GoodRx to Expand Employer-Sponsored Access to Zepbound® KwikPen®

March 6, 2026

GoodRx Employer Direct enables self-insured employers to subsidize the $449 Lilly Employer Connect medication price for Zepbound KwikPen to reduce employee out-of-pocket costs

Brief Summary:

- GoodRx to collaborate with Eli Lilly to expand employer-sponsored access to Zepbound® KwikPen®, an FDA-approved dual GIP and GLP-1 obesity treatment
- Through GoodRx Employer Direct, self-insured employers can subsidize Lilly's $449 discounted medication price for Zepbound KwikPen
- Employer contributions are applied to the medication cost, reducing employee out-of-pocket costs
- GoodRx integrates manufacturer discounted pricing and employer funding in real time; optional telemedicine supports prescribing and fulfillment

SANTA MONICA, Calif.--(BUSINESS WIRE)--Mar. 6, 2026-- GoodRx (Nasdaq: GDRX), the leading platform for prescription savings in the U.S., today announced employer-sponsored access to Zepbound® (tirzepatide) KwikPen® (for single-patient-use) through GoodRx Employer Direct. As one of Lilly's Employer Connect independent program administrators, GoodRx enables self-insured employers to access Zepbound KwikPen at a set price of $449 across all doses, with the flexibility to further subsidize the cost for employees at the pharmacy counter.

"Employers are navigating rising demand for GLP-1 obesity treatments and need predictable, transparent affordability solutions," said Laura Jensen, Chief Commercial Officer & President of Pharma Direct at GoodRx. "Our collaboration with Lilly demonstrates how GoodRx connects manufacturer pricing and employer contributions in a single infrastructure. The result is a scalable model that expands access to Zepbound while supporting long-term sustainability for employers."

A Simplified Model for Employer-Sponsored Access

GoodRx Employer Direct enables employers to support access to Zepbound KwikPen without altering their core health benefit structure. Employer contributions to Lilly's Employer Connect $449 price are applied seamlessly to the medication price, creating a predictable and more transparent pathway for high-demand obesity management medicines. The program is designed to complement, not replace, traditional health plans, offering a simplified access pathway outside traditional formulary controls. Plan sponsors retain flexibility and control over contribution amounts.

Employers may also deploy a branded version of GoodRx for Weight Loss, which is a direct-to-consumer telemedicine solution that simplifies every step of the GLP-1 treatment journey. This end-to-end model enables employees to meet with licensed healthcare providers, discuss treatment options, complete eligibility assessments, and — when clinically appropriate and consistent with FDA labeling guidelines — receive a prescription for Zepbound KwikPen.

"Employers continue to tell us they want to better support their employees' health but face real challenges in providing coverage for obesity management medicines," said Kevin Hern, Senior Vice President, Lilly Employer, Lilly USA. "We're excited to collaborate with organizations that share our commitment to removing friction and providing flexible, transparent solutions for employers to expand access to obesity management medicines for people who need them."

GoodRx Powers An Integrated Access Infrastructure

The collaboration highlights the strength of the GoodRx platform in integrating clinical access, manufacturer pricing and employer funding within a single infrastructure. Through GoodRx Pharma Direct, manufacturers operationalize discounted cash pricing directly within the GoodRx experience. Employer Direct then extends that infrastructure to employers, enabling real-time application of employer contributions on top of manufacturer pricing at the pharmacy counter. Ultimately, GoodRx creates a unified pathway linking manufacturers, employers, pharmacies, and patients — reducing friction and expanding access to important therapies like Zepbound KwikPen.

Employers, plan sponsors, consultants, and third-party administrators interested in learning more about GoodRx Employer Direct should visit: www.goodrx.com/employerdirect

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 our offerings to employers, GoodRx, Eli Lilly and other pharmaceutical manufacturers. 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, 2025, 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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