



Q1 2023

Earnings Presentation

May 10, 2023

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding our future operations, growth and financial results, the benefits to consumers or GoodRx of our agreements with partners, customers and other entities, underlying trends in our business, the impact of the grocer issue on our future financial results and businesses, our manufacturer solutions businesses, the impact of macroeconomic conditions on our future results of operations, our potential for growth (including from acquisitions, investments or alliances), demand for our offerings and our strategic growth and capital allocation priorities. 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 related to our limited operating history and early stage of growth; our ability to achieve broad market education and change consumer purchasing habits; our general ability to continue to attract, acquire and retain consumers in a cost-effective manner; our reliance on our prescription transactions offering and ability to expand our offerings; changes in medication pricing and pricing structures; our general inability to control the categories and types of prescriptions for which we can offer savings or discounted prices; our reliance on a limited number of industry participants, including PBMs, pharmacies, and pharma manufacturers; the competitive nature of industry; risks related to pandemics, epidemics or outbreak of infectious disease, including the COVID-19 pandemic; the accuracy of our estimate of our total addressable market and other operational metrics; risks related to a decrease in consumer willingness to receive correspondence or any technical, legal or any other restrictions to send such correspondence; risks related to any failure to comply with applicable data protection, privacy and security, advertising and consumer protection laws, standards, and other requirements; risks related to negative media coverage; our ability to respond to changes in the market for prescription pricing and to maintain and expand the use of GoodRx codes; our ability to maintain positive perception of our platform and brand; risks related to any failure to maintain effective internal control over financial reporting; risks related to use of social media, emails, text messages and other messaging channels as part of our marketing strategy; our ability to accurately forecast revenue and appropriately plan our expenses in the future; risks related to government regulation of the internet, e-commerce, consumer data and privacy, information technology and cyber-security; our ability to utilize our net operating loss carryforwards and certain other tax attributes; our ability to attract, develop, motivate and retain well-qualified employees, and to successfully transition our Chief Executive Officer role; risks related to general economic factors, natural disasters or other unexpected events; risks related to our acquisition strategy; risks related to our debt arrangements; interruptions or delays in service on our apps or websites; our reliance on third-party platforms to distribute our platform and offerings, including software as-a-service technologies; systems failures or other disruptions in the operations of these parties on which we depend; the increasing focus on environmental sustainability and social initiatives; risks related to our intellectual property; risks related to climate change; risks related to operating in the healthcare industry; risks related to our organizational structure; risks related to fluctuations in our tax obligations and effective income tax rate which could materially and adversely affect our results of operations; litigation related risks; risks related to the 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; the risk that we may not achieve the intended outcomes of our recent reduction in force; as well as the other important factors discussed in the sections entitled "Risk Factors" of our Annual Report on Form 10-K for the fiscal year ended December 31, 2022, as updated by our Quarterly Report on Form 10-Q for the quarter ended March 31, 2023, and in our other filings with the Securities and Exchange Commission. The forward-looking statements in this presentation are based upon information available to us as of the date of this presentation, 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.

Doug Hirsch

Co-Founder & Chief Mission Officer

Reflecting on GoodRx's Evolution

2011

GoodRx was founded with the goal of finding new ways to help consumers access and afford the care they deserve

2020

GoodRx's initial public offering

Today

- \$55 billion cumulative consumer savings¹
- 70,000+ U.S. pharmacies accept GoodRx

“ Trevor and I love what we do, but we also recognize that an important part of expanding our impact includes generating growth, margins and profitability. We've always known there would be a time when there would be others better equipped than us to run and grow a large public company, and we're proud to say **we've found that person in Scott Wagner who has agreed to step in as our Interim CEO.** ”

-Doug Hirsch, co-Founder and Chief Mission Officer

¹ As of February 28, 2023. Refer to the definitions section at the end of these materials for our definition and measurement of savings.

