



INVESTOR DAY 2024

Reconciliation of Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures Included in Investor Day Materials

Non-GAAP Financial Measures

Adjusted Revenue, Adjusted EBITDA and Adjusted EBITDA Margin are supplemental measures of GoodRx Holdings, Inc.'s (together with its subsidiaries, the "Company," "we", "us" or "our") performance that are not required by, or presented in accordance with, U.S. GAAP. Collectively, we refer to these non-GAAP financial measures as our "Non-GAAP Measures." These Non-GAAP Measures are key measures we use to assess our financial performance and are also used for internal planning and forecasting purposes. In addition, such measures are frequently used by analysts, investors and other interested parties to evaluate and assess performance. We believe our Non-GAAP Measures are helpful to investors, analysts and other interested parties because they assist in providing a more consistent and comparable overview of our operations across our historical financial periods.

The Non-GAAP Measures are presented for supplemental informational purposes only and should not be considered as alternatives or substitutes to financial information presented in accordance with GAAP. These measures have certain limitations in that they do not include the impact of certain costs that are reflected in our consolidated statements of operations that are necessary to run our business. Other companies, including other companies in our industry, may not use these measures or may calculate these measures differently than as presented herein, limiting their usefulness as comparative measures.

We define Adjusted Revenue for a particular period as revenue excluding client contract termination costs associated with restructuring related activities. We exclude these costs from revenue because we believe they are not indicative of past or future underlying performance of the business. For all periods other than the third quarter of 2023 and full year 2023, Adjusted Revenue equaled to, and, in the future, we expect it to equal to, revenue, the most direct comparable GAAP financial measure.

We define Adjusted EBITDA for a particular period as net income or loss before interest, taxes, depreciation and amortization, and as further adjusted for, as applicable for the periods presented, acquisition related expenses, stock-based compensation expense, payroll tax expense related to stock-based compensation, loss on extinguishment of debt, financing related expenses, loss on operating lease assets, restructuring related expenses, legal settlement expenses, charitable stock donation, gain on sale of business, and other income or expense, net. Adjusted EBITDA Margin represents Adjusted EBITDA as a percentage of Adjusted Revenue. We have not reconciled our forward-looking Adjusted EBITDA and Adjusted EBITDA Margin to GAAP net income or loss and GAAP net income or loss margin, respectively, because we do not provide guidance for such GAAP

measures due to the uncertainty and potential variability of stock-based compensation expense, acquired intangible assets and related amortization and income taxes, which are reconciling items between Adjusted EBITDA and Adjusted EBITDA Margin and their respective most directly comparable GAAP measures. Because such items cannot be provided without unreasonable efforts, we are unable to provide a reconciliation of the Non-GAAP Measure guidance to the corresponding GAAP measure. However, such items could have a significant impact on our future GAAP net income or loss and GAAP net income or loss margin.

Cautionary Statement Concerning Forward-Looking Statements

This document and the related Investor Day materials (collectively, the “Materials”) contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in the Materials that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding our future results of operations and financial position, including our future financial targets and the underlying assumptions thereof. 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 differ materially from those expressed or implied by the forward-looking statements, including, but not limited to, risks related to our ability to achieve broad market education and change consumer purchasing habits; our significant reliance on our prescription transactions offering and ability to expand our offerings; changes in medication pricing and the significant impact of pricing structures negotiated by industry participants; our reliance on a limited number of industry participants; the accuracy of our estimate of our addressable market and other operational metrics; our ability to respond to changes in the market for prescription pricing and to maintain and expand the use of GoodRx codes; risks related to recent healthcare reform legislation and other changes in the healthcare industry and in healthcare spending which may adversely affect our business, financial condition and results of operations; as well as the other important factors discussed in the section entitled “Risk Factors” of our Annual Report on Form 10-K for the fiscal year ended December 31, 2023 and in our other filings with the Securities and Exchange Commission. The forward-looking statements in the Materials are based upon information available to us as of the date of the Materials, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain, and investors are cautioned not to unduly rely upon these statements. 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.

(dollars in thousands)	Three Months Ended										Year Ended
	March 31, 2024	December 31, 2023	September 30, 2023	June 30, 2023	March 31, 2023	December 31, 2022	September 30, 2022	June 30, 2022	March 31, 2022	December 31, 2021	
Net (loss) income	\$ (1,009)	\$ (25,869)	\$ (38,495)	\$ 58,786	\$ (3,290)	\$ (1,972)	\$ (41,734)	\$ (1,415)	\$ 12,293	\$ (8,868)	
Adjusted to exclude the following:											
Interest income	(7,555)	(8,474)	(8,649)	(7,814)	(7,234)	(5,445)	(2,920)	(857)	(52)	(32,171)	
Interest expense	14,643	14,821	14,720	14,054	13,133	11,927	9,478	6,969	5,869	56,728	
Income tax expense (benefit)	1,302	1,234	(8,106)	(46,718)	6,886	(2,773)	19,463	(8,744)	1,651	(46,704)	
Depreciation and amortization	15,942	43,608	33,024	16,097	14,939	15,533	13,952	13,319	11,373	107,668	
Other expense	—	—	2,200	—	1,808	—	—	—	—	4,008	
Financing related expenses	440	—	—	—	—	6	5	5	4	—	
Acquisition related expenses	174	174	162	385	1,056	2,856	18,656	3,001	1,973	1,777	
Restructuring related expenses	(125)	4,634	22,389	—	—	37	5,880	45	311	27,023	
Legal settlement expenses	13,000	(2,900)	3,000	—	—	(1,300)	—	2,800	—	100	
Stock-based compensation expense	25,096	28,778	32,646	17,897	25,499	29,414	29,038	31,633	30,149	104,820	
Payroll tax expense related to stock-based compensation	879	268	580	405	440	143	184	472	1,083	1,693	
Loss on operating lease assets	—	979	—	374	—	12,569	—	—	—	1,353	
Gain on sale of business	—	—	—	—	—	(11,404)	—	—	—	—	
Adjusted EBITDA	\$ 62,787	\$ 57,253	\$ 53,471	\$ 53,466	\$ 53,237	\$ 49,591	\$ 52,002	\$ 47,228	\$ 64,654	\$ 217,427	
Revenue	\$ 197,880	\$ 196,644	\$ 179,958	\$ 189,677	\$ 183,986	\$ 184,109	\$ 187,318	\$ 191,798	\$ 203,329	\$ 750,265	
Adjusted to exclude the following:											
Client contract termination costs	—	—	10,000	—	—	—	—	—	—	10,000	
Adjusted Revenue	\$ 197,880	\$ 196,644	\$ 189,958	\$ 189,677	\$ 183,986	\$ 184,109	\$ 187,318	\$ 191,798	\$ 203,329	\$ 760,265	
Net (loss) income margin	(0.5)%	(13.2)%	(21.4)%	31.0 %	(1.8)%	(1.1)%	(22.3)%	(0.7)%	6.0 %	(1.2)%	
Adjusted EBITDA Margin	31.7 %	29.1 %	28.1 %	28.2 %	28.9 %	26.9 %	27.8 %	24.6 %	31.8 %	28.6 %	