GoodRx Launches Community Link to Offer Independent Pharmacies Cost-Plus Pricing

June 9, 2025

Community Link allows independent pharmacies to direct contract with GoodRx, manage participation in the company's Integrated Savings Program, and access over 90 brand medication partnership offerings

Cost-plus pricing is anchored on NADAC

Starting July 1, all independent pharmacies will be opted out of GoodRx's Integrated Savings Program by default

SANTA MONICA, Calif.--(BUSINESS WIRE)--Jun. 9, 2025-- GoodRx (Nasdaq: GDRX), the leading platform for medication savings in the U.S., today announced the launch of GoodRx Community Link. Designed to address the industry challenges that independent community pharmacies face around complex reimbursement models and competitive pressures, Community Link leverages a cost-plus pricing model based on NADAC to provide predictable pricing and favorable economics. This announcement showcases GoodRx's commitment to helping independent pharmacies better manage pricing while continuing to provide consumers with affordable prices on their medications.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250609505254/en/

"We know independent pharmacies are critical pillars in our communities that help millions of Americans access their medications and they need bespoke solutions to help address the industry problems they face," said Aaron Crittenden, President of Rx Marketplace at GoodRx. "GoodRx Community Link is the result of a multi-year journey to evolve the GoodRx business model and deliver solutions tailored to the specific needs of independent pharmacies. Ultimately, our goal with Community Link is to help improve the retail pharmacy business model and support a bright future for the sector."

Community Link enables independent pharmacies to:

- Direct Contract with GoodRx: Leverages cost-plus pricing anchored on NADAC to provide independent pharmacies with direct control over pricing and favorable margins. A direct contract means the pricing relationship is entirely between GoodRx and the pharmacy, with no PBM involvement. Entering into a direct agreement with GoodRx does not waive a pharmacy's right to participate in ongoing litigation against GoodRx.
- Manage Participation in GoodRx's Integrated Savings Program (ISP): When a direct contract is signed, independent pharmacies will have the ability to opt-in to ISP as an additional benefit of working with GoodRx. Starting July 1, all independent pharmacies will be opted out of ISP by default. ISP participation may offer more favorable rates than traditional commercial insurance reimbursement.
- Access Over 90 Brand Medication Deals: A unique offering where the manufacturer buys down the price of a brand medication via GoodRx, making it more affordable for the consumer and economically beneficial for the pharmacy. Examples include Lantus, a Humira® biosimilar, and medical devices such as Dexcom.

Starting today, independent pharmacies can use their NCPDP number to login to GoodRx Community Link and manage their relationship with GoodRx: www.GoodRx.com/community-link

To view a recording of the GoodRx Community Link webinar that was hosted last week, visit: www.goodrx.com/community-link-webinar

For any questions, please reach out to: communitylink@goodrx.com

About GoodRx

GoodRx is the leading platform for medication savings in the U.S., used by nearly 30 million consumers and over one million healthcare professionals annually. Uniquely situated at the center of the healthcare ecosystem, GoodRx connects consumers, healthcare professionals, payers, PBMs, pharma manufacturers, and retail pharmacies to make saving on medications easier. By reducing friction and inefficiencies, GoodRx helps consumers save time and money when filling prescriptions so they can get the care they deserve. Since 2011, GoodRx has helped Americans save over $85 billion on the cost of their medications.

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.

GoodRx 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 savings, convenience and accessibility; the expected benefits and value of GoodRx Community Link and our Integrated Savings Programs; 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, 2024, 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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