

GoodRx

Building the Leading Digital Platform for Consumer Healthcare

October 2020



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This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk.

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This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as Adjusted EBITDA and Adjusted EBITDA Margin, to supplement financial information presented in accordance with GAAP. There are limitations to the use of non-GAAP financial measures and such non-GAAP financial measures should not be construed as alternatives to financial measures determined in accordance with GAAP. The non-GAAP measures as defined by the Company may not be comparable to similar non-GAAP measures presented by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that the Company's future results will be unaffected by other unusual or non-recurring items. A reconciliation is provided elsewhere in this presentation for each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

Our management team is mission-driven and committed to improving healthcare in America



Doug Hirsch
Co-CEO

FACEBOOK

yahoo!

dailystrength
a @sharecare company

Karsten Voermann
Chief Financial Officer

ibotta worldpay Microsoft

Andrew Slutsky
President, Consumer

ScriptRelief

Justin Fengler
SVP, Corporate Strategy & Business Operations

TRIPLETREE **OLIVER WYMAN**

Jim Sheninger
SVP, Pharmacy Strategy Officer

CVS Health. **medco** **Cigna.**



Trevor Bezdek
Co-CEO

Stanford University

Biowire

Tryarc
acquired by NTT Data

Bansi Nagji
President, Healthcare

MCKESSON **Monitor Deloitte.**

Jody Mulkey
Chief Technology Officer

ticketmaster **shopzilla**

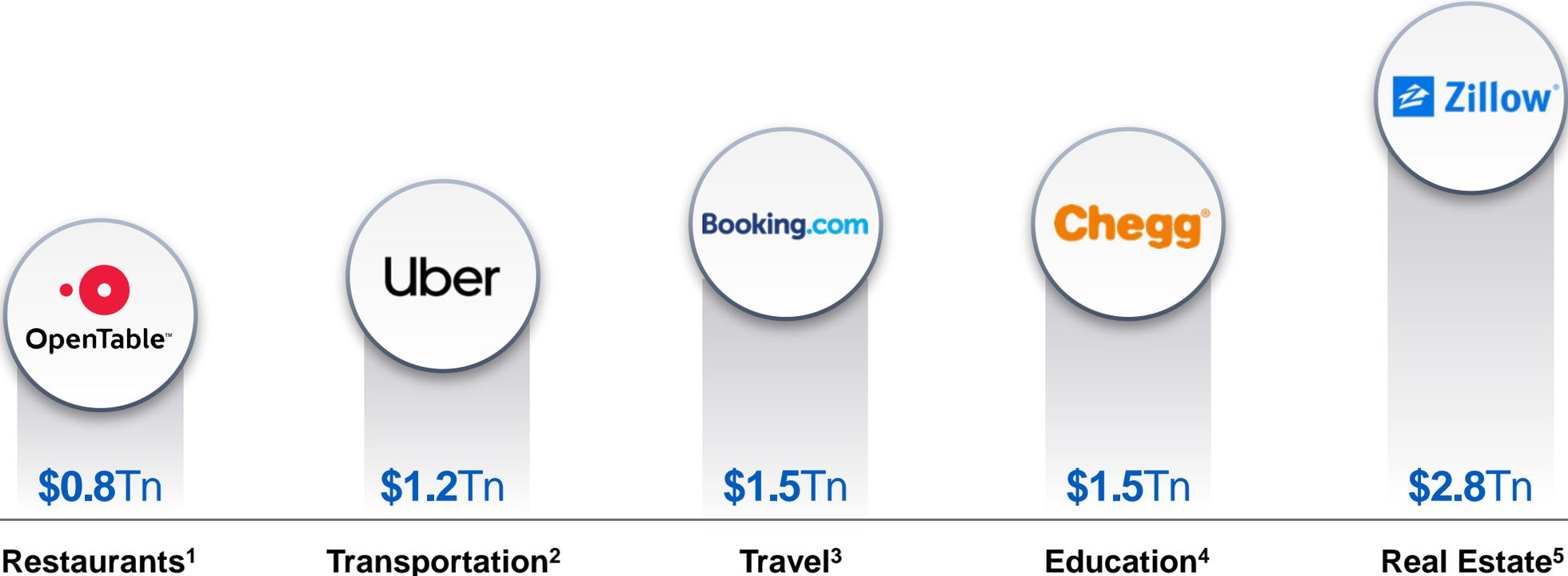
Babak Azad
Chief Marketing Officer, SVP Marketing & Communications

BEACHBODY **CREDIT SUISSE**

Gracye Cheng
Vice President & General Counsel

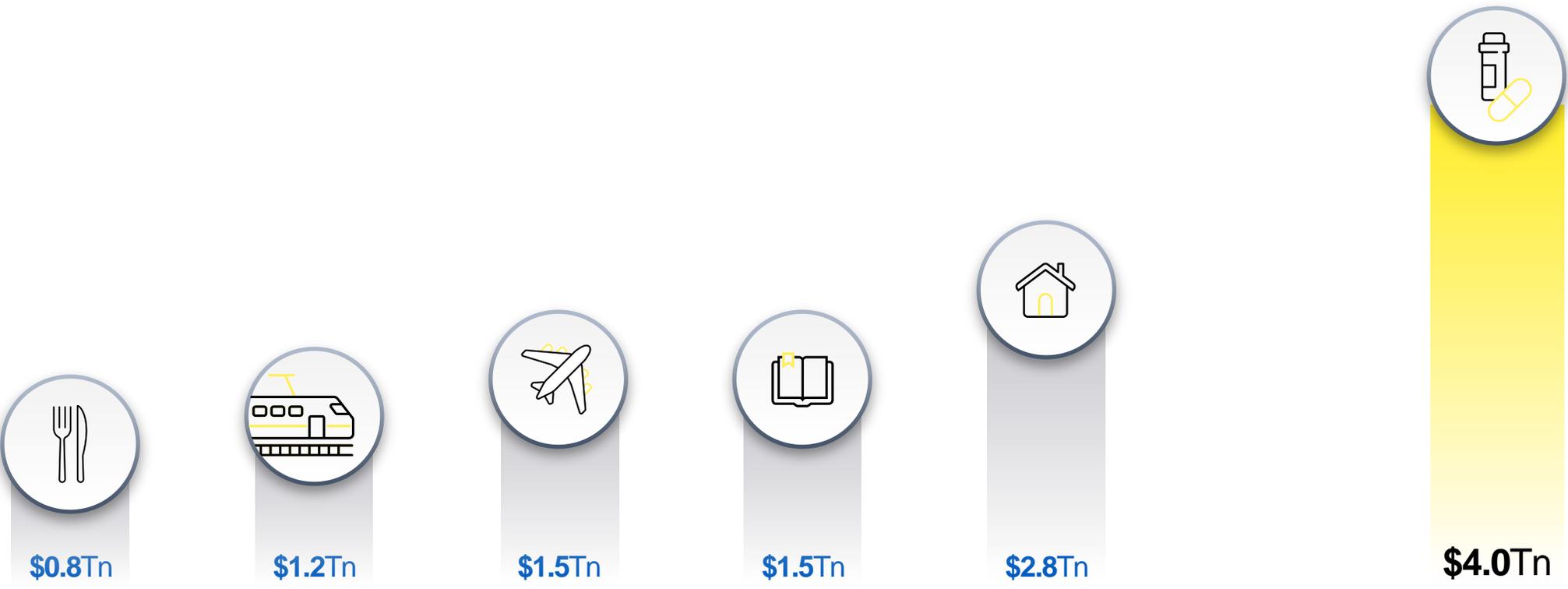
Skadden **HARVARD UNIVERSITY**

Today's large consumer spending markets are served by successful consumer-focused, tech-enabled solutions



1. Statista: 2017 total US restaurants food and drink sales
2. Bureau of Transportation Statistics: 2016 expenditures on transportation
3. Statista: 2017 contribution of travel and tourism to GDP in the United States
4. Zion Market Research: 2020 projection
5. Euromonitor Report: 2019 annual spending on Real Estate in the United States
Note: spend figures indicate total spend in these markets – not spend for the specific platforms shown or spend through online platforms at all

Healthcare spending is significantly higher than in other consumer markets



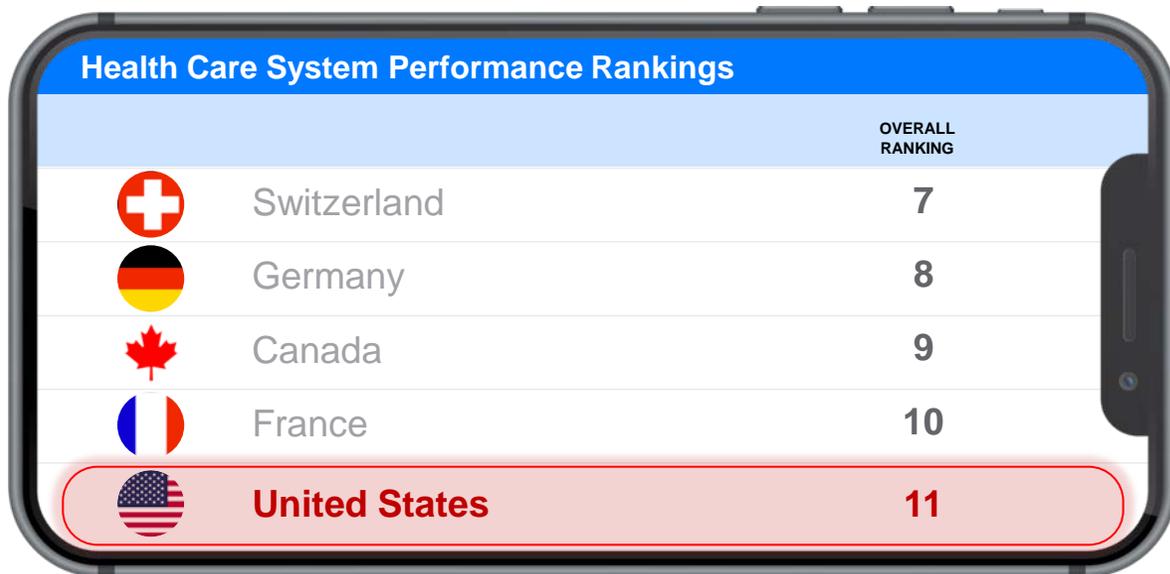
Restaurants¹ Transportation² Travel³ Education⁴ Real Estate⁵ Healthcare⁶

1. Statista: 2017 total US restaurants food and drink sales
2. Bureau of Transportation Statistics: 2016 expenditures on transportation
3. Statista: 2017 contribution of travel and tourism to GDP in the United States
4. Zion Market Research: 2020 projection
5. Euromonitor Report: 2019 annual spending on Real Estate in the United States
6. Centers for Medicare & Medicaid Services (CMS): 2020 projection

Healthcare in America versus other developed nations

lowest healthcare quality¹...

