

GoodRx

GoodRx Unleashes “GoodRx for Pets,” Simplifying Access and Reducing Costs for Pet Medications

January 7, 2025

GoodRx for Pets leverages new integrated e-commerce capabilities to create a seamless user experience for accessing essential pet medications and information

SANTA MONICA, Calif.--(BUSINESS WIRE)--Jan. 7, 2025-- GoodRx (Nasdaq: GDRX), the leading prescription savings platform in the U.S., today announced a new [GoodRx for Pets](#) experience that provides a more affordable and convenient way for Americans to access pet medications. Through GoodRx for Pets, pet owners can find savings and have pet medications delivered right to their door. GoodRx for Pets provides a seamless experience for pet owners, combining convenience, affordability, and accessibility in one place.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250107996835/en/>



GoodRx for Pets (Graphic: Business Wire)

The rising cost of pet healthcare is a significant concern for many Americans, who collectively [spent](#) more than \$13 billion on pet medications in 2023, an increase that reflects a broader trend in the pet care

industry. In fact, prices for pets and pet products and services have surged [25%](#) in the last five years, considerably outpacing inflation rates. This issue is compounded by the fact that only a little over 3% of [pets in the U.S.](#) are [covered by insurance](#), leaving many pet owners to shoulder the burden of both routine and unexpected medical costs out-of-pocket. The disparity between soaring pet care expenses and the slow growth in coverage demonstrates a growing financial strain on pet owners.

With GoodRx for Pets, pet parents can now:

- **Find savings on pet medications:** Using GoodRx, pet owners can save up to 80% on medications for themselves and their pets, including pet medications for common pet conditions like allergies, anxiety, diabetes, pain, and seizures that are available at more than 70,000 retail pharmacies nationwide.
- **Skip the trip to the pharmacy:** GoodRx now offers an integrated e-commerce experience, powered by Allivet, that allows pet owners to order medications and have them delivered right to their door. For the first time, GoodRx users can access pet-specific medications that aren't available in retail pharmacies via the platform.
- **Keep up with your pet's health:** GoodRx offers [expert-created articles and videos](#) on pet health so you can get the best care for your dogs, cats, and other pets.

"Pet owners have been using GoodRx for years to save on medications for their beloved pets for conditions like anxiety and seizures - to the tune of several million prescriptions per year," said Aaron Crittenden, SVP of Rx Marketplace at GoodRx. "It's a pretty strong signal of value when people use your platform for something you haven't actively pursued. So, we decided to build a focused experience for pet owners with a broader range of medications, more savings, and easy access through both pharmacies and home delivery. We're excited about what GoodRx for Pets can do for American households over time."

GoodRx for Pets leverages the company's newly-launched e-commerce capability, which enables consumer health and pharmaceutical brands looking to provide a frictionless experience for consumers to integrate their offerings directly into the GoodRx platform.

To learn more about GoodRx for Pets and start saving, visit www.goodrx.com/pets

About GoodRx

GoodRx is the leading prescription savings platform in the U.S. Trusted by more than 25 million consumers and 750,000 healthcare professionals annually, GoodRx provides access to savings and affordability options for generic and brand-name medications at more than 70,000 pharmacies nationwide, as well as comprehensive healthcare research and information. Since 2011, GoodRx has helped consumers save over \$75 billion on the cost of their prescriptions.

GoodRx periodically posts information that may be important to investors on its investor relations website at <https://investors.goodrx.com>. We intend to use our website as a means of disclosing material nonpublic information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors and potential investors are encouraged to consult GoodRx's website regularly for important information, in addition to following GoodRx's press releases, filings with the Securities and Exchange Commission (the "SEC") and public conference calls and webcasts. The information contained on, or that may be accessed through, GoodRx's website is not incorporated by reference into, and is not a part of, this press release.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding anticipated consumer savings, convenience and accessibility; the expected benefits and value of our GoodRx for Pets offering and partnership with Allivet; and our plans, expectations and objectives. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially

different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, risks relating to our ability to achieve broad market education and change consumer purchasing habits; changes in medication pricing and pricing structures; our reliance on a limited number of industry participants; and the important factors discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2023, and our other filings with the SEC. Any such forward-looking statements are based on current expectations, projections and estimates as of the date of this press release. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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