

Hi, we're SmileDirectClub.

We help people realize the life-changing potential of their smiles.



Our mission.

SmileDirectClub was founded on the belief that affordable and convenient premium oral care should be accessible to everyone.

Since our founding in 2014, we've helped more than 1.7 million people around the globe transform their smiles through our pioneering telehealth platform for orthodontia.

We're an international oral care leader, telehealth pioneer, and creator of the first medtech platform for teeth straightening. And today, we're providing access to our aligner therapy in more ways than ever – in SmileShops, in the offices of dental partners, and from home with our impression kits, supported by a virtual dental team. And we're just getting started. Read on to learn more of how we're making smiles happen.



Did you know?

An estimated 85% of people worldwide could benefit from orthodontic care, yet less than 1% receive it each year, with cost being the biggest issue.* SmileDirectClub exists to help bridge that gap.

*Source: Independent study. Data on file at SmileDirectClub.

Our products.

SmileDirectClub created the first end-to-end solution for your smile, offering everything to keep teeth straighter, brighter, cleaner, and healthier, for life.



Clear aligners.

SmileDirectClub 22-hour-wear aligners and **Nighttime Aligners™** straighten teeth in as little as 4–6 months¹ for 60% less than braces or Invisalign.² And the results are guaranteed for life with our **Lifetime Smile Guarantee™**.³

Adding to SmileDirectClub's value is an aligner experience that delivers comfort and confidence. Our most recent aligner innovations include **Comfort Sense™**, which uses soft, medium, and firm plastics to shift teeth gradually and safely into position, and **Smart Sculpt™**, a state-of-the-art technology that helps us model the most precise treatment plan.



Did you know?

All SmileDirectClub aligners and retainers are made in the USA, BPA-free, and precision cut for a smooth, comfortable fit. We manufacture an aligner every 6 seconds in our ISO-certified and FDA-registered state-of-the-art 3D U.S. printing facility.



¹Typical SmileDirectClub treatment plans are 4–6 months. See [SmileDirectClub.com/claims](https://www.smiledirectclub.com/claims) for details. Results may vary. ²“60% less than braces or Invisalign” claim based on Single Pay vs. average fees (including diagnostics and in-person exams) for treatment of mild-to-moderate malocclusion with braces or Invisalign as reported in national surveys of practicing dentists and orthodontists offering such treatments. Price comparison does not include additional costs, such as retainers. As treatment is highly individualized, results may not be the same. ³SmileDirectClub treatment is backed by our Lifetime Smile Guarantee™. Terms and conditions apply. See [SmileDirectClub.com/guarantee](https://www.smiledirectclub.com/guarantee) for details.

Our Club members' Smile Journey.™

Every smile is one of a kind. So we created a **Smile Journey** that gives our Club members choices every step of the way.



Three simple ways to get started.

Every Smile Journey starts with a 3D scan or impressions of the teeth. 3D scans are conducted at our SmileShops or a dentist's office, and impressions are taken in a dentist's office or from home.



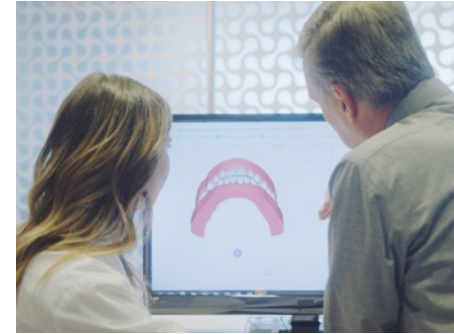
A custom treatment plan is created.

One of our state-licensed doctors reviews the 3D scan or impressions, as well as photos of the candidate's teeth and medical history, to determine if the candidate is appropriate for treatment before prescribing aligner therapy.



Aligners are made at our state-of-the-art 3D printing facility.

Our next-gen aligners are created with innovative technologies to provide greater comfort and more predictable teeth movement. Club members are prescribed a wear schedule that works best for them – 22 hours per day or 10 continuous hours only at night. When complete, aligners are shipped, all at once, to their home.



Progress is tracked start to finish.

No office visits are necessary. First, SmileDirectClub conducts a personalized orientation call. Then during treatment, the treating dentist or orthodontist and SDC's Dental team monitors the patient's progress regularly via the telehealth platform and perform check-ins at least every 60 days. With 24/7 care available, our customers can also contact the doctor or Dental team at any time.

Additionally, Club members can manage their treatment and receive important notifications through our app.



All smiles are protected for life.

Our **Lifetime Smile Guarantee™** covers Club members' smiles during treatment, and even long after it ends with free aligner touch-ups as needed.¹

¹Terms and conditions apply. See [SmileDirectClub.com/guarantee](https://smiledirectclub.com/guarantee) for details.

Oral care.

Our family of premium oral care products includes everything to keep smiles bright, clean, and healthy – and aligners sparkling and fresh.

Now available in nearly 13,000 stores in the U.S. and Canada – including Walmart, CVS, Walgreens, and more – we’ve disrupted the oral care category. Our whitening pens are now the #1 selling whitening gel in the U.S.,¹ and our Premium Teeth Whitening portfolio has grown to over a dozen product offerings, including our newest innovation – Fast-dissolving Whitening Strips – which get teeth 2x brighter, 2x faster than the leading Whitestrips.²

Check out some of our newest innovations.

