

Hims & Hers Health, Inc.

Corporate Governance Guidelines

A. Purpose and Overview

The Board of Directors (the “**Board**”) of Hims & Hers Health, Inc. (the “**Company**”) has adopted these Corporate Governance Guidelines to provide a framework within which the Board may conduct its oversight of the business and affairs of the Company. As of the date of these Corporate Governance Guidelines, the Company is a “controlled company” under the Rules (as defined below). Notwithstanding anything to the contrary contained herein, for so long as the Company is a “controlled company,” the Company at the direction of the Board may avail itself of one or more of the accommodations afforded to a “controlled company” under the Rules.

B. Who do the Corporate Governance Guidelines apply to?

The Corporate Governance Guidelines apply to the Board of the Company.

C. Role of the Board and Management

The Company’s business is conducted by its employees, managers, and officers, under the direction of the chief executive officer (“**CEO**”) and the oversight of the Board, to enhance the long-term value of the Company and seek the best interests of its stockholders. The Board is elected by the stockholders to oversee management in its duties. In fulfilling their responsibilities, both management and the Board are informed by their fiduciary duties under applicable law.

D. Principal Responsibilities and Duties of the Board

In addition to its general oversight of management, the Board also performs a number of specific functions as set forth below. These duties are set forth as a guide with the understanding that the Board will carry them out in a manner that is appropriate given the Company’s needs and circumstances. The Board may supplement them as appropriate and may establish policies and procedures from time to time that it deems necessary or advisable in fulfilling its responsibilities.

1. Selecting the Chairman of the Board and CEO

The Board will select the Chairman of the Board and the CEO in accordance with the Company’s certificate of incorporation and bylaws and based upon the best interests of the Company at any point in time. The duties of these officers are set forth in the Company’s bylaws. The Board does not have a policy that requires the separation of these two roles. The Board periodically reviews its leadership structure and may separate or combine the roles of the Chairman of the Board and CEO when and if it deems it advisable and in the best interests of the Company and its stockholders to do so. Currently, the Board does not separate the Chairman of the Board and CEO positions.

2. Selecting the Lead Independent Director

If the Chairman of the Board is not an independent director, as defined under the rules of the New York Stock Exchange as such may be amended from time to time (the “**Rules**”), the Board will appoint an independent director as the “Lead Independent Director” to facilitate communication between management, the independent directors, and the Chairman of the Board. The Board currently has a Lead Independent Director, who actively participates in setting agendas for Board meetings, presides at executive sessions of the Board, and performs such other duties as specified by the Board.

3. Selecting Other Officers

The Board is involved in the selection of other officers of the Company, including “executive officers,” in accordance with the Company’s bylaws.

4. Evaluating Management Performance and Compensation

The Board, primarily through the Compensation Committee, (i) oversees an annual evaluation of the Company’s CEO and executive officers in light of established corporate goals and objectives and (ii) approves the form and amount of compensation paid to the CEO and executive officers of the Company.

5. Overseeing Management Succession Planning

The Compensation Committee, in consultation with the full Board, is primarily responsible for succession planning for the CEO and other executive officers. Succession planning can be critical in the event the CEO or other key executive officers should cease to serve for any reason, including resignation or unexpected disability, or if their service is temporarily disrupted. In addition, the Board believes that establishment of a strong management team is the best way to prepare for an unanticipated executive officer departure and will confer with the CEO to encourage management development programs.

6. Formulating Company Strategy

The Board is actively involved with management in formulating corporate strategy and annually reviews the Company’s strategic plan as well as its annual operating plans and budgets.

7. Overseeing Risk Management

One of the key functions of the Board is informed oversight of the Company’s risk management process. The Risk Committee oversees the management of general enterprise risks. The Board continues to administer its oversight function directly through the Board as a whole as necessary, as well as through other standing committees of the Board that address risks inherent in their respective areas of oversight. For example, the Audit Committee is responsible for overseeing the management of risks associated with the Company’s financial reporting, accounting, auditing and cybersecurity matters, and the Compensation Committee oversees the management of risks associated with compensation policies and programs. Each committee charged with risk oversight reports to the Board on those matters.

