DEFINING BUSINESS" is overlaid in a white rounded rectangle.

POSITIONED TO BUILD A
GENERATION DEFINING
BUSINESS

BEHAVIORAL HEALTH, CONTENT AND COMMUNITY

FOLX will give access to LGBTQIA+ **group based behavioral care, mental health services, learning programs, and community-based content** focused on the specific and differentiated needs of our community.



LEVERAGING **DEEP ALIGNMENT** BETWEEN DTC & ENTERPRISE TO DRIVE EXPONENTIAL GROWTH

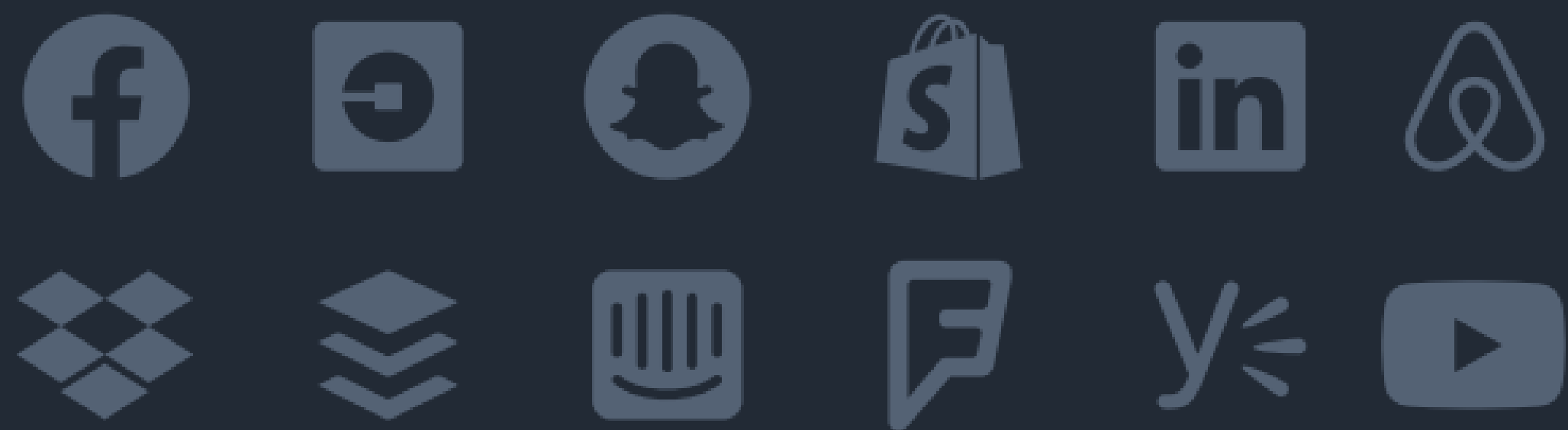


LGBTQ+ people are an incredibly talented and creative part of the workforce – and supporting a diverse workforce can increase profitability by 36%.

Companies want to invest in their **LGBTQ+** employees but many don't know where to start. They're turning to **FOLX** to:

- Strengthen overall employee physical and mental health
- Increase employee attraction, engagement, and retention
- Decrease cost
- Build authentic support for the LGBTQ+ community





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