



GoodRx Unveils New E-commerce Platform, Launches with Opill®

October 31, 2024

First over-the-counter daily birth control pill now available to order via GoodRx's new direct-to-consumer shopping experience

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 31, 2024-- Today, [GoodRx](#) (Nasdaq: GDRX), the leading prescription savings platform in the U.S., announced the rollout of its new e-commerce solution, with [Opill®](#) as its launch partner. This new seamless direct-to-consumer shopping experience allows consumers to order eligible health products and medications on the GoodRx platform and have them shipped directly to their door. Not only does this mark GoodRx's entry into the over-the-counter (OTC) market, but it offers valuable partnership opportunities for consumer health and pharmaceutical brands looking to leverage GoodRx's extensive reach and scale.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241031197282/en/>



(Photo: Business Wire)

The introduction of this new e-commerce service is part of GoodRx's broader strategy to further integrate health and wellness brands into its platform, streamlining the purchasing process and

increasing accessibility of essential products and medications. Now, consumers have another way of conveniently ordering Opill contraception directly to their doorsteps without the need for a doctor visit or prescription. This new GoodRx capability allows consumer health and pharmaceutical brands looking to provide a frictionless experience for consumers to integrate their offerings directly within the GoodRx platform.

"We are thrilled to launch our e-commerce solution with Opill, an initiative that underscores our mutual commitment to more accessible healthcare," stated Dorothy Gemmell, Chief Commercial Officer at GoodRx. "This new feature will provide patients with a simple, seamless way to obtain their eligible medications, building on how GoodRx has already made prescription medications more affordable and accessible for millions of consumers. It also paves the way for other OTC brands and pharma partners to leverage our platform's reach to expand market presence, increase consumer access to essential medications and ultimately help drive growth."

The GoodRx and Opill partnership addresses significant gaps in healthcare access, particularly for the [more than 19 million](#) women living in areas with limited contraceptive services. By removing major obstacles such as high costs and logistical challenges, this initiative provides another avenue for direct access to OTC birth control, empowering women to take control of their reproductive health with ease and without a visit to a doctor.

"Perrigo worked for years to bring a U.S. daily oral birth control option over the counter, providing a solution to those experiencing barriers like a lapse in insurance coverage and a historic lack of effective options available without a prescription," said Sara Young, SVP and Chief Growth and Transformation Officer at Perrigo, the manufacturer of Opill. "Teaming up with GoodRx allows us to leverage its broad user base and easy-to-use platform to make it simple for women to directly order Opill, which is currently the most effective birth control option available without a prescription. This partnership makes accessing birth control more convenient for the millions of people who use GoodRx each year."

Leveraging deep insights into consumer health behavior, GoodRx's new e-commerce experience aligns with the surge in consumer demand for more autonomy over healthcare management, a trend accelerated by the global COVID-19 pandemic. By addressing traditional healthcare hurdles, GoodRx is empowering consumers to manage their healthcare more effectively and independently, and enabling partners to improve visibility and accessibility for their medications.

For Important Safety Information, please see [Opill.com](#) and full [Patient Information](#)

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 partnership with Opill and GoodRx's e-commerce feature and other offerings; 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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