...with some of the highest costs²



Health Care System Performance Rankings		OVERALL RANKING
	Switzerland	7
	Germany	8
	Canada	9
	France	10
	United States	11

2x

per capita spend on healthcare by Americans compared to citizens of other OECD countries³

66%

of all personal bankruptcies are linked to medical costs⁴

Source: Lancet 2018 Human Capital Study; American Public Health Association 2019 Study; OECD Data

1. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

2. Peterson-KFF Health System Tracker; CMS; Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

3. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)

4. Study published in American Journal of Public Health; 2013-2016

We started with prescriptions Now we have expanded our platform

US healthcare market
\$4.0 Trillion¹

TAM of our current offerings
\$800 Billion⁴

Telehealth⁴
\$250Bn



Prescription Drugs⁴
\$524Bn

Manufacturer Solutions⁴
\$30Bn

 5Bn+ annual prescriptions²

 800MM+ annual physician visits³

 We estimate that most healthcare interactions with consumers occur at the pharmacy

 Fragmented marketplace

 Limited technology innovation in the last 20 years

1. CMS: 2020 projection
2. Drug Channel Institute; measured in 30-day equivalent prescriptions: 2018 data
3. KFF.org and CDC: 2018 data
4. Prescription drugs market size based on CMS projected 2020 market size + company estimate regarding unfilled prescriptions; Manufacturer solutions market size based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019; Telehealth market size based on 2020 projection by McKinsey & Company

GoodRx improves Americans' health and makes healthcare more affordable



20-30% of prescriptions in the U.S. not filled¹



Nearly \$300Bn in cost from non-adherence²

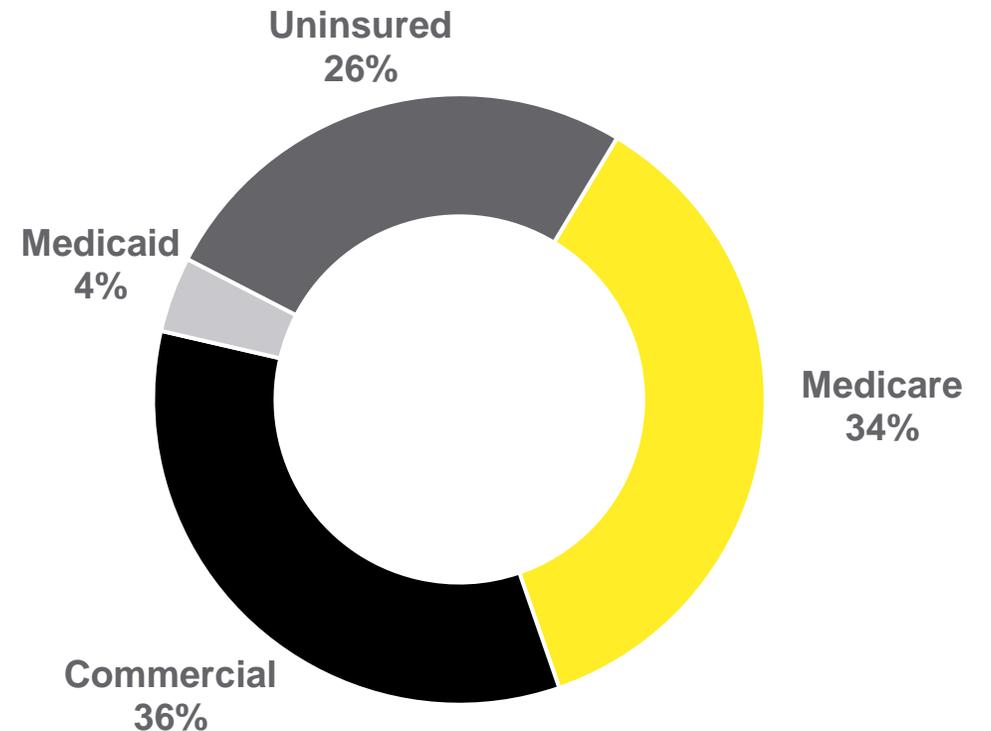


Someone dies **every 4 minutes** in the U.S. from not taking prescribed medicine as directed or at all³



We estimate that we have helped approximately 18M of our consumers afford to fill a prescription that would otherwise have gone unfilled⁵

GoodRx helps insured & uninsured consumers⁴



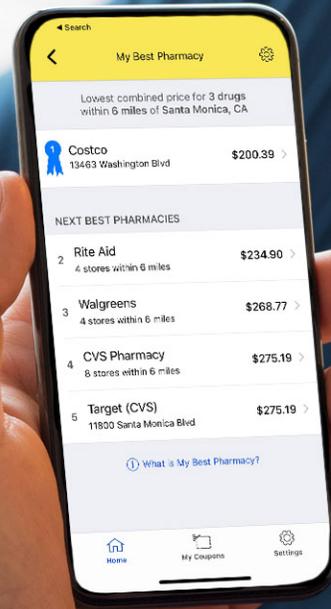
1. Internal estimate; Annals of Internal Medicine: The incidence and determinants of primary nonadherence with prescribed medication in primary care: a cohort study.
2. New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018
3. American Journal of Health System Pharmacy: Meta-analysis of trials of interventions to improve medication adherence.
4. GoodRx survey, July 2020
5. GoodRx internal research; all-time number

Help Americans get the
healthcare they need at a
price they can afford



Our Mission

Build the leading
digital platform for
consumer healthcare



Our Vision

GoodRx at a glance

#1

Most downloaded medical app in the last three years¹

\$20Bn+

Estimated cumulative consumer savings²

15M

Monthly Visitors³

70,000+

Pharmacies with up-to-date prices

2M+

Prescribers have a patient who has used GoodRx

80%+

Repeat Activity⁴

\$472M

LTM Revenue

53%

YoY LTM Revenue Growth

96%

LTM Gross Margin

39%

LTM Adjusted EBITDA Margin⁵

1. Based on days with most downloads on Apple App Store and Google Play App Store 2017-June 30, 2020

2. As of June 30, 2020. Savings are measured as the difference between the pharmacy list price and the price the consumer pays using GoodRx. Because consumers of our website and mobile application may switch pharmacies if they find a better discount, our consumer savings calculation includes an estimate of savings achieved based on switching pharmacies.

3. Monthly Visitors is the number of individuals who visited our apps and websites in a given calendar month. Visitors to our apps and websites are counted independently. As a result, a consumer that visits or engages with our platform through both apps and websites will be counted multiple times in calculating Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.; Q2'20

4. Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-June 30, 2020

5. Adjusted EBITDA Margin is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, stock-based compensation expense, loss on extinguishment of debt, financing related expenses, cash bonuses to vested option holders and other expense (income), net. Adjusted EBITDA Margin is calculated as Adjusted EBITDA as a percentage of revenue. For a reconciliation of net income, the most directly comparable GAAP financial measure, to adjusted EBITDA, see reconciliation slide in the appendix

Our platform delivers value to multiple constituents, starting with consumers

\$20B+

All-Time
Consumer
Savings¹



Consumer



Pharmacies

Increased
Foot Traffic

Customer
Satisfaction

86

Net Promoter
Score²



Physicians



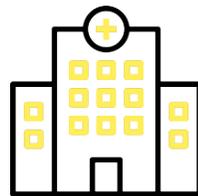
Pharmacy Benefit
Managers (PBMs)

Proven Growth
Channel

Long-term
Partnerships

\$300B

Costs From
Non-Adherence³



Payers



Manufacturers

Engage & Convert
High-Intent Users

Targeted Advertising
to High Intent
Consumers



1. As of June 30, 2020. Savings are measured as the difference between the pharmacy list price and the price the consumer pays using GoodRx. Because consumers of our website and mobile application may switch pharmacies if they find a better discount, our consumer savings calculation includes an estimate of savings achieved based on switching pharmacies.