Trevor Bezdek

Co-Founder & Chairman

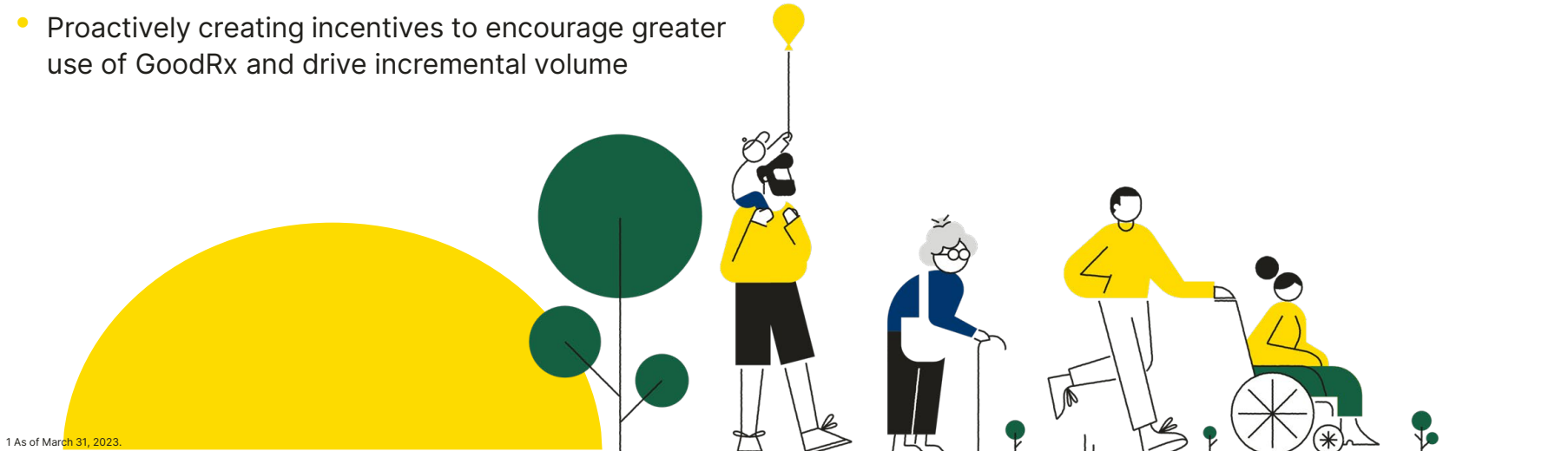
Quarterly Highlights: Hybrid Strategy & Engagement Efforts

Hybrid Strategy

- Formalizing relationships with our retail pharmacy network to ensure stability and mutual success for all parties
- Led us to increase the number of retail partners we are directly contracting with, as well as the proportion of claims associated with direct contracts
- Allowed us to understand and more deeply engage with retailers
- Proactively creating incentives to encourage greater use of GoodRx and drive incremental volume

Engagement Efforts

- Creating more meaningful direct consumer and provider relationships
- The proportion of prescription transactions from fully registered consumers has continued to increase, after doubling in the second half of 2022¹
- Over 450,000 prescribers have engaged with us in Provider Mode since its launch¹



¹ As of March 31, 2023.

Quarterly Highlights: Consumer Savings & Express Scripts

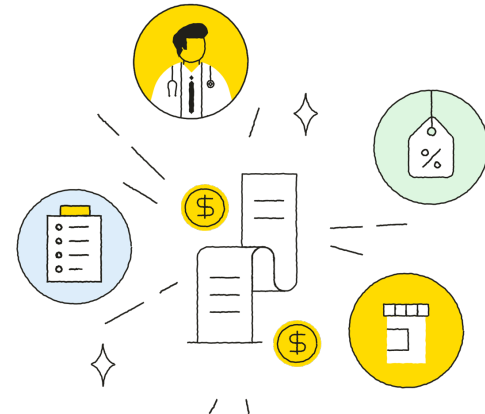
Ability to Offer Greater Consumer Savings via Discount Programs

- Ability to offer discounts at the point of sale
- Optimizing around demand elasticity on a per-medication basis
- We are able to spend incremental marketing dollars on consumer-facing discounts to provide greater consumer savings for specific medications where appropriate
- Much like coupon programs from other consumer product brands, we can be extremely targeted with these initiatives and optimize on a per medication basis



Express Scripts Collaboration *(Price Assure, Powered by GoodRx)*

- Collaboration allows eligible Express Scripts users to automatically benefit from GoodRx prices as part of their pharmacy benefit
- We believe the program better serves insured consumers and unlocks a significant new segment of the prescription savings TAM for GoodRx
- Early performance indications across this program continue to show very promising signs, and we are seeing greater than expected momentum via the Express Scripts program



Scott Wagner

Interim CEO

As I jump in as Interim CEO, these are the key areas where we plan to focus:

1

Make sure we have the strongest network relationships and retail pharmacy strategy possible

2

Hone our short- and medium-term growth plans for the core prescription transactions business and align the teams and resources behind it

3

Scale our pharma manufacturer solutions efforts; we've got a unique capability in branded pharma that can benefit patients and manufacturers alike

