



YTD 2022 financial results.



1.8m+ smiles made since inception



~60% aided brand awareness in the US



46 patents and counting



Network of affiliated state-licensed doctors



16,300+ retail locations

Performance overview.



\$384m

Total net revenue

\$275m

Gross profit

71.6%

Gross margin

191k

Initial aligner orders shipped

A brand customers love.



108K

Google & Trustpilot Reviews



4.8/5-star rating

BBB Rating

A+

21%

referral rate

\$5B

saved by consumers who chose SmileDirectClub aligners over braces since 2014¹

Long-term strategy.

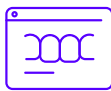


How we plan to become the world's leading oral care brand by helping more people realize the life-changing potential of a confident smile.



Expand our reach

Grow existing base and acquire new customer segments



Transformative innovation

Democratize access to oral care through a pipeline of innovation



A winning team

Be a great place to work, where the best want to join, stay, & grow



Rigorous financial discipline

Demonstrating investment focus and discipline across the organization in every decision we make

Expand our reach by pairing assets with a multichannel approach

Strategic assets



Trusted brand



Phone scanning



Lead engine



Treatment planning



Aligner manufacturing



Telehealth platform

Channels



Telehealth only



Telehealth hybrid



Wholesale SDC brand



Wholesale white label



Tech/brand licensing

Drive Transformative innovation through a robust innovation portfolio.



¹Calculated using the SinglePay price for SmileDirectClub aligners as of 4/20/2022 vs. average fees (including diagnostics and in-person exams) for treatment of mild-to-moderate malocclusion with braces as reported in a survey of orthodontists. Price comparison does not include additional costs, such as retainers. As treatment is highly individualized, results may not be the same.