

GoodRx

Building the Leading Digital Platform for Consumer Healthcare



J.P. Morgan Healthcare Conference Presentation
January 2021

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This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk.

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This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as Adjusted EBITDA and Adjusted EBITDA Margin, to supplement financial information presented in accordance with GAAP. There are limitations to the use of non-GAAP financial measures and such non-GAAP financial measures should not be construed as alternatives to financial measures determined in accordance with GAAP. The non-GAAP measures as defined by the Company may not be comparable to similar non-GAAP measures presented by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that the Company's future results will be unaffected by other unusual or non-recurring items. A reconciliation is provided elsewhere in this presentation for each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

Our management team is mission-driven and committed to improving healthcare in America



Doug Hirsch
Co-CEO

FACEBOOK yahoo! dailystrength
a sharecare company

Karsten Voermann
Chief Financial Officer

ibotta worldpay Microsoft

Andrew Slutsky
President, Consumer

ScriptRelief

Justin Fengler
SVP, Corporate Strategy & Business Operations

TRIPLE TREE OLIVER WYMAN

Jim Sheninger
SVP, Pharmacy Strategy Officer

CVS Health. medco Cigna.



Trevor Bezdek
Co-CEO

Stanford University Biowire Tryarc
acquired by NTT Data

Bansi Nagji
President, Healthcare

McKESSON Monitor Deloitte.

Jody Mulkey
Chief Technology Officer

ticketmaster shopzilla

Babak Azad
Chief Marketing Officer, SVP Marketing & Communications


BEACHBODY CREDIT SUISSE


Gracye Cheng
Vice President & General Counsel

Skadden HARVARD UNIVERSITY

Healthcare Challenges in America

 **20-30%** of prescriptions in the U.S. are not filled¹

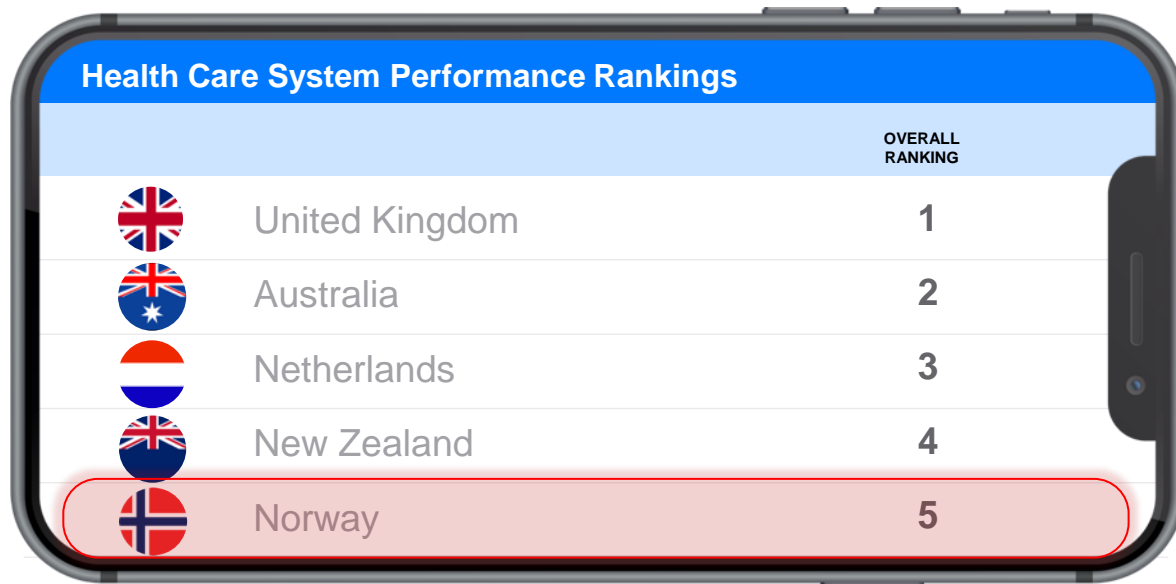
 Average wait time of **24 days and may be considerably longer** for a new patient to see a doctor²






 **Nearly \$300Bn** in cost when patients don't take medications as prescribed³ leading to someone dying **every 4 minutes**⁴

1. Internal estimate; Annals of Internal Medicine: The incidence and determinants of primary nonadherence with prescribed medication in primary care: a cohort study.
2. Merritt Hawkins survey of mid-to-large sized metropolitan markets in 2017.
3. New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018
4. American Journal of Health System Pharmacy: Meta-analysis of trials of interventions to improve medication adherence.

Healthcare in America versus other developed nations

lowest healthcare quality¹...



	OVERALL RANKING
 United Kingdom	1
 Australia	2
 Netherlands	3
 New Zealand	4
 Norway	5

...with some of the highest costs²

2x

per capita spend on healthcare by Americans compared to citizens of other OECD countries³

66%

of all personal bankruptcies are linked to medical costs⁴

Source: Lancet 2018 Human Capital Study; American Public Health Association 2019 Study; OECD Data