8. Managing Potential Conflicts of Interest

All members of the Board are expected to abide by the Company’s Code of Conduct and to inform the Audit Committee of an actual or potential conflict of interest or a “related person transaction.” If a director has a personal interest in a matter before the Board, the director must disclose the interest to the Board and excuse himself or herself from discussion, and abstain from voting, on the matter.

9. Ensuring the Integrity of Financial Reporting

The Audit Committee oversees the integrity of the Company’s accounting and financial reporting systems, including overseeing the audit of the Company’s annual financial statements by independent auditors, and assessing the Company’s disclosure controls and procedures and systems of internal control.

E. Board Structure and Composition

1. Board Size

The authorized number of directors will be determined from time to time by resolution of the Board, in accordance with the Company's bylaws. The size of the Board may vary based upon a number of factors including business needs and the availability of qualified candidates. Board size should facilitate active interaction and participation by all Board members.

2. Board Membership Criteria and Appointment

The Board will evaluate candidates for membership on the Board, including candidates nominated or recommended by stockholders, based on criteria established by the Board and as set forth in the Board's Policies and Procedures for Director Candidates. The Board seeks to achieve a balance of knowledge, experience, and capability on the Board and considers the following: the current size and composition of the Board and the needs of the Board and its respective committees; the range and diversity of expertise and perspective of the Board in areas relevant to the Company's business; such issues as character, judgment, diversity, age, independence, expertise, experience, length of service, other commitments and the like; and such other factors as the Board may consider appropriate.

While the Board has not established specific minimum qualifications for director candidates, the Board believes that candidates and nominees should reflect a Board that is comprised of directors who (i) are predominantly independent, (ii) are of high integrity, (iii) have broad, business related knowledge and experience at the policy-making level in business, government, or technology, including their understanding of the Company's industry and business in particular, (iv) have individual qualifications, relationships, and experience that would increase the overall effectiveness of the Board, (v) meet other requirements as may be required by applicable rules, such as financial literacy or financial expertise with respect to audit committee members, (vi) are committed to enhancing stockholder value, and (vii) have sufficient time to carry out their duties and to provide insight and practical wisdom based on experience. In evaluating the candidates, the Board does not assign any particular weighting or priority to various factors.

3. Director Independence

The Company is currently a "controlled company" under the Rules. In the event that the Company at any time is no longer a "controlled company" under such rules, a majority of directors on the Board will be "independent directors" as defined in the Rules except as may otherwise be permitted by or otherwise satisfy the requirements of such Rules. Each independent director who experiences a change in circumstances that could affect such director's independence should deliver a notice of such change to the Company's Secretary. The Board also believes that it is in the best interest of the Company and its stockholders to have certain non-independent directors serve on the Board, such as current members of management.

4. Director Elections

The Board is not currently classified. Following the date on which all shares of the Company's Class V common stock "sunset" and convert into shares of the Company's Class A common stock, the Board will be classified into three classes of directors with staggered three-year terms. In such event, each director elected at an annual meeting shall serve a term of three years. Directors shall be elected by a plurality of the voting power of the shares present, in person or represented by proxy, at a meeting and entitled to vote on the election of directors.

5. Term Limits

The Board will consider, prior to each annual meeting, whether each director eligible for reelection should stand for reelection. In determining whether to nominate a director for re-election, the Board considers the director's participation in and contributions to the activities of the Board, the results of the annual Board

evaluation, and past meeting attendance. The Board also considers the director's tenure in the context of the overall mix of tenures of the Board. Because each director is periodically subject to election by the Company's stockholders, the Board does not believe it is in the best interests of the Company to establish term limits.

6. Changes in Director Status

In the event any director's principal occupation or job responsibilities change significantly, his/her/their employer changes or they otherwise experience a similarly significant change in association, or they suffer a change in circumstances that may adversely affect their capacity to serve as a member of the Board, that director shall notify the Board of such circumstances. While the Board does not believe any director who retires or materially changes his or her present job should necessarily leave the Board, the Board should have the opportunity to review his or her qualifications and new circumstances and determine whether to request that the director submit his or her resignation from the Board if, for example, continuing service on the Board by the individual is not consistent with the criteria deemed necessary for continuing service on the Board. The Board expects the director under consideration to abstain from participating in any such determination.