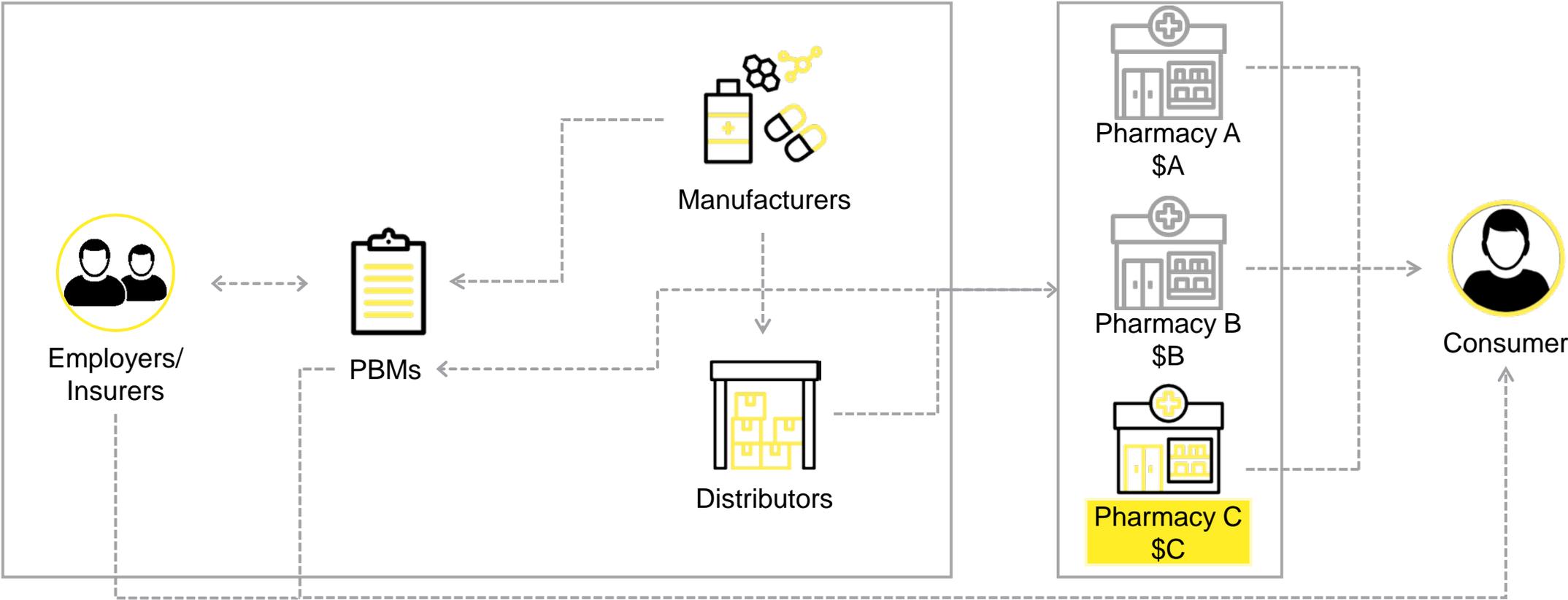
2. GoodRx survey, February 2020

3. New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018

Complexity creates inefficiency at the consumers' expense

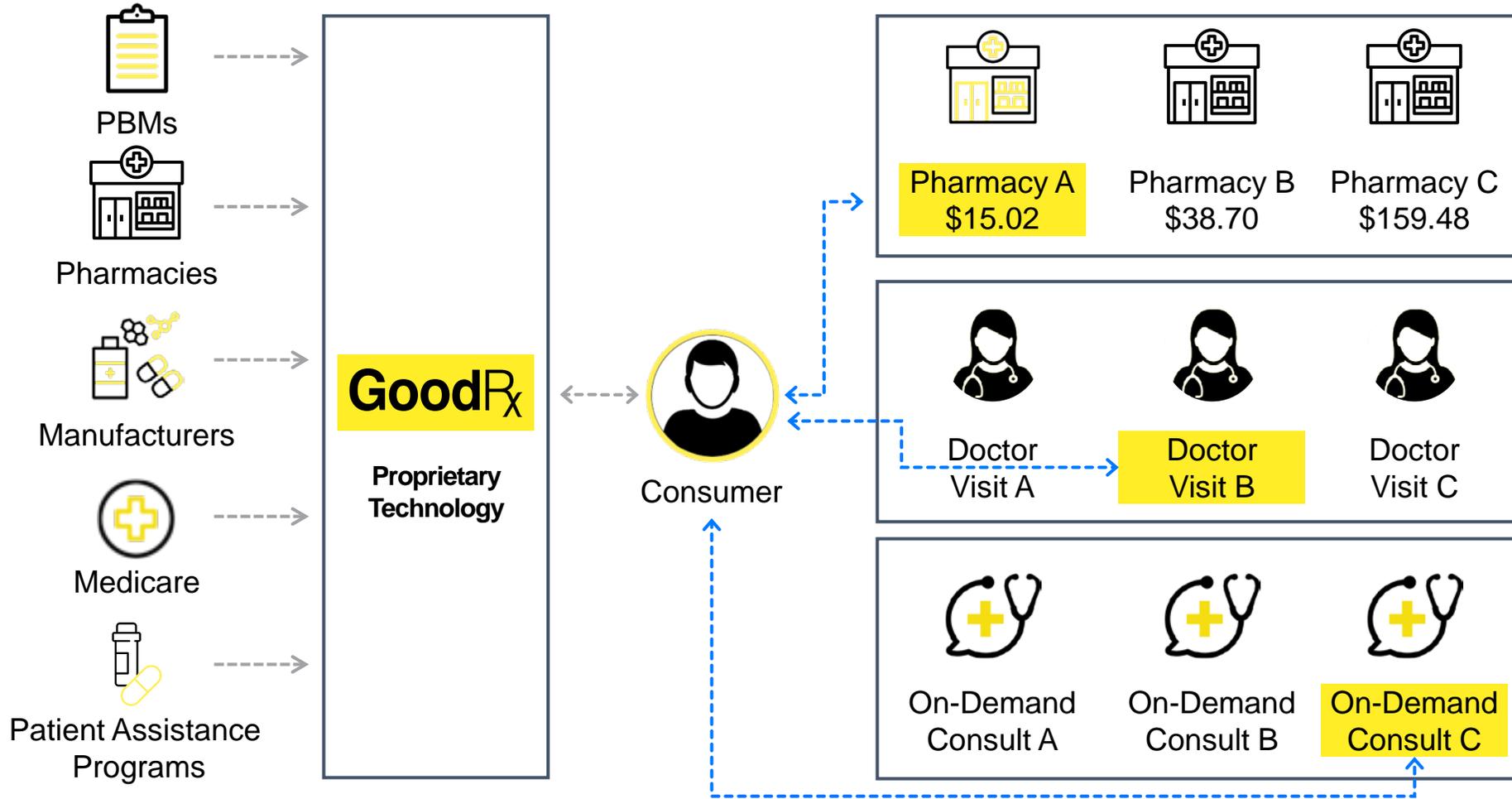
Highly complex healthcare ecosystem results in **lack of consistency** in consumer price

Consumer faced with **wide variance** in price and **lack of transparency** into available alternatives



Note: Represents illustrative drivers of Rx pricing and end consumer purchase decision

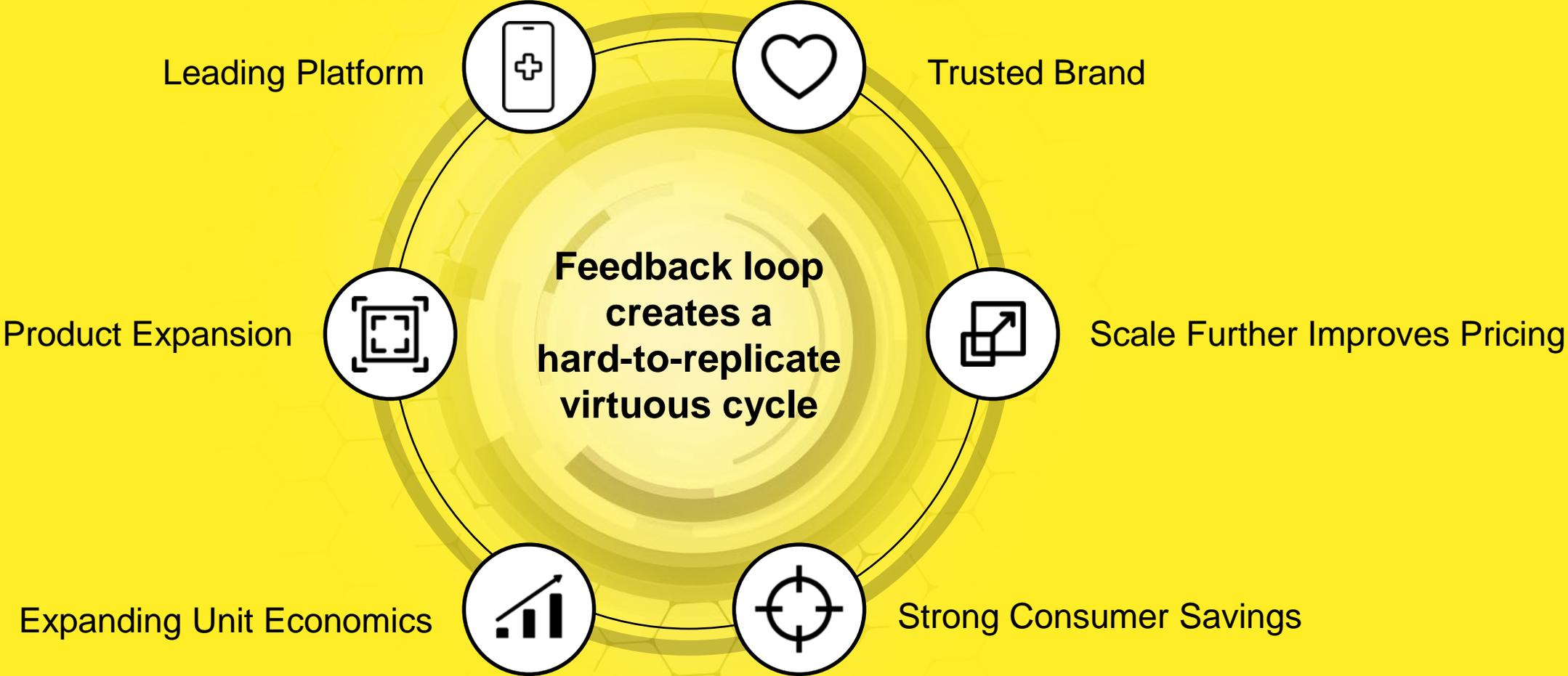
GoodRx empowers the consumer



GoodRx

-  Single access point
-  Greater transparency
-  Cost savings
-  Convenience

Our network strengthens with every transaction



Data simplifications unlock huge consumer value



Largest search engine¹

- 130 Trillion indexed websites
- 2 Trillion searches per year
- 21 Petabytes of Google Maps data



Leading US homes database¹

- 110M+ US homes
- 32M+ Property records
- Property and listing facts, purchase and sale data



Largest DNA database¹

- 24Bn+ Digitized records
- 100M+ Family trees created
- 16M+ Samples in DNA database



Digital healthcare platform

- \$8Bn+ all-time GMV²
- 70K+ pharmacies
- 150Bn daily pricing data points
- 15M monthly visitors³
- 2M+ Prescribers have a patient that used GoodRx

¹. Google – SearchEngineLand.com, Mashable.com, Broadband.com; Zillow – Public Filings; Ancestry.com – Company Website

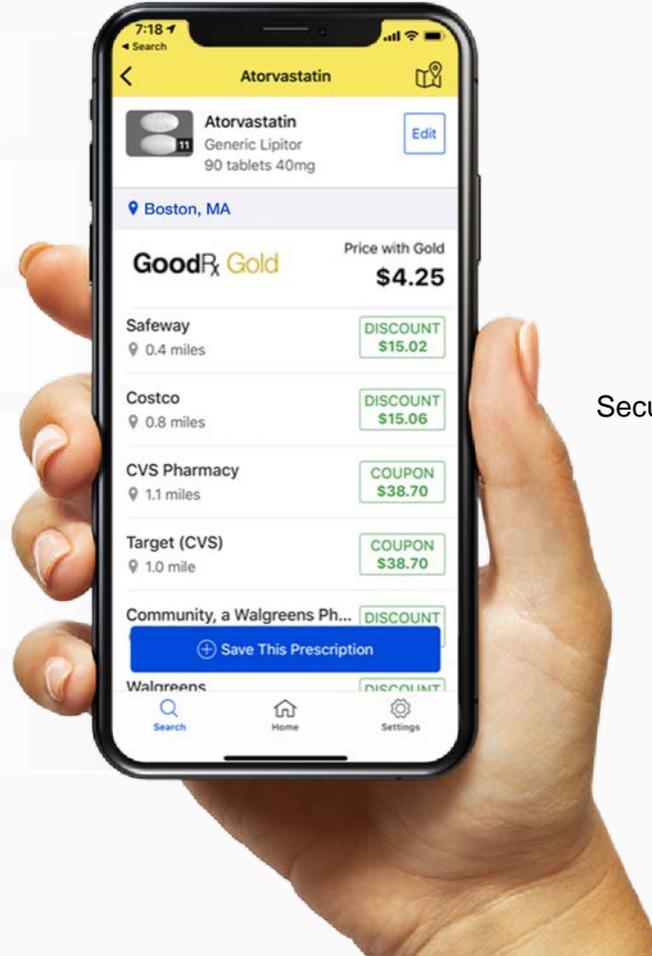
². GMV represents gross merchandise value, which is the aggregate price paid by consumers who used a discount available through our platform for their prescriptions during a particular period. GMV excludes any prices paid by users linked to our subscription programs, GoodRx Gold and Kroger Rx Savings Club. Data as of June 10, 2020

³. Monthly Visitors is the number of individuals who visited our apps and websites in a given calendar month. Visitors to our apps and websites are counted independently. As a result, a consumer that visits or engages with our platform through both apps and websites will be counted multiple times in calculating Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.; Q2'20