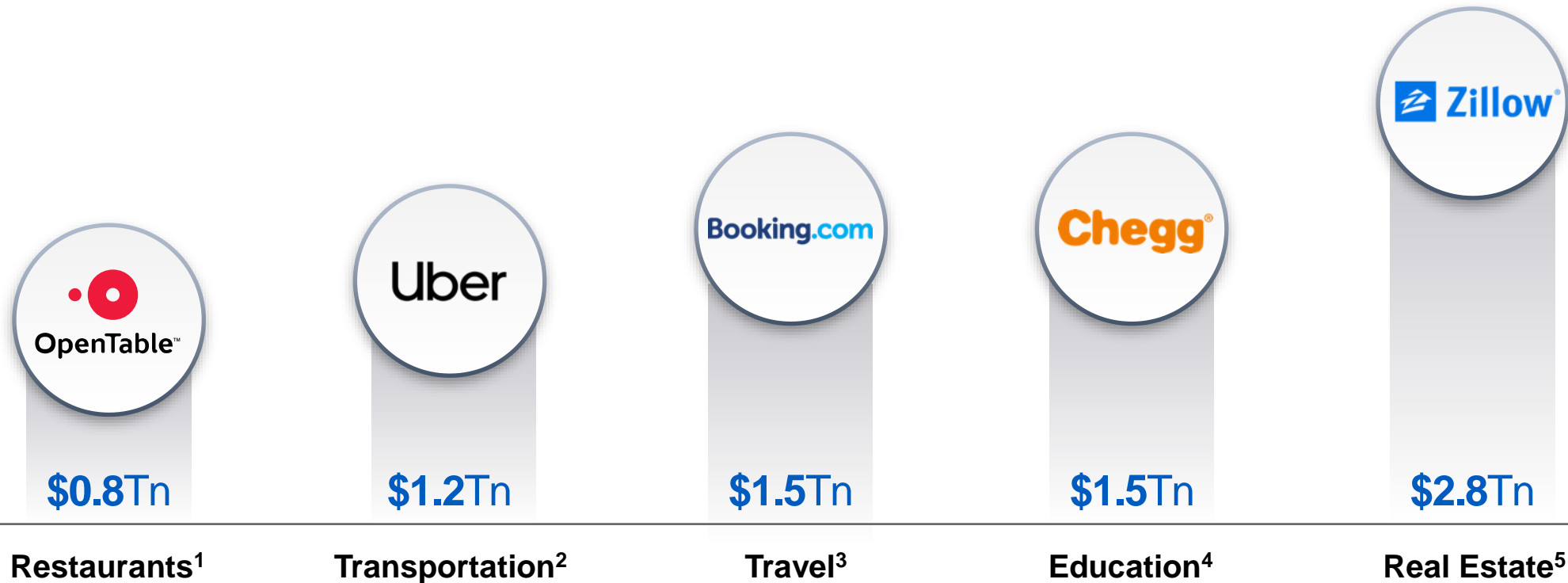
1. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

2. Peterson-KFF Health System Tracker; CMS; Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

3. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

4. Study published in American Journal of Public Health; 2013-2016

Inefficient markets have been disrupted by consumer-focused, tech-enabled solutions



1. Statista: 2017 total US restaurants food and drink sales

2. Bureau of Transportation Statistics: 2016 expenditures on transportation

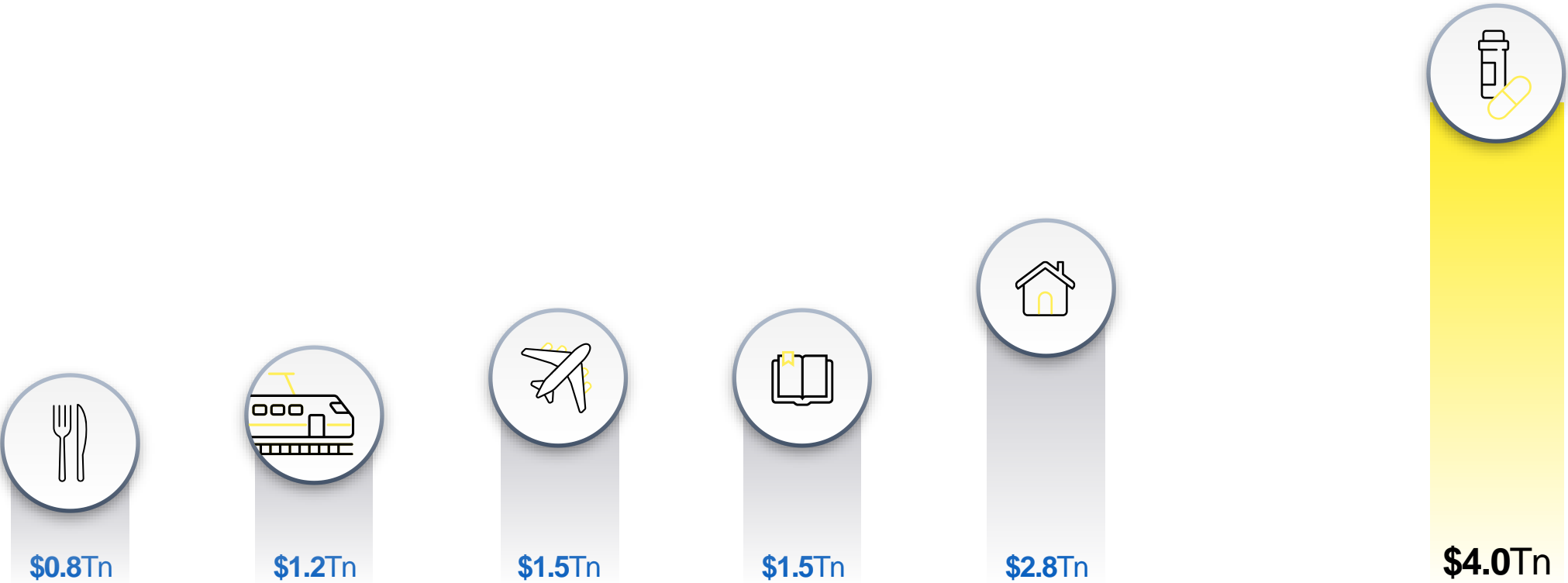
3. Statista: 2017 contribution of travel and tourism to GDP in the United States

4. Zion Market Research: 2020 projection

5. Euromonitor Report: 2019 annual spending on Real Estate in the United States

Note: spend figures indicate total spend in these markets – not spend for the specific platforms shown or spend through online platforms at all