4

Put our combined efforts against our biggest opportunities, make decisions, and then execute with quality and urgency

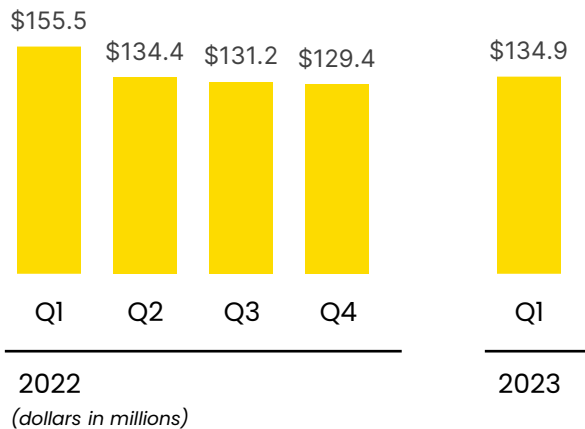
Karsten Voermann

CFO

Financials

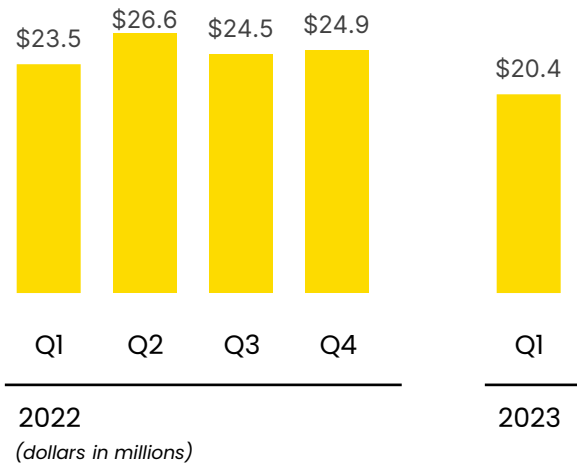
Prescription Transactions Revenue (PTR)

- First quarter PTR decreased 13% year-over-year to \$134.9 million due primarily to a 5% decrease in Monthly Active Consumers (MACs)
- The year-over-year declines were driven largely by the previously announced grocer issue
- PTR volume excluding the grocer involved in the grocer issue has continued to grow consistently; it is up 3% sequentially and 16% year-over-year for 1Q23



Pharma Manufacturer Solutions Revenue

- First quarter pharma manufacturer solutions revenue declined 13% year-over-year to \$20.4 million, driven primarily by our increased focus on prioritizing recurring service arrangements with customers and a slight moderation in spending by our customers, partially offset by revenue contribution from vitaCare
- Our focus is on signing deals with high levels of recurring revenue potential
- We remain very optimistic about this business long-term

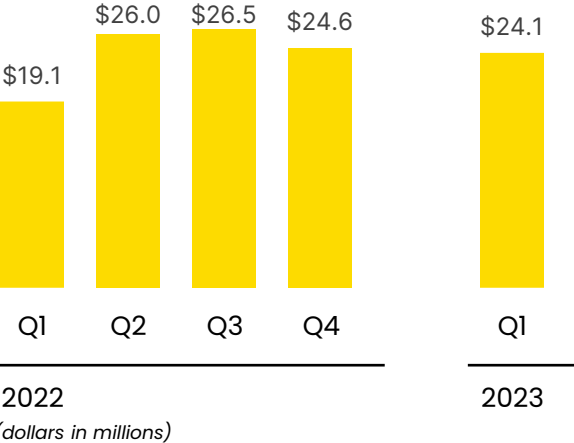


Note: Due to rounding, numbers presented may not add up precisely to the totals provided.

Financials

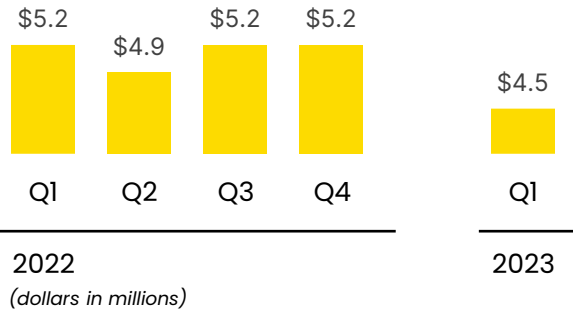
Subscription Revenue

- First quarter subscription revenue increased 26% year-over-year to \$24.1 million, due primarily to the increase in the monthly subscription fees for GoodRx Gold¹ in the first half of 2022
- Ended first quarter with 1.0 million subscription plans



Other Revenue

- First quarter other revenue decreased 14% year-over-year to \$4.5 million, driven by a decrease in the number of telehealth visits on the GoodRx platform



Note: Due to rounding, numbers presented may not add up precisely to the totals provided.
¹ During the first quarter of 2022, new GoodRx Gold subscriber fees increased from \$5.99 to \$9.99 for individuals, and from \$9.99 to \$19.99 for families. During the second quarter of 2022, we also increased fees to our existing Gold subscribers.

