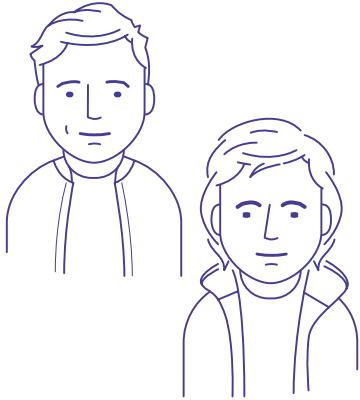


# Fact Sheet



## The beaming basics

SmileDirectClub was founded in 2014 by longtime friends and collaborators Alex Fenkell and Jordan Katzman, who had a simple vision: Everyone deserves a smile they love.

Recognizing an opportunity to increase access to dental care, SmileDirectClub invented an industry using the creation of cutting-edge platforms and technology for doctor-directed, at-home aligner therapy. Each customer is assigned a licensed dentist or orthodontist in their area who monitors their smile journey remotely, eliminating the need for costly and time-consuming orthodontist appointments.

## How it works

With aligners conveniently shipped directly to the customer, and SmileDirectClub's Customer Care team available 24/7 to answer any questions, SmileDirectClub has made orthodontic solutions more affordable and convenient than ever before.



### Make a good impression.

Either book an appointment for a 3D image at one of our SmileShops or get an at-home kit sent to you, and a dental professional will create your treatment plan. (\$49 value)

### Get aligned.

Then we send your clear aligners and premium whitening directly to you for only \$1895, or a \$250 down payment and \$85 a month for 24 months after that. No credit checks. No forms to fill out.

### Smiles are forever.

After you complete your smile journey, you can order retainers to help maintain the smile you love for only \$99 a set.



**Media Contact**  
Press@SmileDirectClub.com

# Numbers to smile about



**600,000**

smiles transformed and still counting



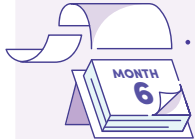
**5,300+**

team members and constantly growing



**100%**

SmileDirectClub has provided affordable access to orthodontic care in 100% of the underserved counties in the U.S.



**6 months**

average time it takes to straighten a customer's smile – yeah, that's it



**250+**

duly licensed dentists and orthodontists who remotely oversee each customer's smile journey

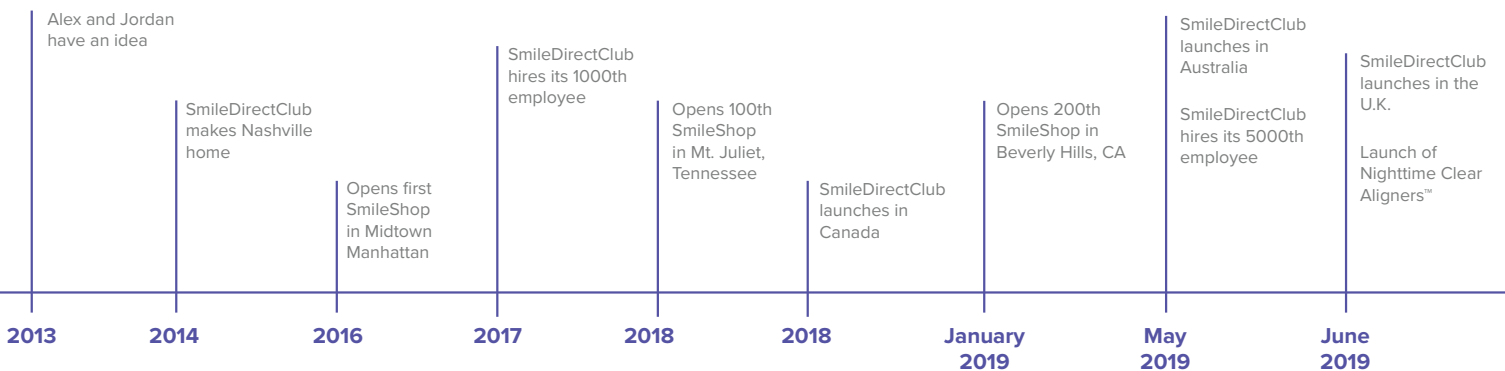
**60%**

SmileDirectClub is 60% less than traditional options (the savings alone are worth smiling about)



**300+**

SmileShop retail locations SmileDirectClub has across the U.S., Canada, Australia, and the U.K.



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