7. Multiple Board Seats

Directors shall advise the Chairman of the Board or the Lead Independent Director, as applicable, before accepting an invitation to serve on an additional for-profit corporate board of directors. In addition, in order to ensure sufficient time and attention to meet the responsibilities of Board membership, directors shall serve on no more than five boards of directors of publicly traded companies, or three such boards of directors in the case of the CEO, in each case including this Board, without consent of the Chairman of the Board or the Lead Independent Director, as applicable. Directors must comply with the conflict of interest provisions of the Company's Code of Conduct when considering outside directorships. A member of the Audit Committee shall advise the Chairman of the Board or the Lead Independent Director, as applicable, if he or she simultaneously serves on the audit committees of more than three public companies, including the Company's Audit Committee, in which case the Board must determine that such simultaneous service would not impair the ability of such member to effectively serve on the Company's Audit Committee.

F. Board Procedures

1. Frequency of Meetings

Regular meetings of the Board shall be held at such times and places as the Board determines. The CEO, in consultation with the Chairman of the Board or the Lead Independent Director, as applicable, will set the time, place, and expected length of the Board meetings. There will be at least four regularly scheduled meetings of the Board each year, but the Board may meet more often as needed. The Board should review the Company's long-term strategic plans and risk management during at least one Board meeting per year. Directors are also expected to make themselves available outside of Board meetings for advice and consultation.

2. Agenda for Meetings

The CEO, in consultation with the Chairman of the Board or the Lead Independent Director, as applicable, will set the agenda for each Board meeting. Each director may request items to be included on the agenda, request the presence of, or any report by, any member of management, and may raise at any Board meeting subjects which are not on the agenda.

3. Board Materials

The business of the Board should be organized so that the matters subject to Board oversight receive the appropriate attention of the Board. Accordingly, to the extent possible, the relevant information important to the Board's understanding of matters to be discussed at a meeting and the current status of the Company's

business should be distributed to the Board with sufficient time for the directors to read and prepare for the meeting and to conserve appropriate time for discussion. On those occasions when the subject matter is too sensitive to be distributed, the subject will be introduced at the meeting.

4. Board Attendance and Participation

Directors are expected to prepare for, attend (in person, via telephone or via video conference), and contribute meaningfully in all Board and applicable committee meetings (and, in no event, fewer than 75% of such meetings). Consistent with their fiduciary duties, directors are expected to maintain the confidentiality of the information they receive as a director and the deliberations of the Board and its committees.

5. Executive Sessions of Independent Directors

The independent directors should meet in executive session at each regularly scheduled Board meeting and at other times as requested by an independent director. The Chairman of the Board, if an independent director, or the Lead Independent Director presides over executive sessions of the Board.

6. Regular Attendance of Management at Board Meetings

Certain members of management (e.g., the chief financial officer (“CFO”), chief legal officer or general counsel, and such other members of the executive team as the CEO may from time to time designate) may attend Board meetings on a regular basis. Other members of management and staff may be asked to attend meetings and present reports from time to time. Specifically, the Board encourages management to schedule managers who can provide additional insight into the items being discussed because of personal involvement in these areas to be present at Board meetings. Furthermore, facilitating the Board’s exposure to management other than the CEO and CFO may help the Board administer its responsibilities with respect to succession planning. It is understood that Company personnel and others attending Board meetings may be asked to leave the meeting in order for the Board to meet in executive session.

7. Access to Officers and Employees

Board members should have full access to any officer or employee, either as a group or individually, and to Company information that they believe is necessary to fulfill their obligations as Board members. Board members should use their judgment to ensure that any such contact or communication is not disruptive to the business operations of the Company.

8. Authority to Retain Advisors

The Board shall have the authority, in its sole discretion, to retain or obtain the advice of any advisors as it determines necessary to carry out its duties. The Board shall be directly responsible for the appointment, compensation, retention, and oversight of the work of such advisors, and the Company must provide for appropriate funding, as determined by the Board, for payment of reasonable fees to any such advisor retained by the Board. The Company will also provide for the payment of any administrative expenses of the Board that are necessary or appropriate in carrying out its activities.

G. Board Committees

1. Number and Independence of Committees

The standing Board committees are the Audit Committee, the Compensation Committee and the Risk Committee. The Board may choose to form a new standing or ad hoc committee or disband a current committee as dictated by the needs of the Board. Each standing committee complies with the independence and other requirements established by applicable law and regulations, including the Rules and Securities and Exchange Commission rules, except as may otherwise be permitted (including as a result of the Company being a “controlled company” under the Rules) by or otherwise satisfy the requirements of such rules.