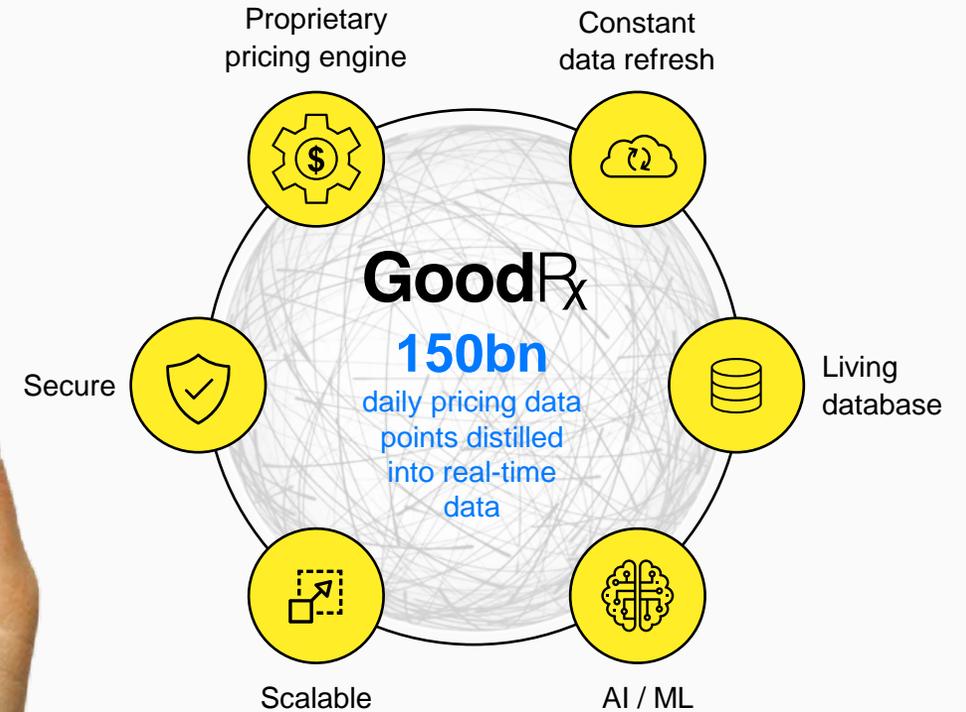
GoodRx combines complex backend with simple, elegant consumer app

Data sources

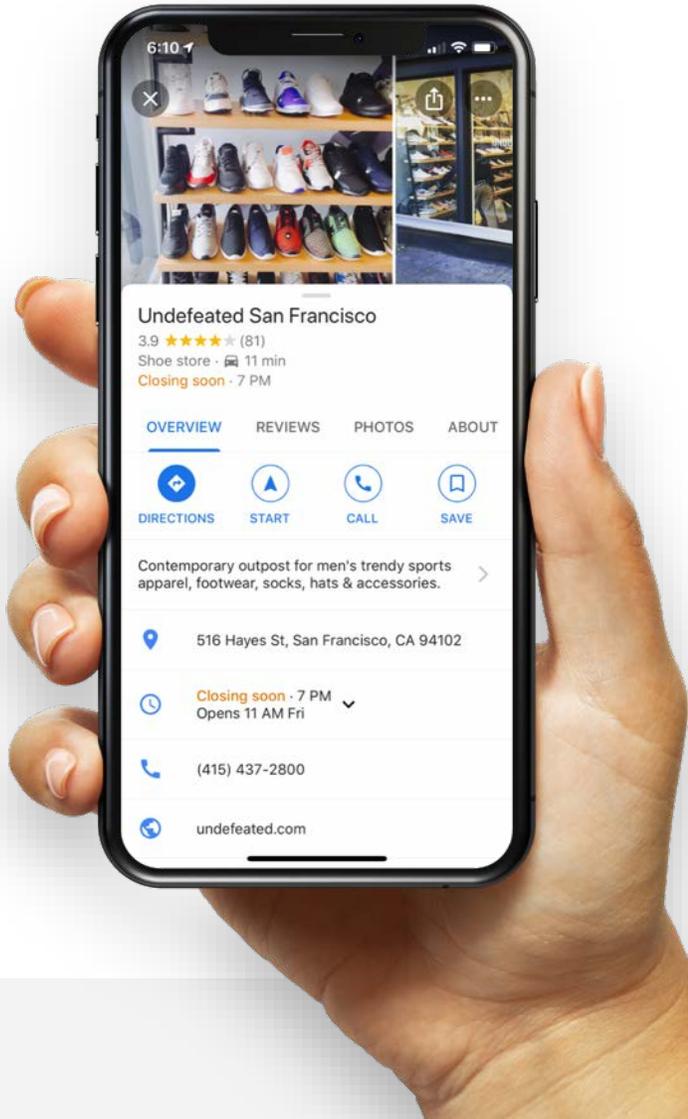
- Pharmacy saving programs
- U&C prices
- Medicare prices
- Pharmaceutical Manufacturers
- Patient assistance programs
- Multiple PBM networks



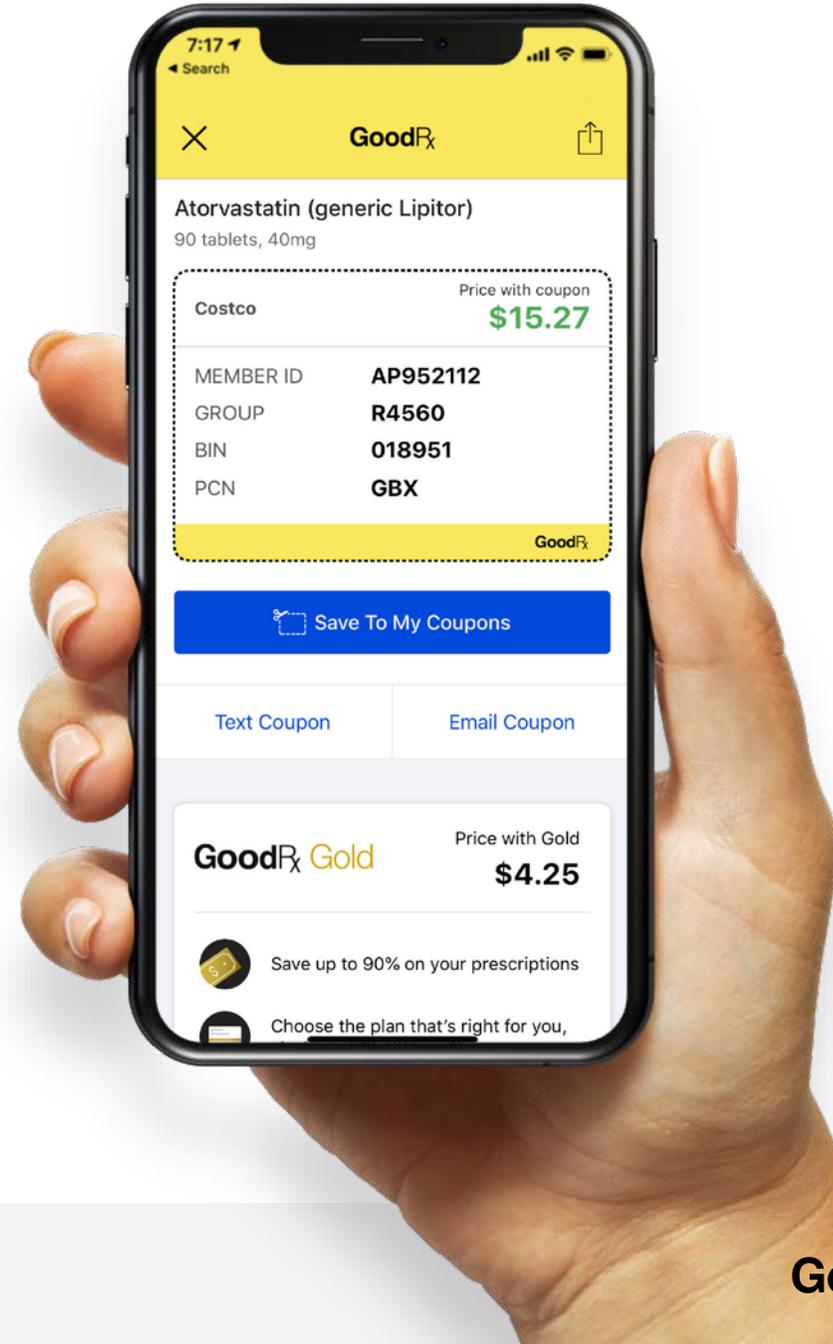
Engine



Simple and powerful

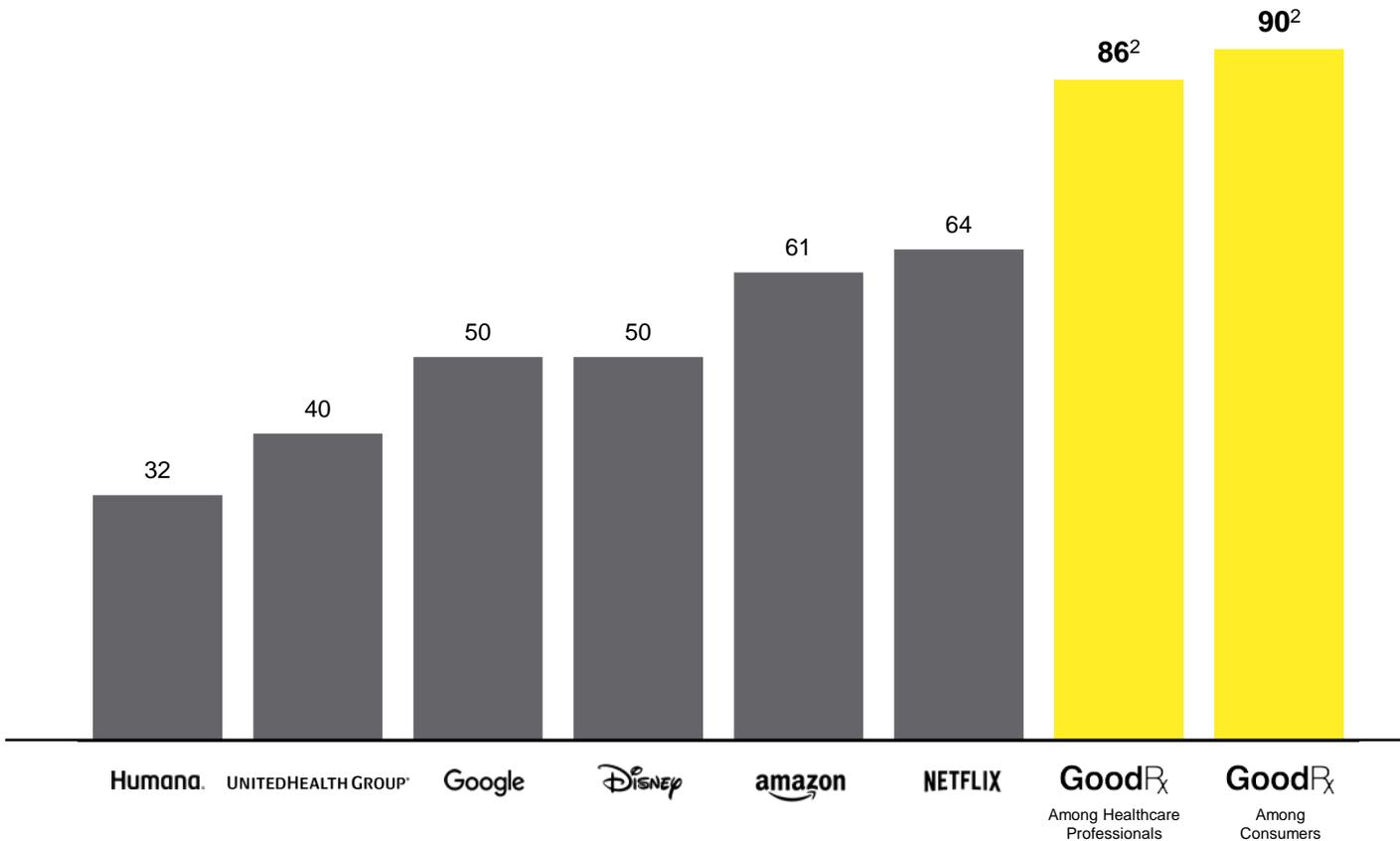


-  **Free** to use
-  **Significant** consumer savings
-  Improves **consumer health**
-  Benefits **industry stakeholders**
-  **Value-added** adjacencies



Consumers and healthcare providers love us

NPS Scores¹



“My patients with chronic care conditions pay LESS for their meds by paying cash through GoodRx than by going through insurance.”