Healthcare: much bigger, more inefficient



Restaurants¹

Transportation²

Travel³

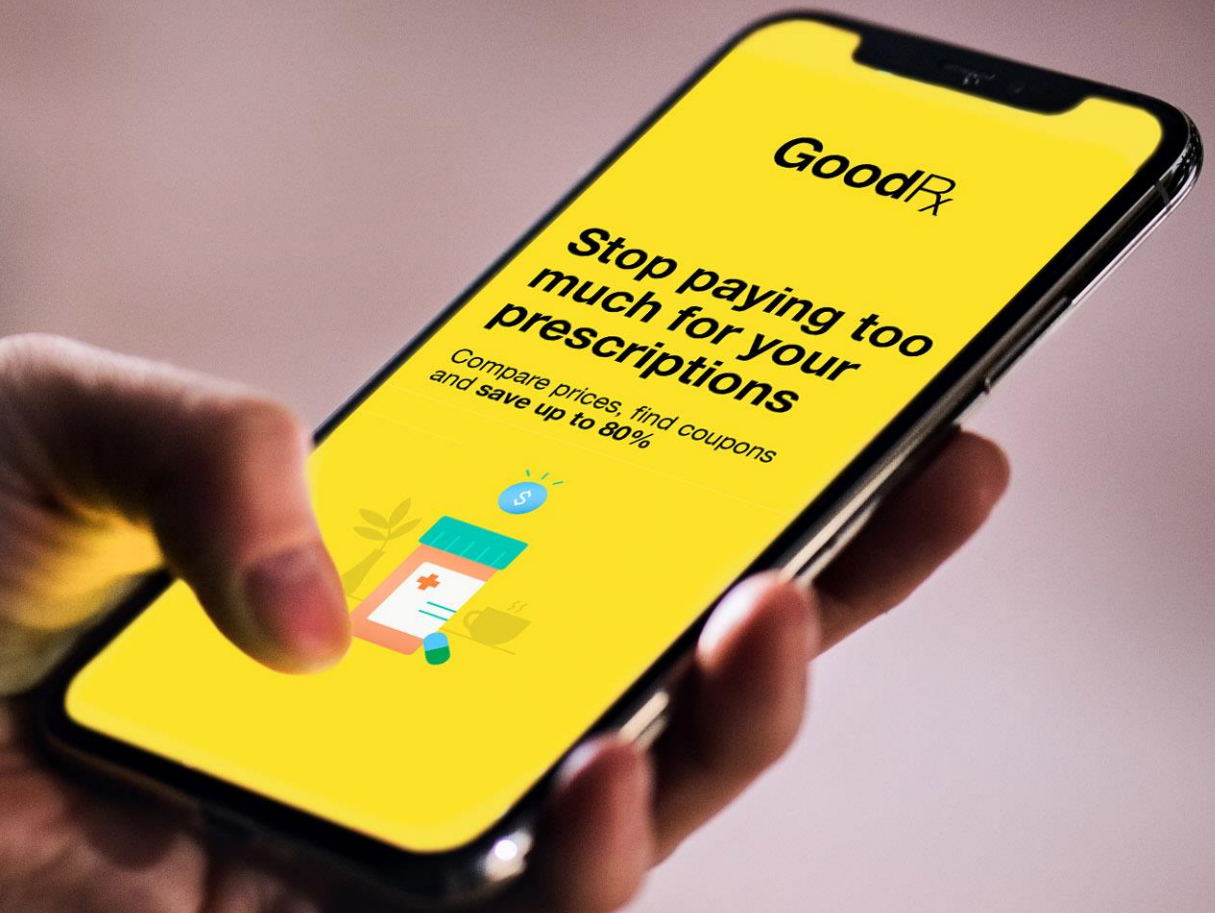
Education⁴

Real Estate⁵

Healthcare⁶

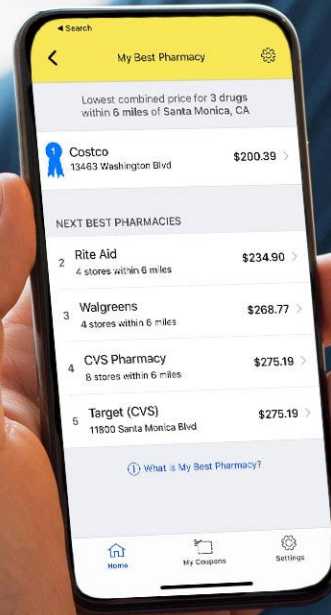
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6. Centers for Medicare & Medicaid Services (CMS): 2020 projection

Help Americans get the
healthcare they need at a
price they can afford



Our Mission

Build the leading
digital platform for
consumer healthcare




Our Vision


We started with prescriptions...