2. Committee Charters and Delegation of Authority

Each standing committee must have a charter that is approved by the Board. The principal responsibilities and duties of each committee will be set forth in the committee's charter. These duties are set forth as a guide with the understanding that the committee will carry them out in a manner that is appropriate given the Company's needs and circumstances. The Board or committee may supplement them as appropriate and may establish policies and procedures from time to time that it deems necessary or advisable in fulfilling its responsibilities.

As a general matter, each committee will exercise the powers of the Board and perform such duties and responsibilities as may be assigned to the committee. For the avoidance of doubt, to the extent permitted by law or regulation, any action that may or is to be taken by a committee may be taken directly by the Board in lieu of committee action.

3. Assignment and Rotation of Committee Members

Members of each committee are appointed by and are members of the Board. The Board determines the exact number of committee members and can at any time add, remove or replace a committee member. Committee members should be appointed (or reappointed), and chairs of each committee designated, by the full Board, annually. While composition of the committees should be reviewed each year to make certain that these committees are operating effectively, it is the Board's belief that continuity of experience in the specific functions of these committees provides a significant benefit to the stockholders and to management. In making the decision for rotation of committee membership and chair position, the Board should take into consideration the expertise of the individual committee member and the expertise of the other directors available for these positions.

4. Committee Proceedings

Committee proceedings, including frequency, length and agendas of meetings, shall be conducted in accordance with the provisions of each committee's charter. Committees of the Board may also meet in executive session.

H. Director Orientation and Continuing Education

The Company should assist new directors in learning about the Company and its business and introduce them to the Company's senior management. The Company encourages directors to participate in continuing education programs focused on the Company's business and industry and legal and ethical responsibilities of board members. The Company will reimburse directors for reasonable expenses incurred in connection with such education programs.

I. Board Compensation

The Board, upon the recommendation of the Compensation Committee, approves the form and amount of cash- and equity-based and other compensation to be paid to the non-employee members of the Board.

J. Board Communication with Company Stakeholders

1. Communications with Stakeholders

The Board believes that management speaks for the Company. Each director should refer all inquiries from the press or others regarding the Company's operations to management. Individual Board members may, from time to time, meet or otherwise communicate with various constituencies that are involved with the Company, but it is expected that Board members would do this with knowledge of management and, in most instances, only at the request of management.

2. Stockholder Communications with Independent Directors

Stockholders and any interested parties may communicate directly with the Board or a particular director in writing. Any such communication should be delivered to the Company's chief legal officer by registered or overnight mail at the principal executive office of the Company. The chief legal officer or the Company's legal department forwards proper communications to the Board, a Board committee, or an individual director, who facilitates an appropriate response. The chief legal officer or the Company's legal department generally will not forward communications that are primarily solicitations for products or services, matters of a personal nature that are not relevant for stockholders, matters that are of a type that render them improper or irrelevant to the functioning of the Board, or requests for general information about the Company.

3. Annual Meeting of Stockholders.

Each director is encouraged to attend the annual meeting of stockholders.

K. Stock Ownership

All independent directors and all executive officers are required to own shares of common stock of the Company pursuant to the Company's stock ownership policy.

L. Board Performance

The Board undergoes a self-evaluation process at least annually which includes evaluating (i) the performance of the Board as a whole, each Board committee and each individual director, and (ii) the qualifications and performance of Board members eligible for reelection. The results of this evaluation are discussed with the Board.

M. Periodic Review of the Corporate Governance Guidelines

The Board periodically reviews and assesses the effectiveness of these Corporate Governance Guidelines.

N. Website Posting

These Corporate Governance Guidelines shall be made available on the Company's website.

O. Conclusion

The Board has adopted these Corporate Governance Guidelines to assist the Board in directing the Company's affairs. While these Corporate Governance Guidelines should be interpreted in the context of all applicable laws, regulations and listing requirements, as well as in the context of the Company's certificate of incorporation and bylaws, they are not intended to establish by their own force any legally binding obligations.

P. Related Policies and Resources

Certificate of Incorporation

Bylaws

Audit Committee Charter

Compensation Committee Charter