Marguerite Duane, MD

“Without GoodRx’s low prices I’d never be able to afford my medications...they basically help to save my life month after month.”

KT, Patient³



4.8 Stars on >700K reviews⁴



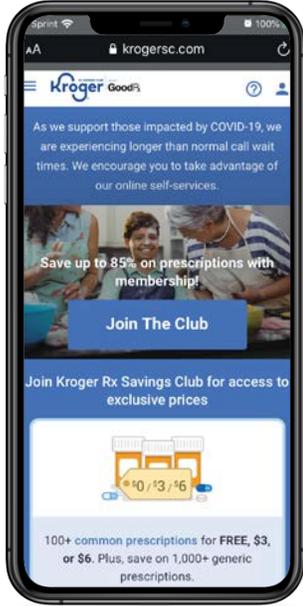
1. Non-GoodRx NPS sourced from Consumer Gauge. Netflix, 2018; Amazon, 2017; Disney, 2013; Google, 2017; UnitedHealth Group, 2018; Humana, 2014
2. GoodRx NPS based on a survey of consumers on the GoodRx website in February, 2020.
3. Consumer Reviews from Better Business Bureau website
4. As of June 30, 2020

Subscription products deliver more value to consumers and drive higher lifetime value

2x
one-year
contribution compared
to our prescription
offering¹



GoodRx
Gold



Kroger Rx
Savings Club
Powered by GoodRx

Gold

Monthly Plan

1,000+ prescriptions
under \$10 at up to 90%
savings off list prices

Kroger

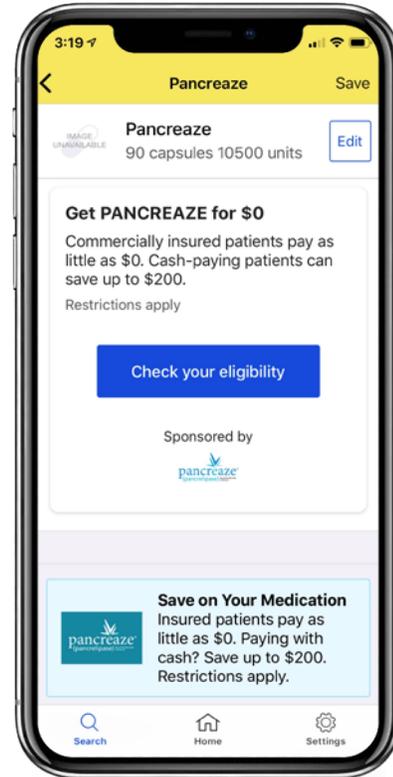
Annual Plan

100+ medications for
free, \$3, or \$6 and
additional discounts on
1,000+ other
prescriptions

¹ Based on cohort of consumers that started using subscriptions between July 2018-June 2019. First year contribution represents the cumulative revenue generated by consumers in the first year after they became consumers of our subscription offerings, less our estimated cost of revenue attributable to such revenue

Delivering value to pharmaceutical manufacturers by engaging our existing high-intent users

20%
of GoodRx searches
are for Brand Drugs¹



Patient navigation to the best affordability option

Integrated copay assistance

Drives new patient starts and continuing patient adherence

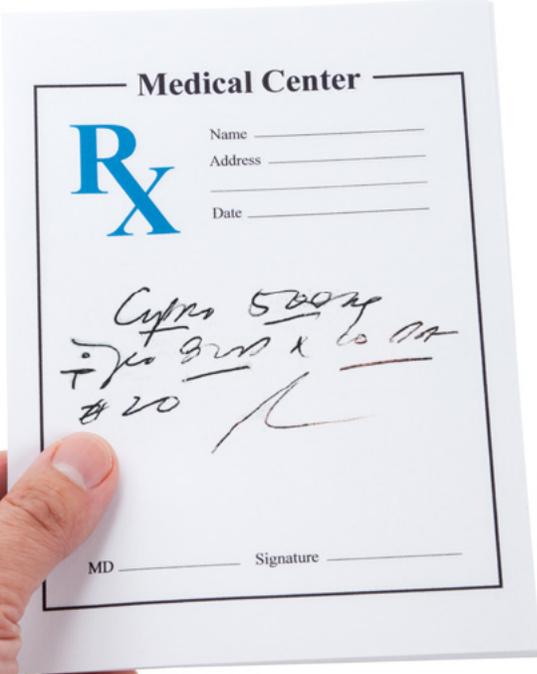
\$30B

Medical marketing and advertising spend by pharmaceutical manufacturers²

Incremental
margins capitalizing on existing traffic

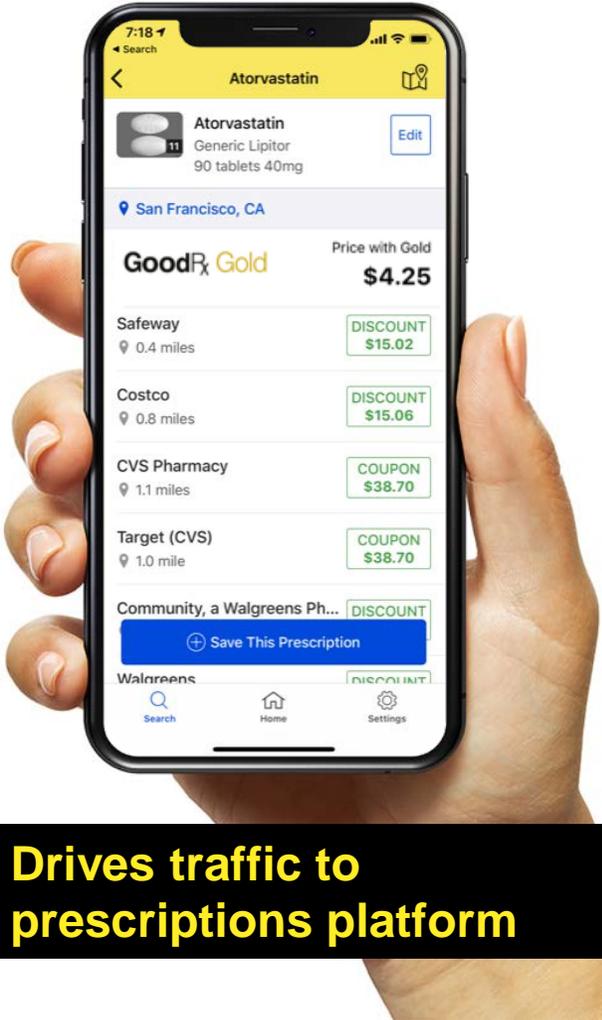
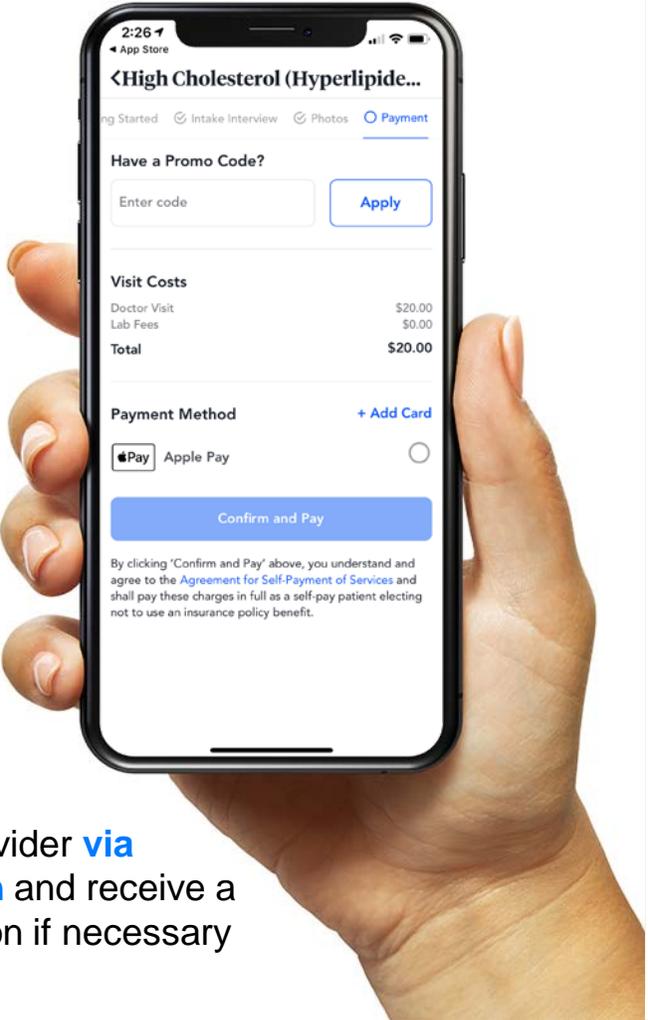
1. Internal data, 2019.
2. Based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019

Telehealth expands our offerings



20% of consumers **do not have** a prescription at the time of their GoodRx search¹