Financials (dollars in millions)

Costs & Operating Expenses	Q1 '23	Q1 '22	% Change	Q1 '23 % Revenue	Notes
Cost of Revenue	\$16.7	\$12.3	36%	9%	Increase in outsourced and in-house personnel related to consumer support and overhead costs due to the vitaCare acquisition in April 2022
Adjusted Cost of Revenue ¹	\$16.5	\$12.3	35%	9%	
Product Development and Technology	\$32.9	\$35.0	(6%)	18%	Decrease in payroll and related costs and higher capitalization of qualified costs related to software development
Adjusted Product Development and Technology ¹	\$23.9	\$26.5	(10%)	13%	
Sales and Marketing	\$78.5	\$93.0	(16%)	43%	Decrease in advertising expenses, partially offset by an increase in promotional expenses, as we proactively managed our marketing spend in the current environment
Adjusted Sales and Marketing ¹	\$74.0	\$87.1	(15%)	40%	
General and Administrative	\$29.6	\$31.9	(7%)	16%	Decrease in stock-based compensation expense principally related to the non-recurring co-founders' awards made in connection with our IPO, partially offset by an increase in payroll and related expenses
Adjusted General and Administrative ¹	\$14.5	\$12.9	12%	8%	

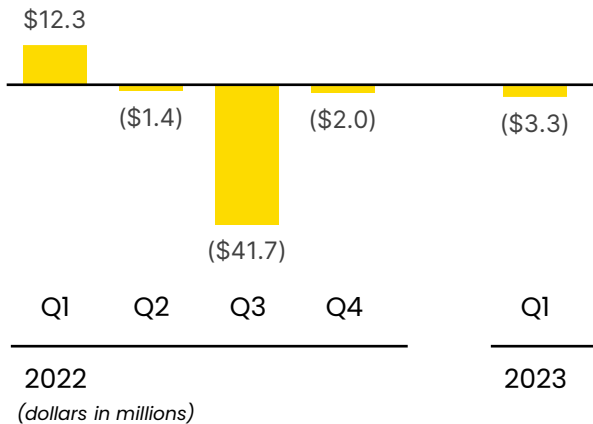
Note: Due to rounding, numbers presented may not add up precisely to the totals provided.

¹ These adjusted costs and expenses are non-GAAP financial measures and are presented for supplemental informational purposes only. Refer to Appendix for reconciliations to the most directly comparable GAAP measures.

Financials

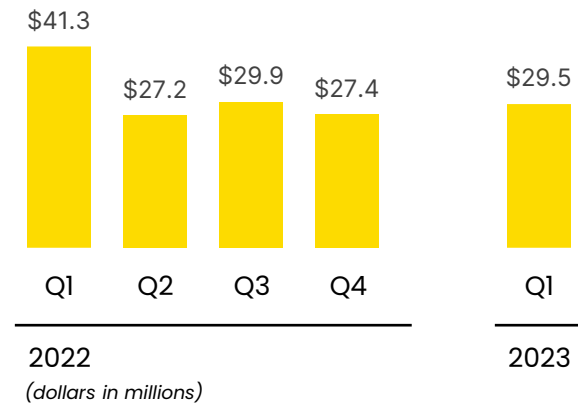
Net Income (Loss)

- First quarter net loss was \$3.3 million compared to net income of \$12.3 million last year; impacted primarily by the previously announced grocer issue, integration costs related to vitaCare and fluctuations in our quarterly estimated tax provision, partially offset by lower sales and marketing expense
- First quarter net loss margin was 1.8% compared to a net income margin of 6.0% last year



Adjusted Net Income¹

- First quarter Adjusted Net Income was \$29.5 million compared to \$41.3 million last year



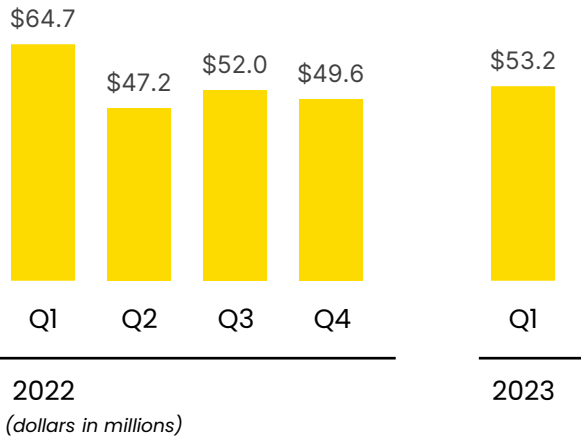
Note: Due to rounding, numbers presented may not add up precisely to the totals provided.