Prescription Drugs TAM¹ **\$524 Billion**

 5Bn+ annual prescriptions²

 Pay with cash in retail environment

 Frequent transactions

 Ample consumer choice in pharmacy market



...and are doing so much more

**U.S. healthcare market
\$4.0 Trillion¹**

**TAM of our Current Offerings
\$800 Billion²**



Healthcare pricing is complicated

Data sources



Pharmacy saving programs



U&C prices



Medicare prices



Pharmaceutical Manufacturers

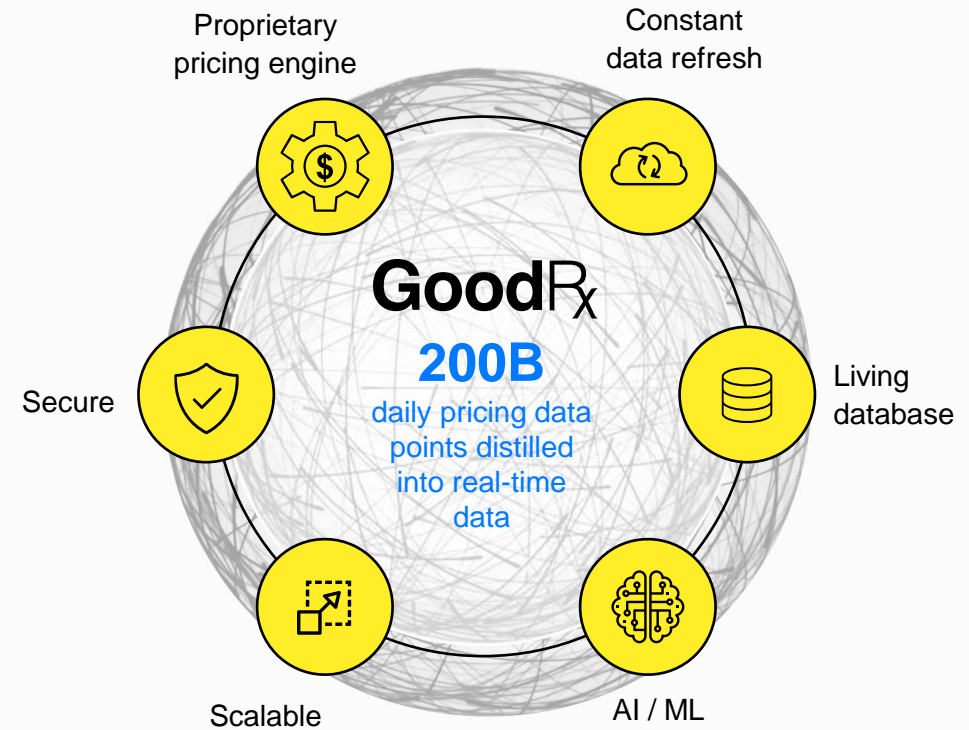


Patient assistance programs





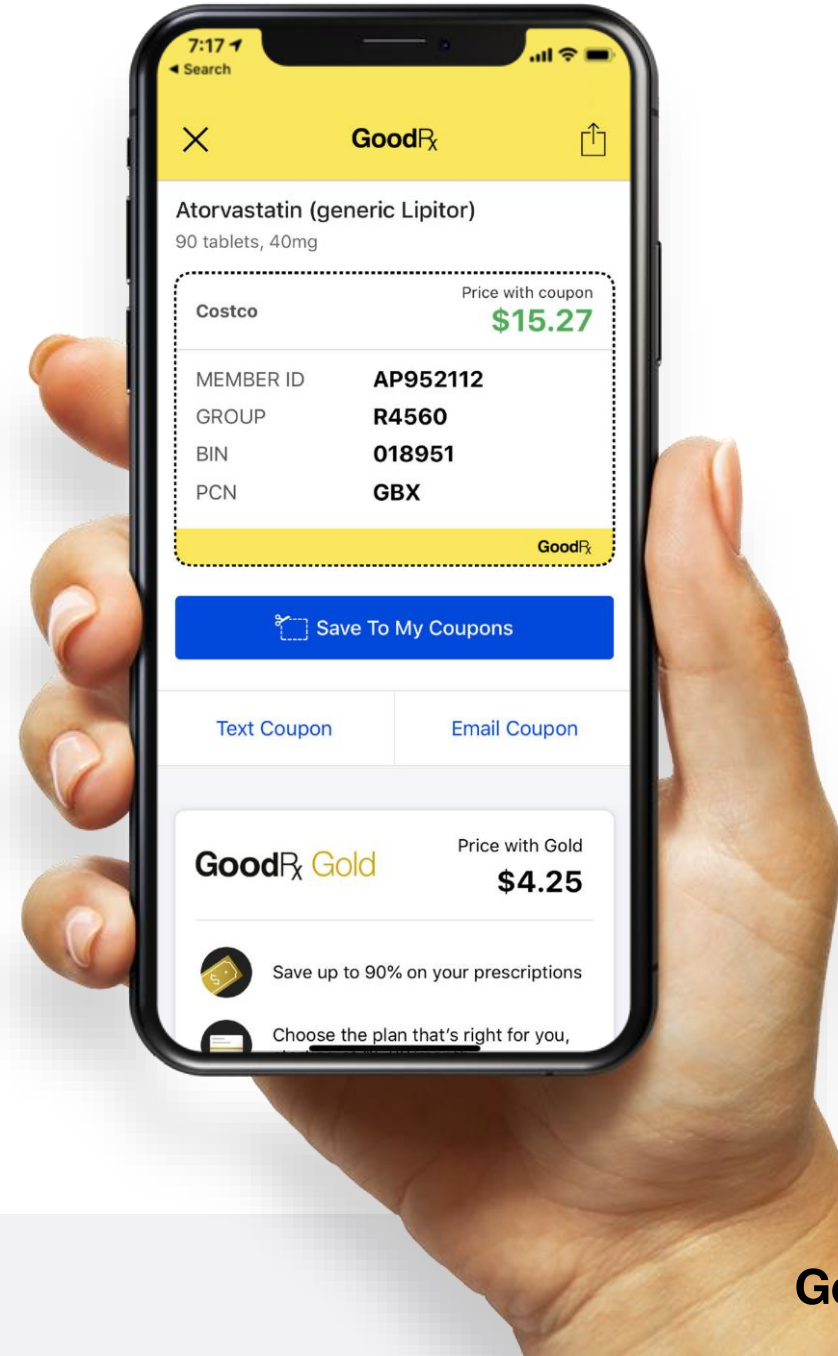
Multiple PBM networks

Engine



We make it simple

-  **Free and easy** to use
-  Saves consumers **over 70%¹** on average
-  Improves **consumer health**
-  Benefits **industry stakeholders**

