GoodRx

Investor Day 2024 Key Takeaways

Helping Solve a Massive Need	Prescription access & affordability continues to be a growing problem
The Go-To Platform	GoodRx is the leading destination for prescription savings in the U.S.
More Durable Model	Transition to hybrid contracting model is working, as evidenced by retailer case studies and new direct contract with Kroger
Growth Avenues	Significant traction with pharma manufacturer solutions with compelling proof points. Promising B2B ISP on track and in early innings
Financial Results	Meaningful progress against priorities showing up in financials as we gain momentum in revenue and Adjusted EBITDA profitability; on trajectory to 'Rule of 40'
Opportunities to Expand	Logical extensions to our priorities that help address challenges in the pharmacy ecosystem and could propel further growth in 2025 and beyond

Update: Signed new direct contract with Kroger with substantially better consumer pricing (May 2024)

~900M
Adjusted Rx's not filled in 2023; +56% since 2018[6]

~$13B
SAM and growing[7]

7 of 10
of our top pharmacies have a form of direct agreement with GoodRx[8]

~40%
of GoodRx claims are acquisition cost based today[9]

~350M
Site visits in 2023; more than 70%+ organic[1]

25M+
Unique consumers per year[2]

750K+
HCPs visited GoodRx in 2023[3]

74
Consumer NPS[4]

84
HCP NPS[5]

3-Year Targets

$1B+
Revenue
6-12% Topline CAGR

35%+
Adjusted EBITDA Margin[10]

FY '24 Guidance

$800-$810M
Revenue
~7-8% YOY growth

$250M+
Adjusted EBITDA[10]
~31%+ implied AEBITDA Margin

3-Year Revenue CAGR

Key assumptions

Prescription Marketplace:

- Modest Prescription Marketplace share growth
- Expanding existing B2B ISP business

Manufacturer Solutions:

- Selling more pharma solutions to more brands

Potential Accelerators (Unmodeled Upside)

Examples of Initiatives

- Growth of GLP-1 solutions
- Expanding B2B ISP use cases
- Meaningfully grow claims at Kroger
- Pharmacy experience innovation

Cautionary Statement on Forward-Looking Statements: *This document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this document 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; industry and business trends; our value proposition; our hybrid retail-direct and PBM-contracting approach, including our new contract with Kroger; our collaborations and partnerships with third parties, including our integrated savings programs; our business strategy and our ability to execute on our strategic priorities and value creation; our plans; our market opportunity and growth; and our goals and objectives for future operations. 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 this document are based upon information available to us as of the date of this document, 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.*

(1) Based on internal traffic data for 2023. Unique sessions across web, mobile web, and native app. (2) LTM data as of 12/31/23. (3) Based on internal data on HCPs site visits from January 1, 2023 to December 31, 2023. (4) Based on survey conducted by GoodRx during January 2024. (5) Based on survey conducted by GoodRx during February 2024. (6) Based on internal analysis of the Utilization Management Report, 2018-2023, IQVIA Inc. All Rights Reserved. Internal analysis is based on estimated total prescription revenues and estimated total prescription fills (as converted to 30-day equivalent scripts ("Adjusted")). (7) based on internal analysis. (8) As of Q1 2024. (9) As of April 2024. (10) Adjusted EBITDA Margin is Adjusted EBITDA divided by Adjusted Revenue. Adjusted EBITDA, Adjusted EBITDA Margin and Adjusted Revenue are non-GAAP financial measures and are presented for supplemental informational purposes only. We have not reconciled our Adjusted EBITDA and Adjusted EBITDA Margin guidance 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 financial 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. For all periods other than the third quarter of 2023 and full year 2023, Adjusted Revenue equaled to, and, in the future, is expected to equal to, revenue, the most direct comparable GAAP financial measure.