¹ Adjusted Net Income is a non-GAAP financial measure and is presented for supplemental informational purposes only. Refer to Appendix for a reconciliation to the most directly comparable GAAP measure.

Financials

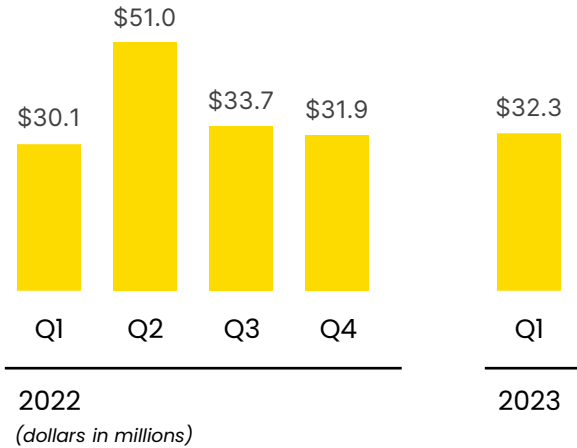
Adjusted EBITDA¹

- First quarter Adjusted EBITDA was \$53.2 million compared to \$64.7 million last year
- Adjusted EBITDA Margin was 28.9% compared to 31.8% last year
- These decreases were largely driven by the previously announced grocer issue, which materially impacted our revenue growth
- vitaCare also adversely impacted Adjusted EBITDA and Adjusted EBITDA Margin



Cash Flow

- Net cash provided by operating activities in the first quarter was \$32.3 million compared to \$30.1 million in the comparable period last year, largely driven by a change to net loss from net income, offset by a decrease in cash outflows from working capital changes
- Working capital changes were primarily driven by the timing of income tax payments and refunds, as well as by the timing of payments of accounts payable and accrued expenses and collections of accounts receivable



Note: Due to rounding, numbers presented may not add up precisely to the totals provided.

¹ Adjusted EBITDA Margin represents Adjusted EBITDA divided by Revenue. Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures and are presented for supplemental informational purposes only. Refer to Appendix for a reconciliation to the most directly comparable GAAP measures.

Guidance (dollars in millions)

	2Q 2023 Guidance	2Q 2022 Actuals	% Change
Total Revenue	~\$185-188	\$191.8	~(4%) - (2%)
Adjusted EBITDA Margin¹	Mid-twenty-percent range		

	FY 2023 Guidance	FY 2022 Actuals	% Change
Total Revenue	~\$750-775	\$766.6	~(2%) - 1%
Adjusted EBITDA Margin¹	Mid-twenty-percent range		

Note: PTR per MAC is a monthly metric defined and calculated as prescription transactions revenue divided by Monthly Active Consumers and the number of months for the periods described.
¹ Adjusted EBITDA Margin is a non-GAAP financial measure and is presented for supplemental information purposes only. We have not reconciled our Adjusted EBITDA Margin guidance to GAAP net loss or income margin, because we do not provide guidance for GAAP net loss or income margin 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 GAAP net loss or income margin. 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 loss or income margin.

Q+A

**GoodRx helps Americans
get the healthcare they need
at a price they can afford.**



Appendix

Key Operating Metrics

The following table presents Monthly Active Consumers and Subscription Plans:

	Three Months Ended				
<i>(in millions)</i>	March 31, 2023	December 31, 2022	September 30, 2022	June 30, 2022	March 31, 2022
Monthly Active Consumers	6.1	5.9	5.8	5.8	6.4

	As of				
<i>(in thousands)</i>	March 31, 2023	December 31, 2022	September 30, 2022	June 30, 2022	March 31, 2022
Subscription plans	1,007	1,030	1,060	1,133	1,203

We exited the first quarter of 2023 with over 7.0 million prescription-related consumers that used GoodRx across our prescription transactions and subscription offerings. Our prescription-related consumers represent the sum of Monthly Active Consumers for the three months ended March 31, 2023 and subscribers to our subscription plans as of March 31, 2023.