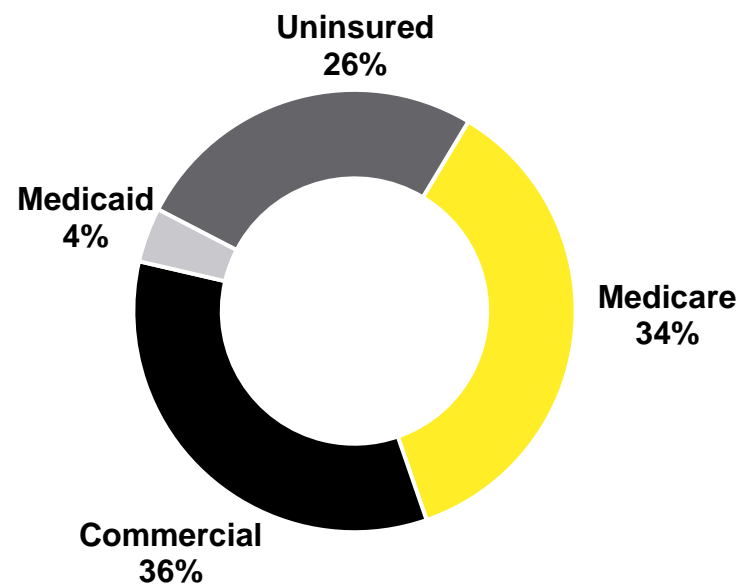


Our platform delivers value to multiple constituents, starting with consumers

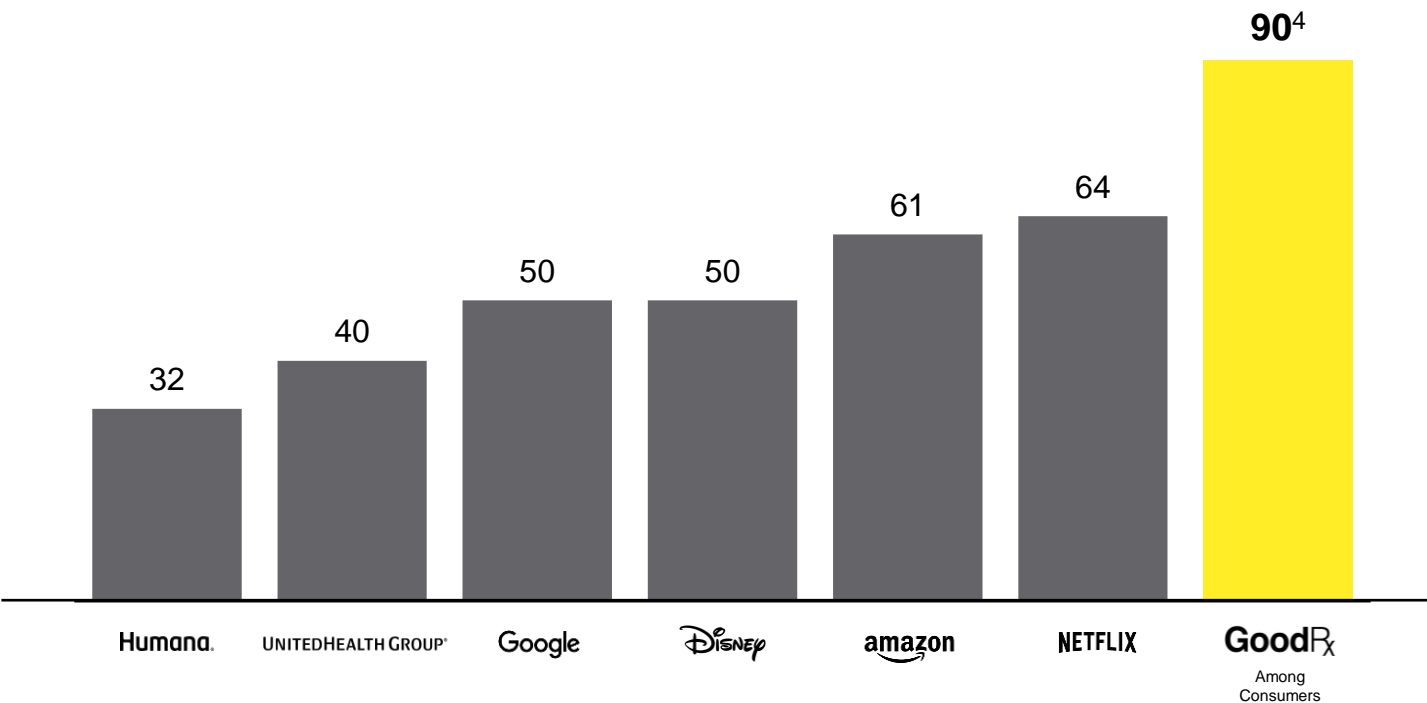


GoodRx can benefit all types of Americans and they (& their doctors) love us

15M monthly visitors¹ come to GoodRx²



NPS Scores³



“My patients with chronic care conditions pay LESS for their meds by paying cash through GoodRx than by going through insurance.”

Marguerite Duane, MD



4.8 Stars on >700K reviews⁵

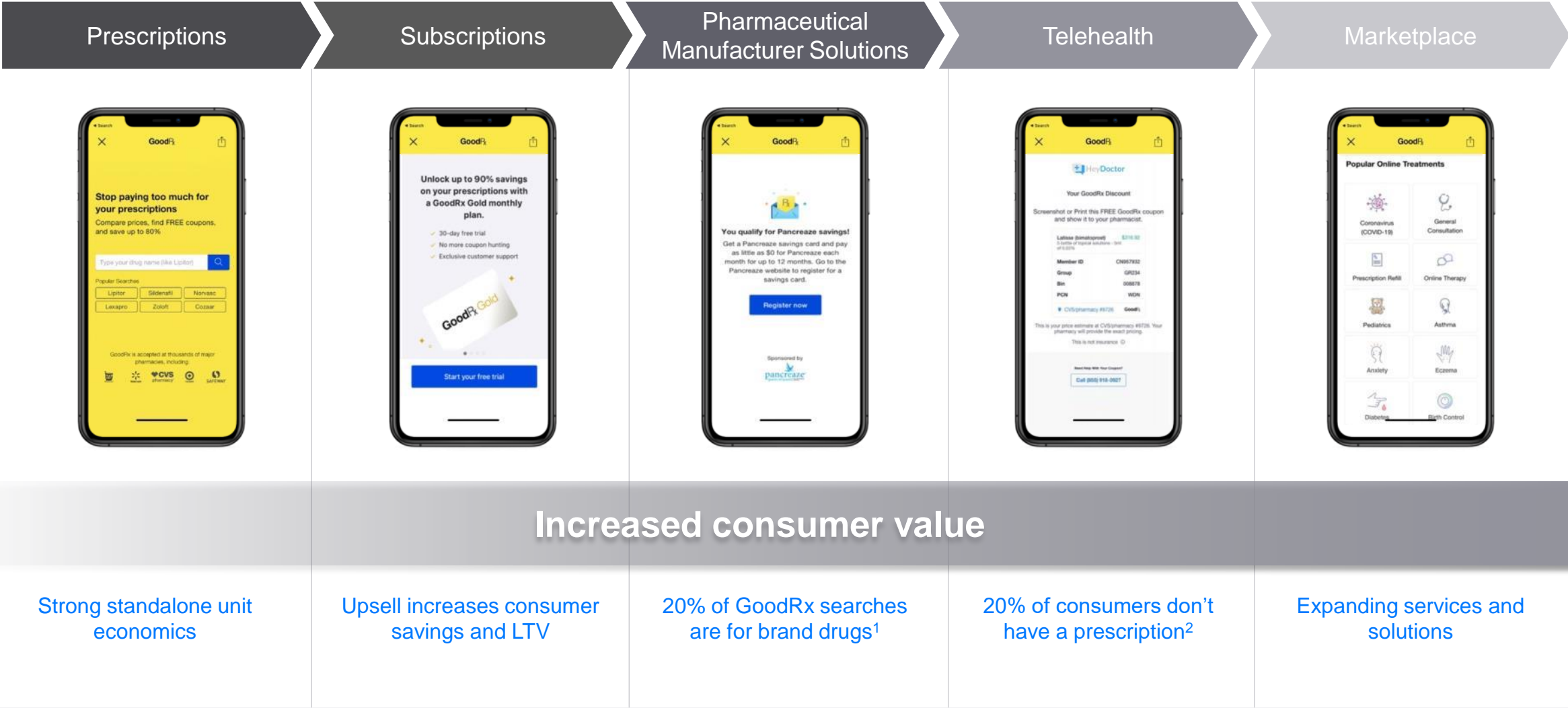


“Without GoodRx’s low prices I’d never be able to afford my medications...they basically help to save my life month after month.”

