

APPENDIX

1 COMPANY ANALYSIS

2 INDUSTRY OVERVIEW

3 CATALYSTS

4 FINANCIAL ANALYSIS

5 MOATS

6 RISKS

7 VALUATION SCENARIO

The logo for 'hims & hers' is displayed in a bold, black, serif font. The text is centered within a light beige rectangular background that occupies the lower half of the page.

COMPANY ANALYSIS

Hims & Hers is a telehealth company founded in 2017 with the mission of improving wellness through accessible healthcare. The company operates primarily in the United States, Canada and Europe growing largely through the acquisition of the telehealth platform ZAVA, planning on further international growth.

Hims & Hers offers both prescription and over-the-counter products, primarily in sexual health, hair care, weight management, mental health, and other wellness categories, all through a direct-to-consumer model. The company is innovating with subscription-based personalized care offerings, providing tailored treatment combinations to its customers.

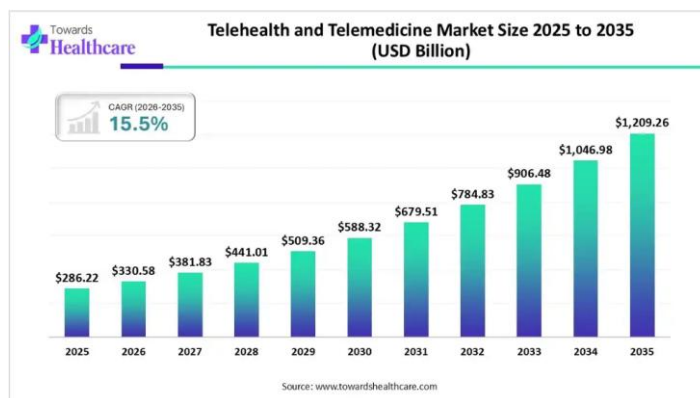
The revenue of 599 million USD, which represents a 49% YoY increase with net income of 16 million (79%YoY) and EBITDA margin of roughly (13%) 53% YoY. Revenue is predominantly generated online (approximately 97%), with a smaller contribution from wholesale channels (around 3%).

INDUSTRY OVERVIEW

The US healthcare system is quickly evolving, especially in the telehealth industry. Industries such as remote patient monitoring, chronic diseases, or dermatology are projected to have the highest TAMs.

The market is propelled by favorable governments to expand telehealth by making healthcare services more accessible and convenient for patients. Innovation could slow down due to price wars. We consider adaptability to be one of the key success factors that businesses need to succeed in this transformation.

We believe the health industry is a key aspect and one of the sectors that is always going to be present among the population and, now, lacks innovation.



CATALYSTS

There are multiple catalysts that could skyrocket Hims stock in the upcoming years. First and foremost, the macrotrend of fitness and wellness. 20 years ago, diseases such as depression weren't taken seriously nor treated, and this is starting to turnaround, with the majority of Him's business lines showing strong TAM Growth for the upcoming years.

Superbowl announcement commercial highlights how the Hims & Hers telehealth platform is intended to expand access to affordable, customized healthcare for people who are not wealthy. This is a real switch in the strategy, from being (wrongly) considered a mostly GLP-1 company to a personalized healthcare company that aims to be your all-in-one doctor with 24/7 access and early diseases identification.

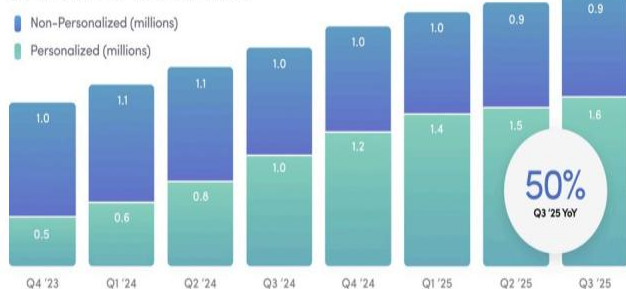
More peptides are also expected to come out in 2026, favoring the trend of efficiency and perfectionism that has been popular among young people.

Hims & Hers is showing strong user retention in the past months (85%); we expect them to expand their partnerships with market-leading businesses such as Novo Nordisk with their oral pill. Even though they've had a tough past, conversations had been going on, according to Hims CEO and it is not worth it to avoid one of the telehealth names with higher user retention.

Expansion through partnerships with specialized compounders like Red Rock Pharmacy and AnazoHealth and the expansion in key markets such as Europe(Zava) and Canada (Livewell) could also drive up the stock this coming year. The new partnership with Gallery regarding early cancer detection might as well be a disruptive catalyst.

FINANCIAL ANALYSIS

Share of Total Subscribers Utilizing a Personalized Treatment Plan



Online Revenue Market keeps growing for the company, up 49% YoY.

Stock Repurchase Program for 2025, with 50 million available and there is another repurchase program schedule for 2028(250 million).

As you can see in the attached image, there has been a switch in the consumer preference towards personalized healthcare which highlights our conviction that Hims & Hers is the future.

MOATS

The expansion of their infrastructure with the acquisition of 503A compounding pharmacies in Ohio and Arizona, and a 503B sterile compounding facility in California favors their vertical integration, improving their production capacity and ultimately lowering costs and improving margins which puts them ahead of most of their competitors.

On the other hand, their brand image is top-tier, similar to what Apple or Nike have done in their specific industries. Hims & Hers didn't just launch a pharmacy; they rebranded vulnerability. They've successfully turned 'taboo' treatments into a seamless and cool part of a modern wellness routine for everyone.

In addition, Hims & Hers has one of the highest retention rates of the industry (85%). Lastly, diversification: Hims has a strong product pipeline, including GLP-1 compounds and peptide treatments, which will expand its personalized health offerings as well as an ongoing geographic diversification achieved by expanding their services to Europe and Canada which gives them access to new markets.

RISKS

Regulatory Risks: The entire health sector is constantly being regulated by the FDA and they could harden the regulation damaging Hims & Hers. Nevertheless, while that risk is real, we can't imagine a future without personalized healthcare, early disease detection, or peptides.

Risk of revenue deacceleration: This is one of the most common misunderstandings about the Hims & Hers stock, it really isn't a deacceleration, it's just a pullback to their average growth after a shortage event disturbed their numbers.

Another common risk is the competition risk /market saturation risk, while there are a lot of competitors, none of them are as diversified or strong as Hims & Hers, some lack infrastructure, brand awareness, lower CACs...

Lastly, Market volatility risk: Due to rumors, changing narrative, short interest and beta, the stock tends to move aggressively in both directions. At the moment, the stock is immersed in a bearish trend, nevertheless the high short interest (35-38%) could end up creating an aggressive short squeeze.

VALUATION – SCENARIOS

Based on the 2030 revenue guidelines and sector multiples, we have developed five different price scenarios for 2026.

Model	Scenario	Price Target
Revenue*P/Sales	Bearish	31.63\$
Revenue*P/Sales	Base	57,11\$
Revenue*P/Sales	Bullish	86.55\$
Trading Comps	Base	42.95\$
Wall Street Average	Base	39.46\$