Non-GAAP Financial Measures

The following table presents a reconciliation of net (loss) income, the most directly comparable financial measure calculated in accordance with GAAP, to Adjusted EBITDA, and presents net (loss) income margin, the most directly comparable financial measure calculated in accordance with GAAP, with Adjusted EBITDA Margin:

	Three Months Ended				
	March 31, 2023	December 31, 2022	September 30, 2022	June 30, 2022	March 31, 2022
<i>(dollars in thousands)</i>					
Net (loss) income	\$ (3,290)	\$ (1,972)	\$ (41,734)	\$ (1,415)	\$ 12,293
Adjusted to exclude the following:					
Interest income	(7,234)	(5,445)	(2,920)	(857)	(52)
Interest expense	13,133	11,927	9,478	6,969	5,869
Income tax expense (benefit)	6,886	(2,773)	19,463	(8,744)	1,651
Depreciation and amortization	14,939	15,533	13,952	13,319	11,373
Other expense	1,808	—	—	—	—
Financing related expenses	—	6	5	5	4
Acquisition related expenses	1,056	2,856	18,656	3,001	1,973
Restructuring related expenses	—	37	5,880	45	311
Legal settlement expenses	—	(1,300)	—	2,800	—
Stock-based compensation expense	25,499	29,414	29,038	31,633	30,149
Payroll tax expense related to stock-based compensation	440	143	184	472	1,083
Loss on operating lease assets	—	12,569	—	—	—
Gain on sale of business	—	(11,404)	—	—	—
Adjusted EBITDA	\$ 53,237	\$ 49,591	\$ 52,002	\$ 47,228	\$ 64,654
Revenue	\$ 183,986	\$ 184,109	\$ 187,318	\$ 191,798	\$ 203,329
Net (loss) income margin	(1.8%)	(1.1%)	(22.3%)	(0.7%)	6.0%
Adjusted EBITDA Margin	28.9%	26.9%	27.8%	24.6%	31.8%

Non-GAAP Financial Measures

The following tables present a reconciliation of net (loss) income, the most directly comparable financial measures calculated in accordance with GAAP, to Adjusted Net Income:

<i>(dollars in thousands)</i>	Three Months Ended				
	March 31, 2023	December 31, 2022	September 30, 2022	June 30, 2022	March 31, 2022
Net (loss) income	\$ (3,290)	\$ (1,972)	\$ (41,734)	\$ (1,415)	\$ 12,293
Adjusted to exclude the following:					
Amortization of intangibles related to acquisitions	5,609	5,674	5,819	6,307	5,400
Other expense	1,808	—	—	—	—
Financing related expenses	—	6	5	5	4
Acquisition related expenses	1,056	2,856	18,656	3,001	1,973
Restructuring related expenses	—	37	5,880	45	311
Legal settlement expenses	—	(1,300)	—	2,800	—
Stock-based compensation expense	25,499	29,414	29,038	31,633	30,149
Payroll tax expense related to stock-based compensation	440	143	184	472	1,083
Loss on operating lease assets	—	12,569	—	—	—
Gain on sale of business	—	(11,404)	—	—	—
Income tax (benefit) expense on excluded items and adjusting for valuation allowance and excess tax benefits/deficiencies on stock-based compensation exercises	(1,607)	(8,648)	12,081	(15,654)	(9,887)
Adjusted Net Income	<u>\$ 29,515</u>	<u>\$ 27,375</u>	<u>\$ 29,929</u>	<u>\$ 27,194</u>	<u>\$ 41,326</u>

Non-GAAP Financial Measures

The following table presents each non-GAAP, or adjusted, cost and expense measure together with its most directly comparable financial measure calculated in accordance with GAAP, and each of these financial measures as percentage of revenue:

	GAAP			Adjusted		
	Three Months Ended			Three Months Ended		
	March 31,	December 31,	March 31,	March 31,	December 31,	March 31,
(dollars in thousands)	2023	2022	2022	2023	2022	2022
Cost of revenue	\$ 16,695	\$ 17,360	\$ 12,280	\$ 16,532	\$ 16,983	\$ 12,278
% of Revenue	9%	9%	6%	9%	9%	6%
Product development and technology	\$ 32,908	\$ 36,770	\$ 35,042	\$ 23,910	\$ 26,335	\$ 26,461
% of Revenue	18%	20%	17%	13%	14%	13%
Sales and marketing	\$ 78,522	\$ 84,128	\$ 92,950	\$ 74,024	\$ 78,881	\$ 87,064
% of Revenue	43%	46%	46%	40%	43%	43%
General and administrative	\$ 29,619	\$ 28,581	\$ 31,923	\$ 14,475	\$ 12,319	\$ 12,872
% of Revenue	16%	16%	16%	8%	7%	6%
Depreciation and amortization	\$ 14,939	\$ 15,533	\$ 11,373	\$ 9,330	\$ 9,859	\$ 5,973
% of Revenue	8%	8%	6%	5%	5%	3%
Operating income	\$ 11,303	\$ 1,737	\$ 19,761	\$ 45,715	\$ 39,732	\$ 58,681
% of Revenue	6%	1%	10%	25%	22%	29%

Non-GAAP Financial Measures

The following table presents a reconciliation of each non-GAAP, or adjusted, cost and expense measure to its most directly comparable financial measure calculated in accordance with GAAP:

<i>(dollars in thousands)</i>	Three Months Ended		
	March 31, 2023	December 2022	March 31, 2022
Cost of revenue	\$ 16,695	\$ 17,360	\$ 12,280
Restructuring related expenses	—	(207)	(34)
Stock-based compensation expense	(161)	(169)	46
Payroll tax expense related to stock-based compensation	(2)	(1)	(14)
Adjusted cost of revenue	<u>\$ 16,532</u>	<u>\$ 16,983</u>	<u>\$ 12,278</u>
Product development and technology	\$ 32,908	\$ 36,770	\$ 35,042
Acquisition related expenses	(200)	(540)	(292)
Restructuring related expenses	—	26	(240)
Stock-based compensation expense	(8,589)	(9,863)	(7,478)
Payroll tax expense related to stock-based compensation	(209)	(58)	(571)
Adjusted product development and technology	<u>\$ 23,910</u>	<u>\$ 26,335</u>	<u>\$ 26,461</u>
Sales and marketing	\$ 78,522	\$ 84,128	\$ 92,950
Acquisition related expenses	—	(185)	(286)
Restructuring related expenses	—	—	(37)
Stock-based compensation expense	(4,412)	(5,037)	(5,394)
Payroll tax expense related to stock-based compensation	(86)	(25)	(169)
Adjusted sales and marketing	<u>\$ 74,024</u>	<u>\$ 78,881</u>	<u>\$ 87,064</u>
General and administrative	\$ 29,619	\$ 28,581	\$ 31,923
Other expense	(1,808)	—	—
Financing related expenses	—	(6)	(4)
Acquisition related expenses	(856)	(2,131)	(1,395)
Restructuring related expenses	—	144	—
Legal settlement expenses	—	1,300	—
Stock-based compensation expense	(12,337)	(14,345)	(17,323)
Payroll tax expense related to stock-based compensation	(143)	(59)	(329)
Loss on operating lease assets	—	(12,569)	—
Gain on sale of business	—	11,404	—
Adjusted general and administrative	<u>\$ 14,475</u>	<u>\$ 12,319</u>	<u>\$ 12,872</u>
Depreciation and amortization	\$ 14,939	\$ 15,533	\$ 11,373
Amortization of intangibles related to acquisitions	(5,609)	(5,674)	(5,400)
Adjusted depreciation and amortization	<u>\$ 9,330</u>	<u>\$ 9,859</u>	<u>\$ 5,973</u>
Operating income	\$ 11,303	\$ 1,737	\$ 19,761
Amortization of intangibles related to acquisitions	5,609	5,674	5,400
Other expense	1,808	—	—
Financing related expenses	—	6	4
Acquisition related expenses	1,056	2,856	1,973
Restructuring related expenses	—	37	311
Legal settlement expenses	—	(1,300)	—
Stock-based compensation expense	25,499	29,414	30,149
Payroll tax expense related to stock-based compensation	440	143	1,083
Loss on operating lease assets	—	12,569	—
Gain on sale of business	—	(11,404)	—
Adjusted operating income	<u>\$ 45,715</u>	<u>\$ 39,732</u>	<u>\$ 58,681</u>

GoodRx: Company Snapshot

Scaled Platform

7M+

Prescription-related Consumers¹

Consumer First

90

Consumer Net Promoter Score²

Trusted Ecosystem Partner

90

Provider Net Promoter Score²

Solid Financials and Cash from Ops

\$184.0M / \$53.2M

1Q23 Revenue

1Q23 AEBITDA³

450K+

Prescribers engaged with us through Provider Mode⁴

\$55B+

Cumulative Consumer Savings⁵

19/20

Top Pharma Manufacturers are Customers⁶

\$32.3M

1Q23 Cash Flow from Operations

260B+

Daily pricing data points distilled into real-time data

80%+

Average saved off retail prices by GoodRx users⁷

70K+

U.S. pharmacies accept GoodRx

80%+

Repeat Activity⁸

¹ Represents the sum of the MACs for Q1'23 and subscribers to subscription plans as of the end of Q1 2023.