KT, Patient⁶

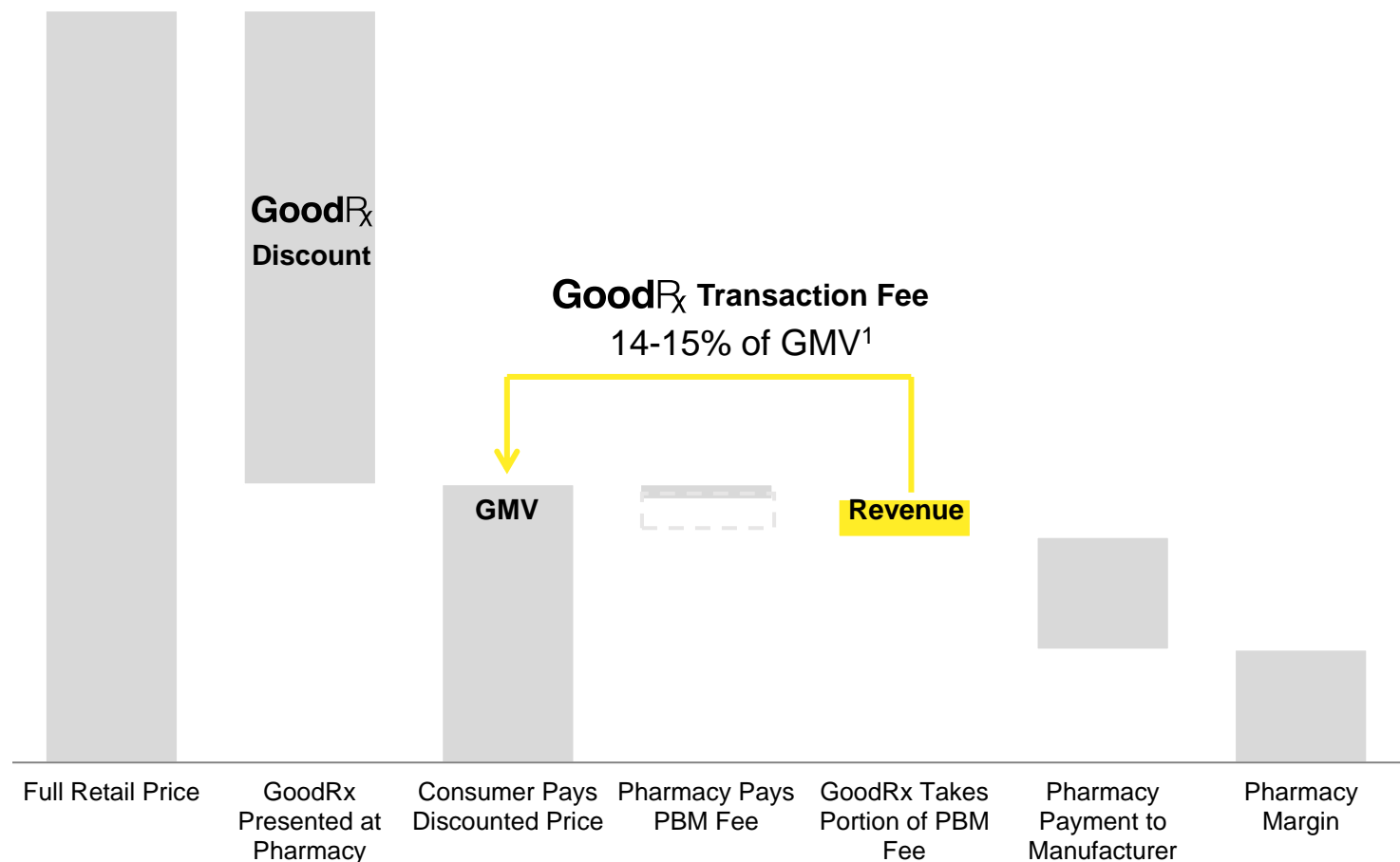
1. Monthly Visitors is the number of individuals who visited our apps and websites in a given calendar month. Visitors to our apps and websites are counted independently. As a result, a consumer that visits or engages with our platform through both apps and websites will be counted multiple times in calculating Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.; Q2'20
2. GoodRx survey, July 2020
3. Non-GoodRx NPS sourced from Consumer Gauge. Netflix, 2018; Amazon, 2017; Disney, 2013; Google, 2017; UnitedHealth Group, 2018; Humana, 2014
4. GoodRx NPS based on a survey of consumers on the GoodRx website in February, 2020.
5. As of June 30, 2020
6. Consumer Reviews from Better Business Bureau website

Growing consumer value over time



1. Internal data, 2019.
2. Internal data, 2020.

Prescription transaction example



Consumer Seeks New Prescription

Shelf prices vary widely across pharmacies



GoodRx Presented at Pharmacy

GoodRx becomes benefit of record



Consumer Pays Discounted Price

This is GMV



Pharmacy Pays PBM Fee

PBM receives fee



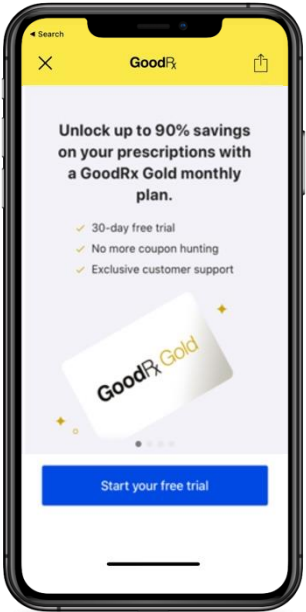
GoodRx Takes Portion of PBM Fee

This is revenue

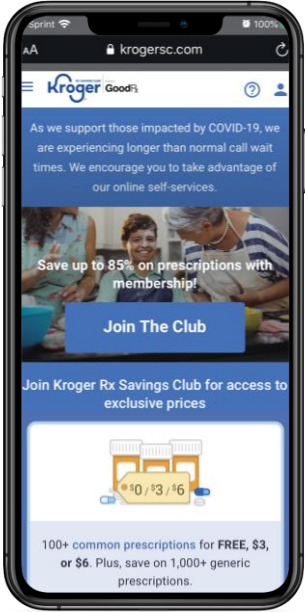
1. Calculated as revenue from the core prescriptions product over GMV. 14.4% in 2019

