GoodRx Powers Pricing for Leading Brand Medications on TrumpRx

February 6, 2026

Brief Summary:

- GoodRx is a core integration partner for TrumpRx, powering the pricing for leading brand medications
- At launch, GoodRx is the integrated pricing source on TrumpRx for Pfizer, including over 30 of Pfizer's essential brand medications spanning women's health, arthritis, and more
- By unifying pricing, pharmacy enablement, and a trusted consumer experience, GoodRx enables pharma manufacturers to rapidly deploy and scale emerging pricing models with minimal operational lift

SANTA MONICA, Calif.--(BUSINESS WIRE)--Feb. 5, 2026-- GoodRx (Nasdaq: GDRX), the leading platform for prescription savings in the U.S., today announced that it is a key integration partner for pharmaceutical companies offering discounted cash prices on TrumpRx.

TrumpRx is a website that lists discounted cash prices from pharmaceutical manufacturers. TrumpRx does not sell or dispense drugs. Instead, TrumpRx facilitates consumer access to the selected discount, and then the underlying partner platform executes the pricing.

At launch, GoodRx is the integrated pricing source for Pfizer, including over 30 of Pfizer's essential brand medications, along with other leading pharmaceutical manufacturers. Additional manufacturer integrations are expected to follow.

"Transparent direct-to-consumer prescription pricing helps to ensure millions of Americans have access to the healthcare they deserve," said Wendy Barnes, President and CEO of GoodRx. "GoodRx gives manufacturers a proven way to launch discounted cash pricing at scale and extend it directly into TrumpRx. We're starting with essential brand medications from Pfizer and other manufacturers, with additional programs coming soon. Together, we're turning the promise of prescription drug affordability into a reality for millions of Americans."

Significant Savings for Over 30 Pfizer Medications Available via GoodRx

Coinciding with the TrumpRx launch, Pfizer is introducing significant discounts for more than 30 of its essential brand medications spanning women's health, migraine, arthritis, rare disease, and more. Eligible patients may find the prices on TrumpRx and then seamlessly access the GoodRx-enabled savings that range as high as 85% and on average 50%, for the large majority of Pfizer's primary care treatments and select specialty brands.

To help consumers find these new low prices through a simple and trusted entry point, GoodRx has launched its Pfizer-branded digital storefront.

How GoodRx Helps Pharma Operationalize the TrumpRx Approach

This announcement reinforces GoodRx's role as a proven integration layer for emerging pricing models. By offering manufacturers a turnkey, scalable way to publish discounted cash prices and extend them to TrumpRx, GoodRx reduces complexity by unifying pricing, pharmacy enablement, and a trusted consumer experience into a single solution. As a result, manufacturers can rapidly operationalize most favored nation (MFN) and other policy-aligned pricing programs at national scale, helping reach more patients, accelerating adoption, and supporting consistently accessible savings at the pharmacy counter.

About GoodRx

GoodRx is the leading platform for prescription savings in the U.S., used by nearly 25 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 $100 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.

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 GoodRx's partnership with Pfizer or TrumpRx; 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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Media Contact
press@goodrx.com

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