² Consumer NPS based on survey ran in July 2021; Provider NPS based on survey ran in September 2021.

³ Adjusted EBITDA is a non-GAAP financial measure. Refer to the Non-GAAP Financial Measures section above for reconciliation to the most directly comparable GAAP measure.

⁴ Since Provider Mode launch to 3/31/2023.

⁵ As of February 2023. Refer to the definitions section at the end of these materials for our definition and measurement of savings.

⁶ Based on internal data as of 12/31/2022.

⁷ Based on internal data; average discount in 2022, comparing the GoodRx discounted price to the usual and customary, or cash price.

⁸ Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-June 30, 2021.

Q1 2023 Financial Data (dollars in millions)

	Q1 '23	Q1 '22	Change
Revenue	\$184.0	\$203.3	(10%)
Net (Loss) Income	(\$3.3)	\$12.3	(127%)
Adjusted Net Income ²	\$29.5	\$41.3	(29%)
Adjusted EBITDA ²	\$53.2	\$64.7	(18%)
Net (Loss) Income Margin ¹	(1.8%)	6.0%	(780 bps)
Adjusted EBITDA Margin ^{1, 2}	28.9%	31.8%	(290 bps)
Cash Provided by Operating Activities	\$32.3	\$30.1	7%

¹ Net (loss) income margin and Adjusted EBITDA Margin represents net (loss) income and Adjusted EBITDA divided by revenue, respectively.

² Adjusted EBITDA, Adjusted EBITDA Margin, and Adjusted Net Income are non-GAAP financial measures and are presented for supplemental informational purposes only. Refer to the Non-GAAP Financial Measures section above for a reconciliation to the most directly comparable GAAP measures.

Definitions

- **MACs (Monthly Active Consumers)** – Refers to the number of unique consumers who have used a GoodRx code to purchase a prescription medication in a given calendar month and have saved money compared to the list price of the medication. A unique consumer who uses a GoodRx code more than once in a calendar month to purchase prescription medications is only counted as one Monthly Active Consumer in that month. A unique consumer who uses a GoodRx code in two or three calendar months within a quarter will be counted as a Monthly Active Consumer in each such month. When presented for a period longer than a month, Monthly Active Consumers are averaged over the number of calendar months in such period.
- **HCPs** – Healthcare providers.
- **PBMs (Pharmacy Benefit Managers)** – PBMs aggregate demand to negotiate prescription medication prices with pharmacies and pharma manufacturers. PBMs find most of their demand through relationships with insurance companies and employers. However, nearly all PBMs also have consumer direct or cash network pricing that they negotiate with pharmacies for consumers who choose to purchase prescriptions outside of insurance.
- **Prescribers** – Refers to individuals in the medical profession who are allowed to write orders for medical treatment.
- **Subscription Plans** – Represent the ending subscription plan balance across both of our subscription offerings, GoodRx Gold and Kroger Savings Club. Each subscription plan may represent more than one subscriber since family subscription plans may include multiple members.
- **Savings, Saved, or other similar references** - Refers to the difference between the list price for a particular prescription at a particular pharmacy and the price paid by the GoodRx consumer for that prescription utilizing a GoodRx code available through our platform at that same pharmacy. In certain circumstances, we may show a list price on our platform when such list price is lower than the negotiated price available using a GoodRx code and, in certain circumstances, a consumer may use a GoodRx code and pay the list price at a pharmacy if such list price is lower than the negotiated price available using a GoodRx code. We do not earn revenue from such transactions, but our savings calculation includes an estimate of the savings achieved by the consumer because our platform has directed the consumer to the pharmacy with the low list price. This estimate of savings when the consumer pays the list price is based on internal data and is calculated as the difference between the average list price across all pharmacies where GoodRx consumers paid the list price and the average list price paid by consumers in the pharmacies to which we directed them. We do not calculate savings based on insurance prices as we do not have information about a consumer's specific coverage or price. We do not believe savings are representative or indicative of our revenue or results of operations.