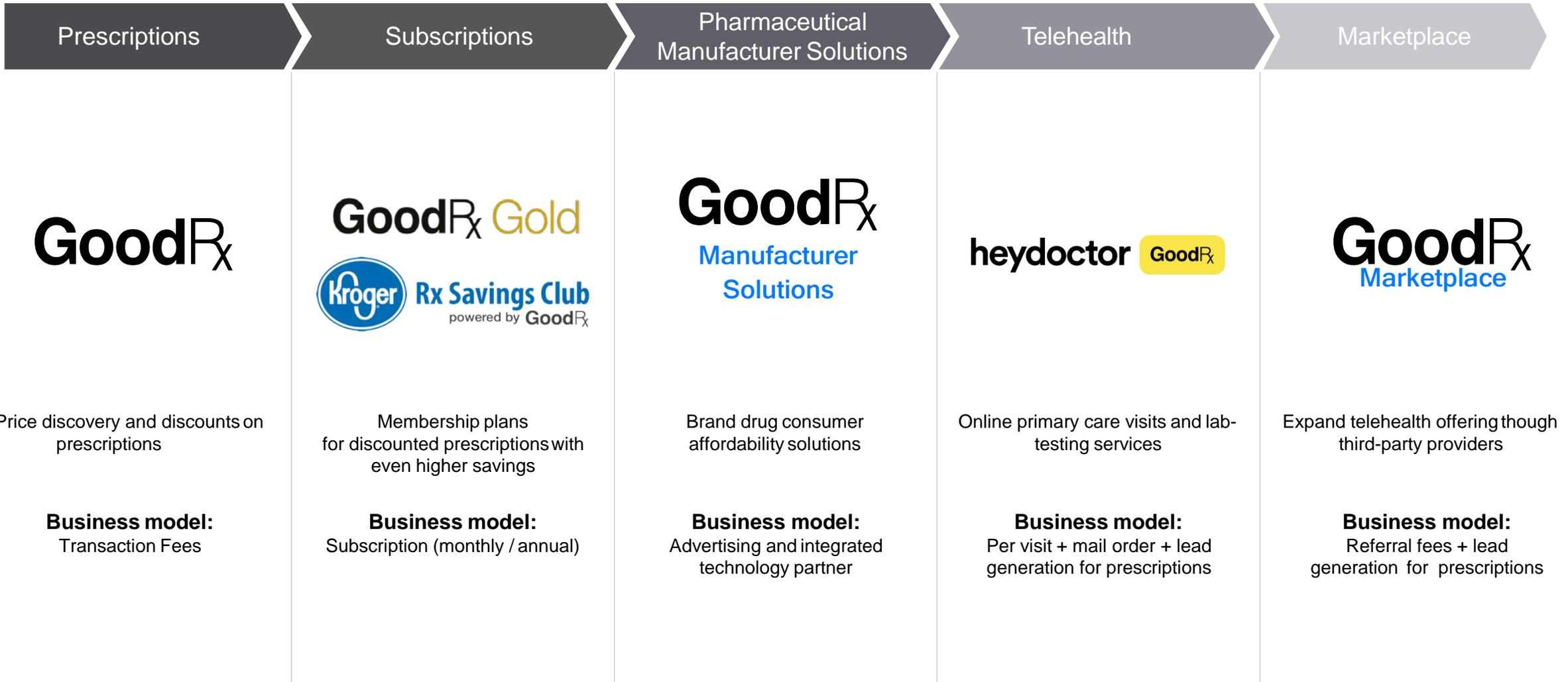
See a provider **via telehealth** and receive a prescription if necessary



Drives traffic to prescriptions platform

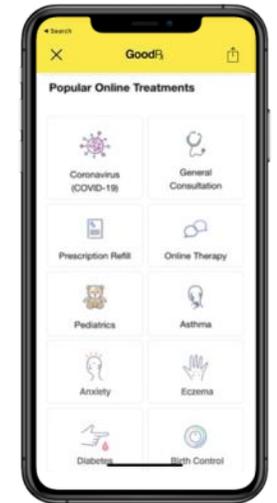
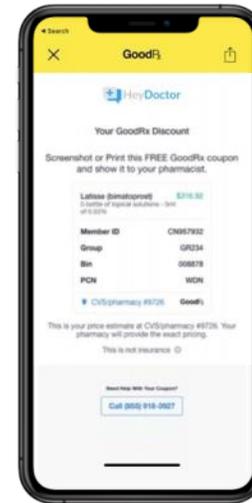
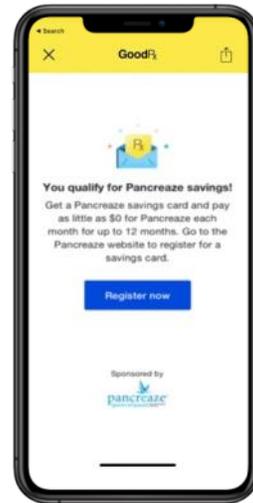
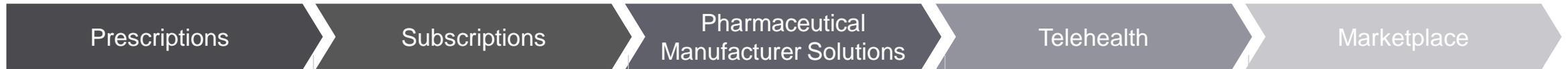
1. Internal data, 2020 as of August

Prescriptions provide platform to expand flywheel of adjacent services



1. Calculated as number of visits that resulted in a coupon redemption out of all paid visits (excluding free COVID-19 visits); for six months ended June 30, 2020

Growing consumer value over time



Increased consumer value

Strong standalone unit economics

Upsell increases consumer savings and LTV

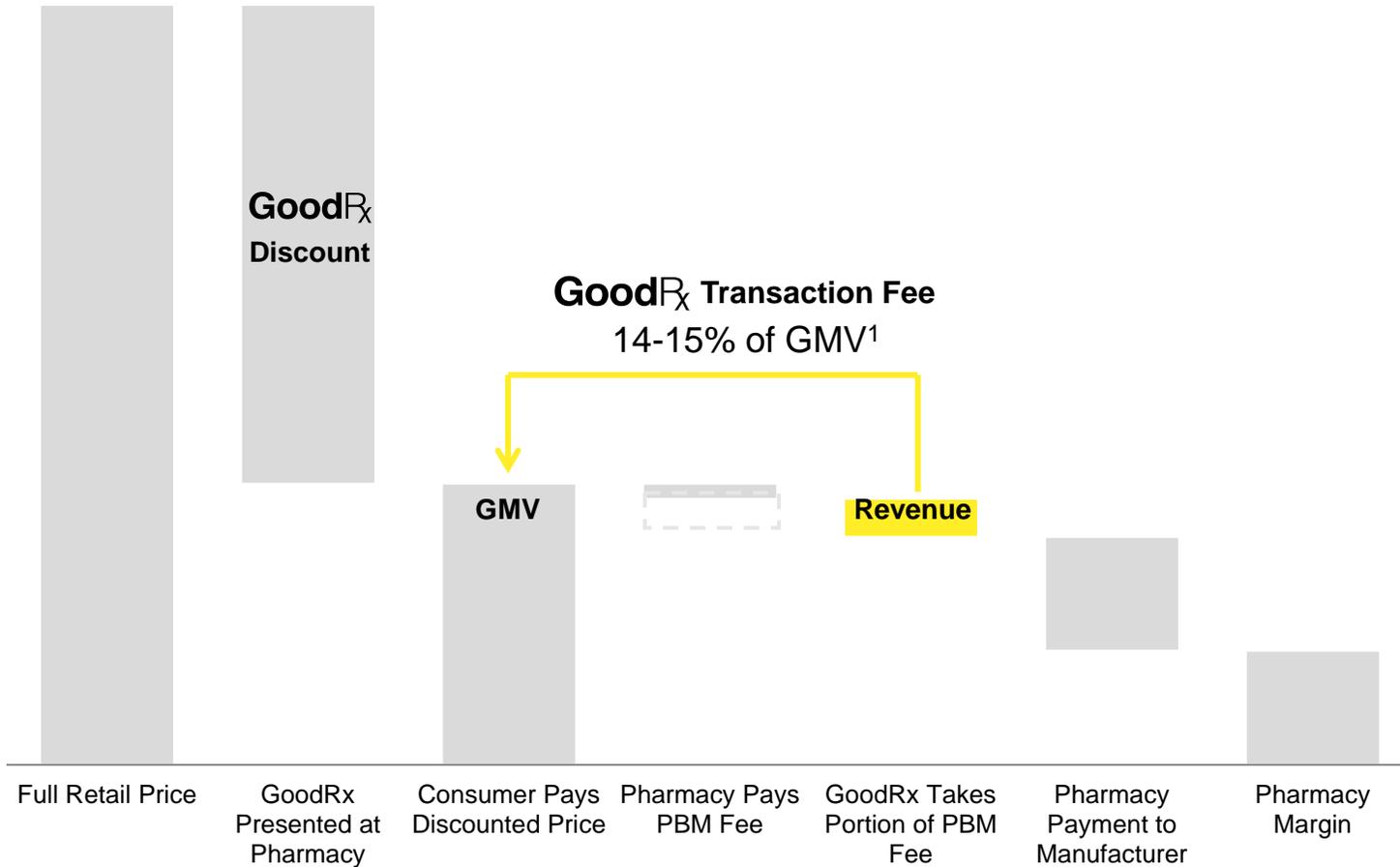
20% of GoodRx searches are for brand drugs¹