Subscription products deliver more value to consumers and drive higher lifetime value

2x
one-year
contribution compared
to our prescription
offering¹



GoodRx
Gold



Kroger Rx
Savings Club
Powered by GoodRx

Gold

Monthly Plan

1,000+ prescriptions
under \$10 at up to 90%
savings off list prices

Kroger

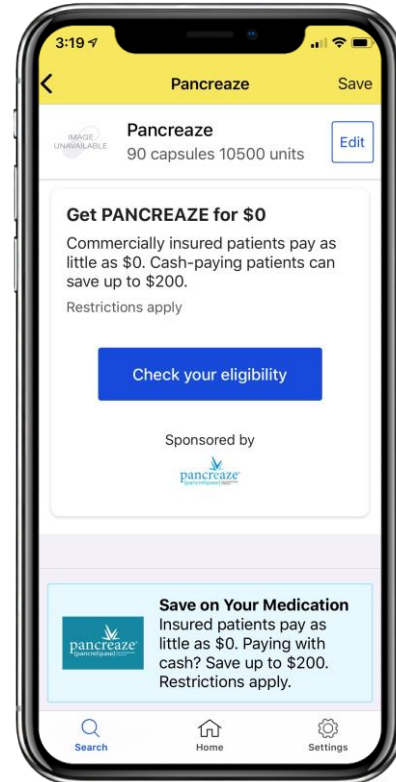
Annual Plan

100+ medications for
free, \$3, or \$6 and
additional discounts on
1,000+ other
prescriptions

1. Based on cohort of consumers that started using subscriptions between July 2018-June 2019. First year contribution represents the cumulative revenue generated by consumers in the first year after they became consumers of our subscription offerings, less our estimated cost of revenue attributable to such revenue

Delivering value to pharmaceutical manufacturers by engaging our existing high-intent users

20%
of GoodRx searches
are for Brand Drugs¹



**Patient navigation to the
best affordability option**

**Integrated copay
assistance**

**Drives new patient starts and
continuing patient adherence**

\$30B

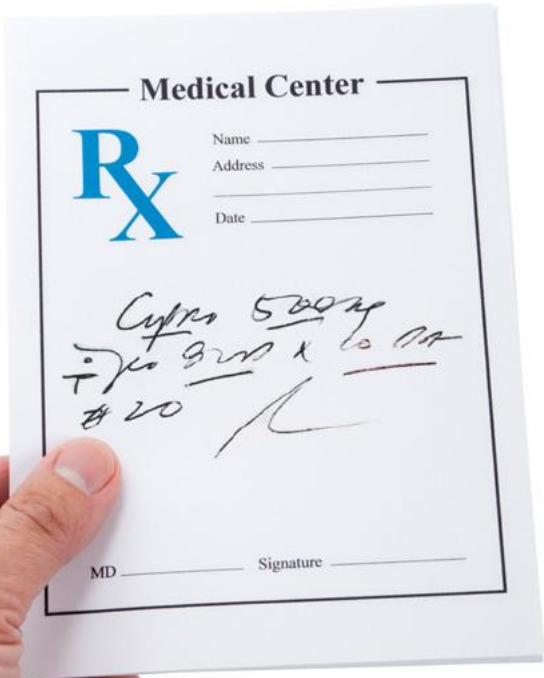
**Medical marketing and
advertising spend by
pharmaceutical
manufacturers²**

Incremental

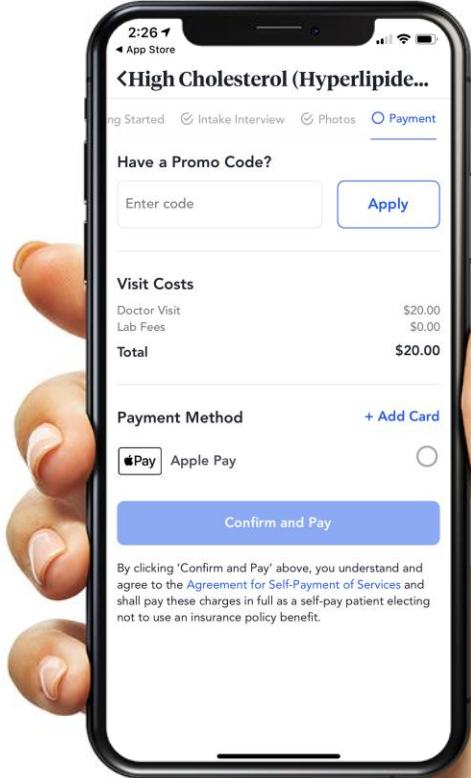
**margins capitalizing on
existing traffic**

1. Internal data, 2019.
2. Based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019

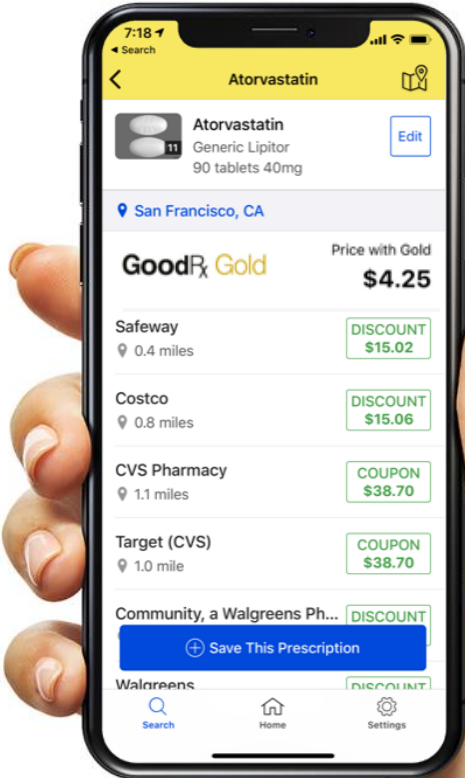
Telehealth and GoodRx Care expand our offerings