- **Wireless Premium Teeth Whitening Kit** - Now with a rechargeable, wireless Whitening Accelerator Light and a convenient treatment size whitening pen.
- **Pro Whitening System Plus** - 3 convenient steps to prep, whiten, and protect teeth for long-lasting professional results.
- **Stain Barrier** - Prevents beverages like coffee, tea, red wine, and soda from staining your teeth.



Did you know?

SmileDirectClub Club members adopt better oral care habits after treatment: 1 in 7 customers report they visit the dentist more regularly, and 4 in 10 report they brush and floss their teeth more.³

¹Based on L52 Nielsen point of sale scanner data for w/e 09/25/21 on the whitening kit category. ²Results and wear time vs. Crest 3D Vivid Whitestrips when used for 7 days. Results may vary. ³US Health Claims Study of 470 Customers. SmileDirectClub. 2019.

Doctor-prescribed and monitored start to finish.

So far, the doctors in our network have safely and effectively straightened over 1.7 million Club members' smiles worldwide. Their experience is unmatched. In fact, 100% have 5+ years of experience in clear aligner therapy and the use of advanced teledentistry.

At the core of our medtech platform is **SmileOS™** – an AI software that draws from over 1.7 million treatment plans to assist the doctors in our network in predicting tooth movement more accurately, better visualizing their patients' treatments, and ultimately delivering enhanced treatment outcomes.

“ SmileOS will help our hundreds of affiliated dentists and orthodontists treat a broader range of patients, ensuring even more people can utilize SmileDirectClub's revolutionary telehealth platform for teeth straightening. ”

Dr. Jeffrey Sulitzer, Chief Clinical Officer, SmileDirectClub

Beyond the technology is the human touch.

SmileDirectClub's telehealth platform removes the need for unnecessary in-person visits, yet customers still have peace of mind with 24/7/365 access to dental professionals throughout their journey.

Regular virtual Smile Check-ins™ with a dentist or orthodontist provide accurate tracking and real-time guidance for Club members throughout treatment. And unlike dental and orthodontic practices that keep limited hours, our doctors and dental team are available to communicate with Club members through email, chat, video, or phone anytime.



Dr. Jeffrey Sulitzer
Chief Clinical Officer, SmileDirectClub

Growth + innovation.

A track record of growth, expansion, and delivering smiles.

Over **1.7 million** smiles made

Over **\$5 billion** saved* by consumers who chose SmileDirectClub aligners over braces since 2014

6 markets and counting

12,900+ retail locations selling SmileDirectClub oral care products

250+ affiliated dentists and orthodontists

1100 locations to get started: SmileShops and dental practices

30+ industry patents

Over **1.2 million** social media followers

#1 oral care brand on Instagram with 437K followers

#1 growth contributor to total U.S. Whitening category

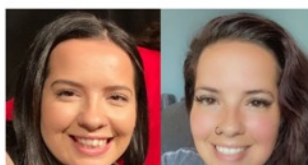
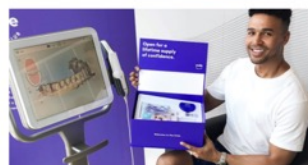
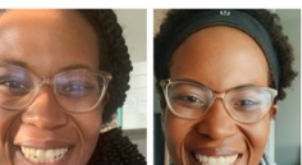
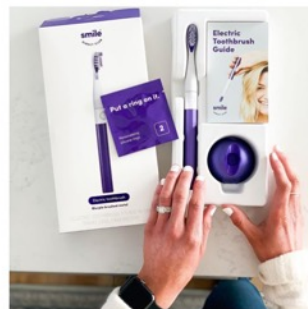
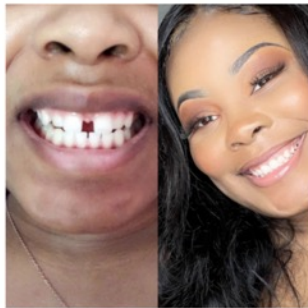
A proud history of firsts and innovations in aligner therapy and oral care.

- ✓ **Pioneer of the first telehealth platform** for orthodontia, connecting doctors and patients.
- ✓ **ISO-certified and FDA-registered state-of-the-art 3D U.S. printing facility** capable of producing millions of aligners per month, and home to one of the largest fleets of 3D printers in North America.
- ✓ **The first end-to-end smile solution**, from premium clear aligner therapy to category-disrupting whitening and oral care products.
- ✓ **Captive financing option with SmilePay™**, offering consumers a convenient monthly payment option that is utilized by approximately 65% of our Club members.
- ✓ **30 patents and counting from the USPTO** fortifying numerous innovations across the business, including our SmileShop retail concept and digital customer treatment journey.
- ✓ **SmileOS, our proprietary next-generation treatment planning software** that leverages AI to deliver enhanced treatment outcomes.

*Calculated 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.



smile The proof is in the smiles.
DIRECT CLUB



How to connect.

Email: Press@SmileDirectClub.com

Newsroom: News.SmileDirectClub.com

Social: @SmileDirectClub

Instagram [instagram.com/smiledirectclub](https://www.instagram.com/smiledirectclub)

Facebook [facebook.com/smiledirectclub](https://www.facebook.com/smiledirectclub)

YouTube [youtube.com/smiledirectclub](https://www.youtube.com/smiledirectclub)

TikTok [tiktok.com/@smiledirectclub](https://www.tiktok.com/@smiledirectclub)

Twitter twitter.com/smiledirectclub