20% of consumers don't have a prescription²

Expanding services and solutions

1. Internal data, 2019.
2. Internal data, 2020.

Prescription transaction example



Consumer Seeks New Prescription
Shelf prices vary widely across pharmacies



GoodRx Presented at Pharmacy
GoodRx becomes benefit of record



Consumer Pays Discounted Price
This is GMV



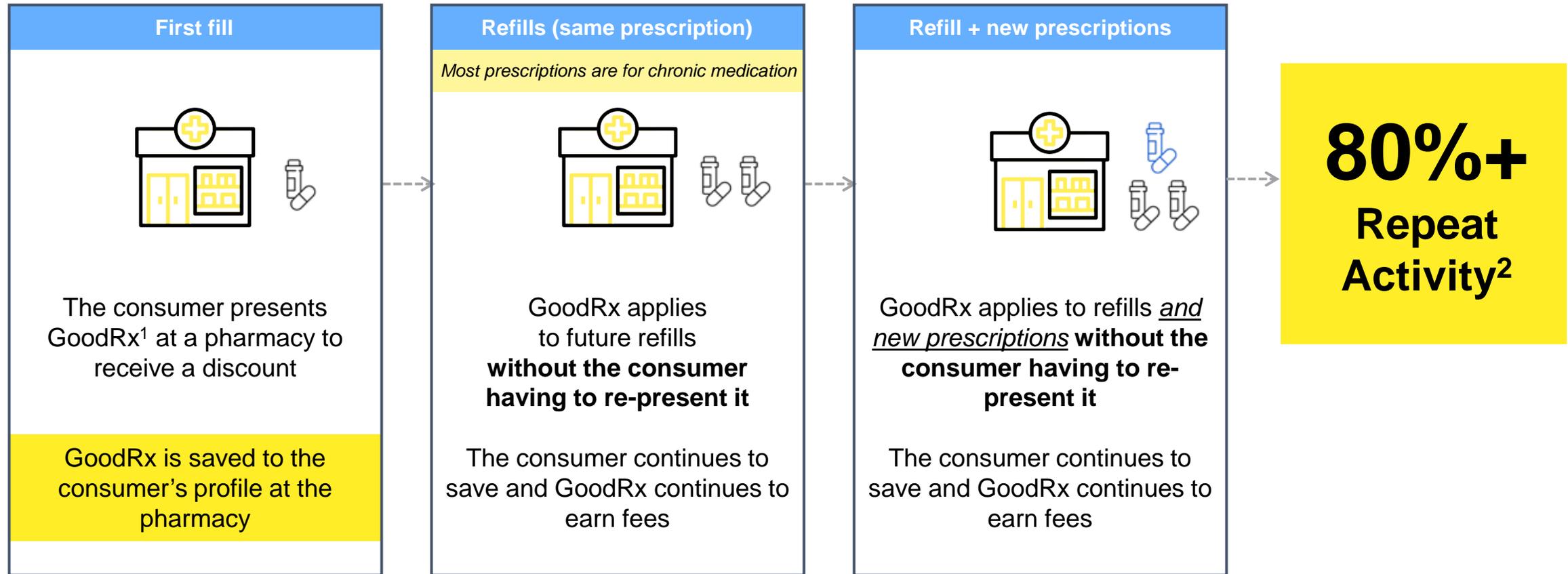
Pharmacy Pays PBM Fee
PBM receives fee



GoodRx Takes Portion of PBM Fee
This is revenue

1. Calculated as revenue from the core prescriptions product over GMV. 14.4% in 2019

Multi-fill recurring usage drives repeat activity

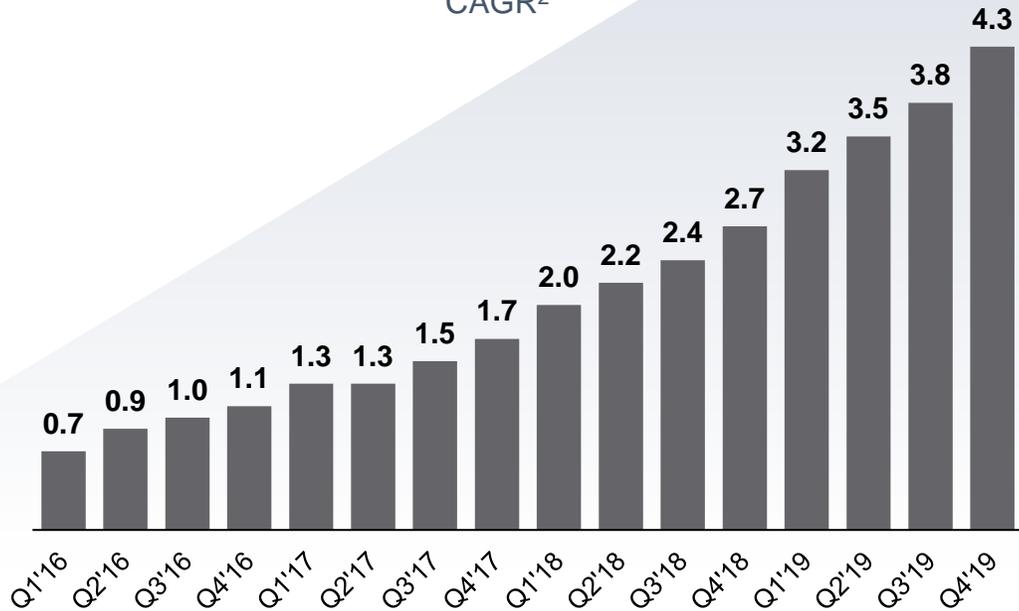


1. GoodRx provides adjudication information that is stored by the pharmacy
2. Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-June 30, 2020

Strong consumer and GMV growth at scale

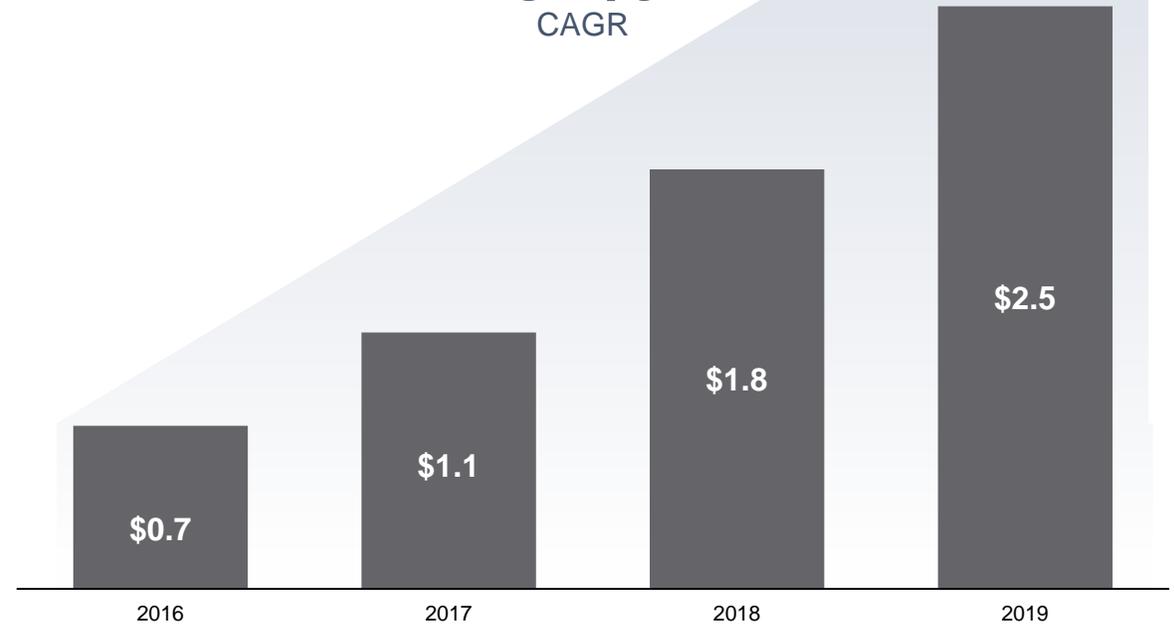
Monthly Active Consumers¹ (M)

59%
CAGR²



GMV³ (\$Bn)

52%
CAGR



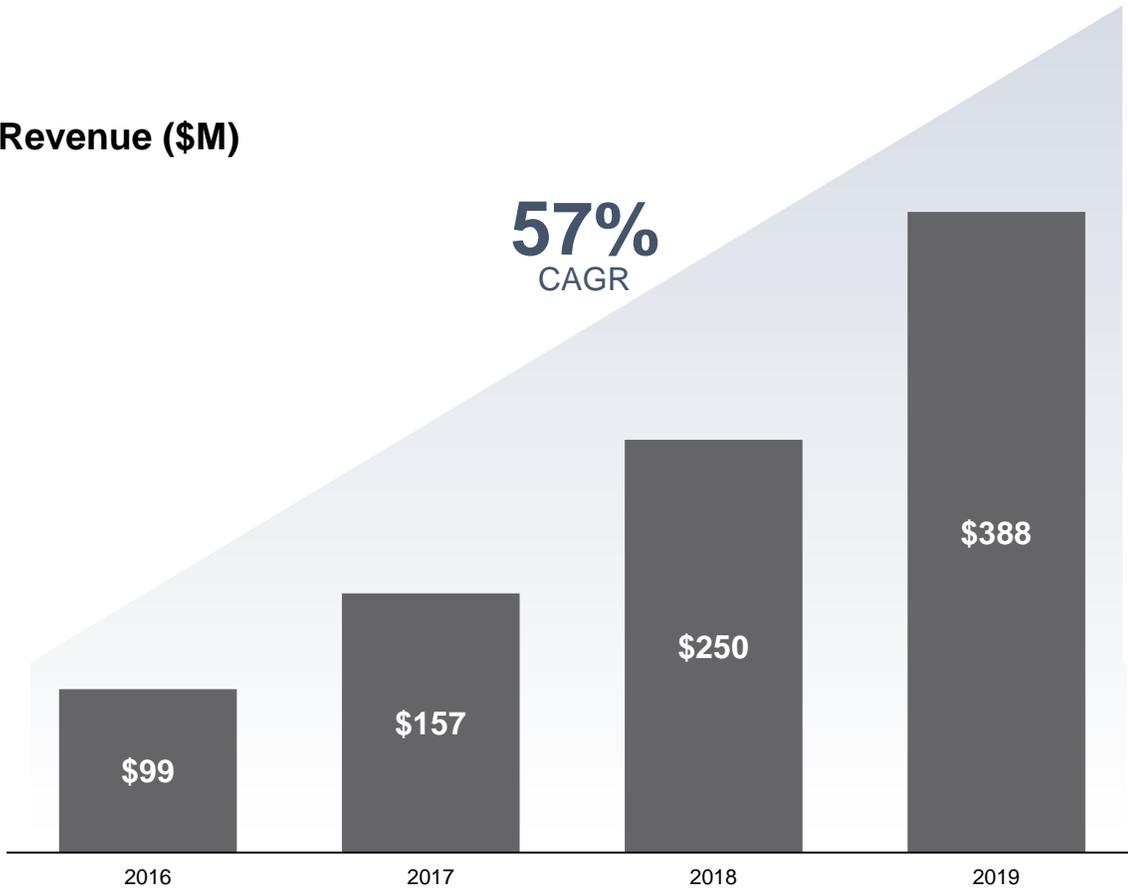
1. Refers to the number of unique consumers who have used a GoodRx code to purchase a prescription medication in a given calendar month and have saved money compared to the list price of the medication. A unique consumer who uses a GoodRx code more than once in a calendar month to purchase prescription 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. Monthly Active Consumers do not include subscribers to our subscription offerings, consumers of our pharmaceutical manufacturers solutions offering, or consumers who used our telehealth offerings. When presented for a period longer than a month, Monthly Active Consumers is averaged over the number of calendar months in such period.