20% of consumers **do not have** a prescription at the time of their GoodRx search¹



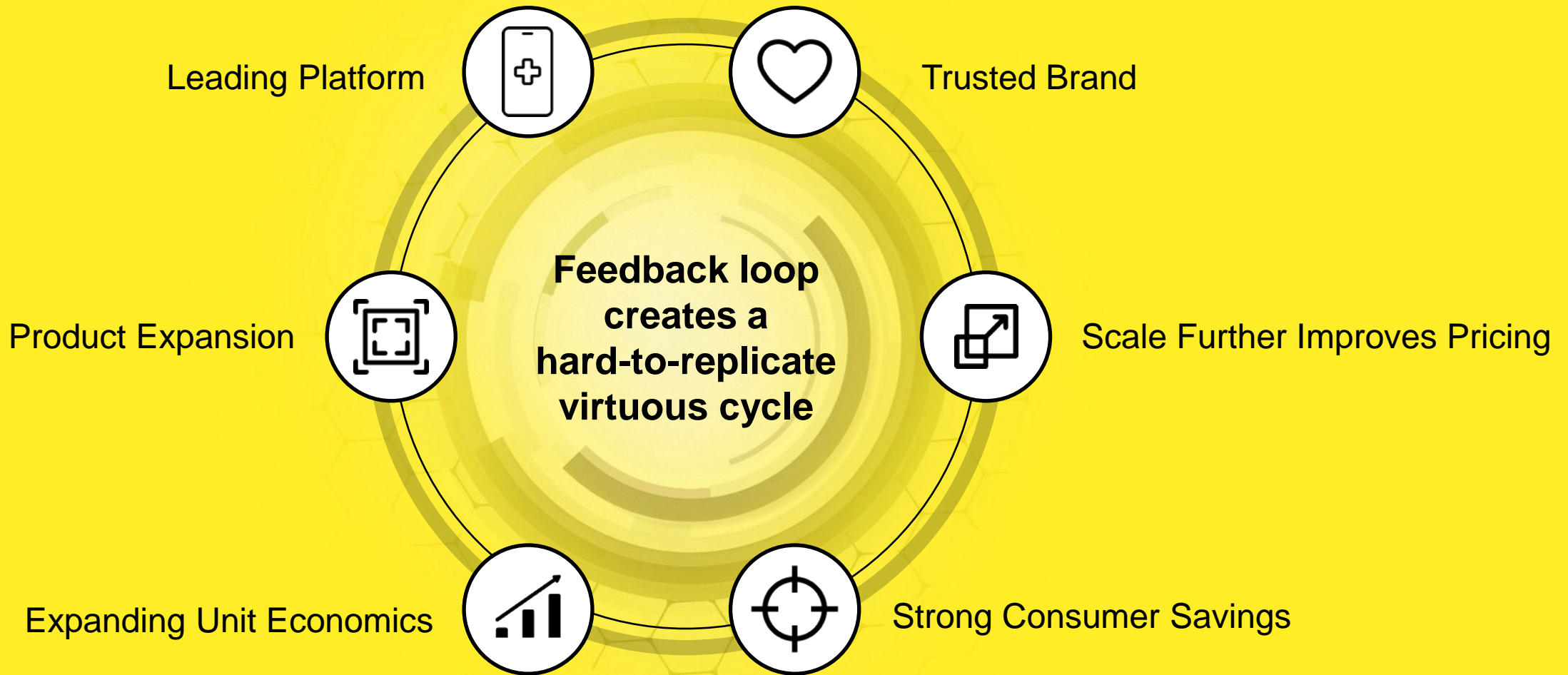
See a provider **via telehealth** and receive a prescription if necessary



Drives traffic to prescriptions platform

1. Internal data, 2020 as of August

Our network strengthens with every transaction



A unique combination of scale, high-growth and profitability

#1

Most downloaded
medical app in the
last three years¹

\$25B+

Estimated cumulative
consumer savings²

15M

Monthly Visitors³

70,000+

Pharmacies with
up-to-date prices

2M+

Prescribers have a
patient who has used
GoodRx

80%+

Repeat Activity⁴

\$510M

LTM Revenue

47%

YoY LTM Revenue
Growth

95%

LTM Gross Margin

38%

LTM Adjusted EBITDA
Margin⁵

1. Based on days with most downloads on Apple App Store and Google Play App Store 2017-June 30, 2020

2. As of September 30, 2020. Savings are measured as the difference between the pharmacy list price and the price the consumer pays using GoodRx. Because consumers of our website and mobile application may switch pharmacies if they find a better discount, our consumer savings calculation includes an estimate of savings achieved based on switching pharmacies.

3. Monthly Visitors is the number of individuals who visited our apps and websites in a given calendar month. Visitors to our apps and websites are counted independently. As a result, a consumer that visits or engages with our platform through both apps and websites will be counted multiple times in calculating Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.; Q2'20

4. Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-June 30, 2020

5. Adjusted EBITDA Margin is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, stock-based compensation expense, loss on extinguishment of debt, financing related expenses, cash bonuses to vested option holders and other expense (income), net. Adjusted EBITDA Margin is calculated as Adjusted EBITDA as a percentage of revenue. For a reconciliation of net income, the most directly comparable GAAP financial measure, to adjusted EBITDA, see reconciliation slide in the appendix

Building the leading digital platform for consumer healthcare

Transparency and **trust** are core to our platform

Consumer first approach is always **top of mind**

Macro trends drive the need for our solutions and technology

First mover advantage and **partnership strategy** create **deep competitive moat**

Every transaction reinforces **value proposition** to the ecosystem

Unique combination of **scale, high-growth** and **profitability**

Opportunity to become **the** leading digital healthcare platform in the United States

Thank You

www.goodrx.com