2. CAGR represents 2016 – 2019 Monthly Active Consumer metrics

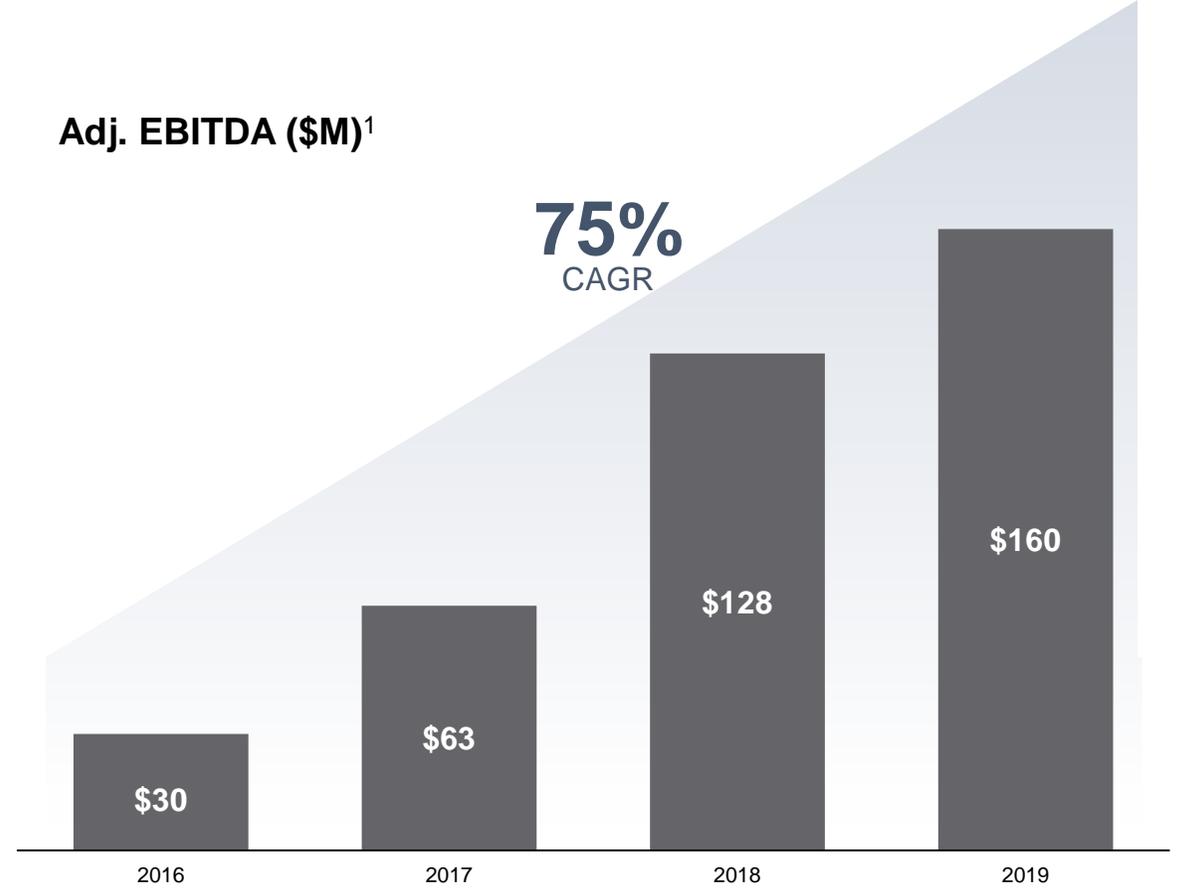
3. GMV represents gross merchandise value, which is the aggregate price paid by our consumers who used a GoodRx code available through our platform for their prescriptions during such period. GMV excludes any prices paid by consumers linked to our other offerings, including our subscription offerings.

Strong revenue growth uniquely coupled with high profitability

Revenue (\$M)



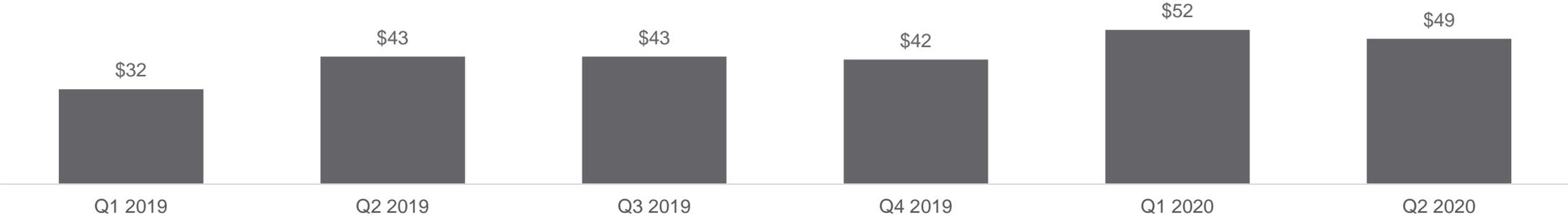
Adj. EBITDA (\$M)¹



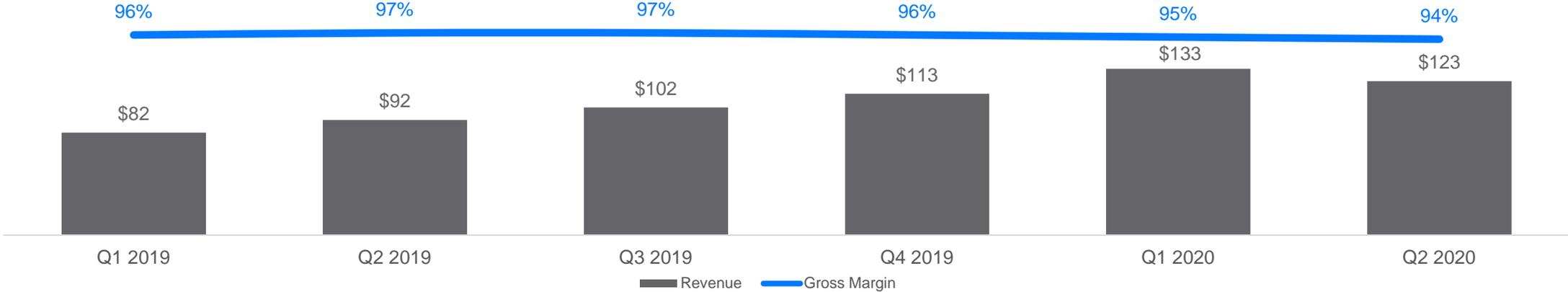
1. Adjusted EBITDA is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, stock-based compensation expense, loss on extinguishment of debt, financing related expenses, cash bonuses to vested option holders and other expense (income), net. For a reconciliation of net income, the most directly comparable GAAP financial measure, to adjusted EBITDA, see reconciliation slide in the appendix.

Consistent and strong performance

Adj. EBITDA (\$M)¹, Q1'19 – Q2'20



Revenue (\$M) and Gross Margin, Q1'19 – Q2'20:



1. Adjusted EBITDA is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, stock-based compensation expense, loss on extinguishment of debt, financing related expenses, cash bonuses to vested option holders and other expense (income), net. For a reconciliation of net income, the most directly comparable GAAP financial measure, to adjusted EBITDA, see reconciliation slide in the appendix.

Building the leading digital platform for consumer healthcare

Transparency and **trust** is core to our platform

Consumer first approach is always **top of mind**

Macro trends drive the need for our solutions and technology

First mover advantage and **partnership strategy** create **deep competitive moat**

Every transaction reinforces **value proposition** to the ecosystem

Unique combination of **scale, high-growth** and **profitability**

Opportunity to become **the** leading digital healthcare platform in the United States

Thank You

www.goodrx.com



Appendix



Adjusted EBITDA Reconciliation

(dollars in thousands)	2016	2017	2018	2019
Net Income	\$8,913 ¹	\$28,772 ¹	\$43,793	\$66,048
Interest income	(21)	(24)	(154)	(715)
Interest expense	3,541	6,970	22,193	49,569
Income tax expense	6,188	10,931	8,555	16,930
Depreciation and amortization ¹	9,089	9,099	9,806	13,573
Other expense (income), net	154	(5)	7	2,967
Loss on extinguishment of debt ²	-	3,661	2,857	4,877
Cash bonuses to vested option holders ³	-	1,400	38,800	-
Financing related expenses ⁴	-	-	-	463
Acquisition related expenses	142	2	15	2,170
Stock-based compensation	2,002	2,150	1,762	3,747
Adjusted EBITDA^{5, 6}	\$30,008	\$62,956	\$127,634	\$159,629
<i>Adjusted EBITDA Margin</i>	30.2%	40.0%	51.2%	41.1%

1. 2016 and 2017 were audited using private company standards. Net Income and Depreciation and Amortization presented reflect the elimination of goodwill amortization due to shift away from private company GAAP and to make them comparable to 2018 and 2019 audited

2. Related to early repayment of debt

3. \$38.8m in 2018 reflect bonuses paid to vested option holders in connection with special dividend payments made to stockholders

4. Financing related expenses include third party fees for actual or planned acquisitions including related legal, consulting, and other expenditures, and retention bonuses to employees related to acquisitions

5. Adjusted EBITDA is a non-GAAP financial metric

6. Totals may not sum due to rounding

Adjusted EBITDA Reconciliation

(dollars in thousands)	Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20
Net Income	\$11,552	\$19,650	\$19,619	\$15,227	\$27,346	\$27,337
Interest income	(129)	(180)	(271)	(135)	(75)	(41)
Interest expense	13,399	13,280	12,773	10,117	8,638	6,795
Income tax expense	3,175	5,317	5,727	2,711	7,766	7,661
Depreciation and amortization	2,622	3,124	3,609	4,218	4,345	4,521
Other expense (income), net	(2)	3	(4)	2,970	(5)	(16)
Loss on extinguishment of debt	-	-	-	4,877	-	-
Financing related expenses ¹	-	-	85	378	1,118	188
Acquisition related expenses ²	561	413	685	511	463	780
Stock-based compensation ³	832	904	956	1,055	2,210	2,121
Adjusted EBITDA^{4, 5}	\$32,010	\$42,511	\$43,179	\$41,929	\$51,806	\$49,346
<i>Adjusted EBITDA Margin</i>	39.2%	46.4%	42.4%	37.0%	38.8%	40.0%

1. Financing related expenses include third party fees related to proposed financings

2. Acquisition related expenses include third party fees for actual or planned acquisitions, including related legal, consulting and other expenditures, and retention bonuses to employees related to acquisitions

3. Non-cash expenses related to equity-based compensation programs, which vary from period to period depending on various factors including the timing, number, and the valuation of awards

4. Adjusted EBITDA is a non-GAAP financial metric

5. Totals may not sum due to rounding

Adjusted Operating Expenses Reconciliation

(dollars in thousands)	2018	2019	H12020A
Product Development and Technology	43.9	29.3	22.3
Cash Bonuses to Vested Options Holders ¹	(29.2)	--	--
Acquisition and Financing Costs ^{2,3}	--	(0.6)	(0.8)
Stock Based Compensation	(1.0)	(1.8)	(1.8)
Adjusted Product Development and Technology^{4,5}	13.7	26.9	19.7
Sales and Marketing	104.2	177.0	115.1
Cash Bonuses to Vested Options Holders ¹	(6.9)	--	--
Stock Based Compensation	(0.5)	(1.3)	(1.5)
Adjusted Sales and Marketing^{4,5}	96.8	175.7	113.6
General and Administrative	8.4	14.7	12.2
Cash Bonuses to Vested Options Holders ¹	(2.7)	--	--
Acquisition and Financing Costs ^{2,3}	--	(2.0)	(1.8)
Stock Based Compensation	(0.2)	(0.7)	(1.0)
Adjusted General and Administrative^{4,5}	5.4	12.0	9.4

1. \$38.8m in 2018 reflect bonuses paid to vested option holders in connection with special dividend payments made to stockholders

2. Acquisition related expenses include third party fees for actual or planned acquisitions, including related legal, consulting and other expenditures, and retention bonuses to employees related to acquisitions

3. Financing related expenses include third party fees related to proposed financings

4. Non-GAAP Financial Metric

5. Totals may not sum due to rounding