



To acquire



Investor Presentation
March 7, 2022

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GoodRx pharma manufacturer solutions



Fast growing with attractive economics



Current relationships with pharma manufacturers are expanding



Shifts to digital marketing and solutions by pharma manufacturers create attractive macro tailwinds



Innovative solutions that address challenges to access and adherence



Attractive growth opportunity across the pharma manufacturer universe



vitaCare improves patient outcomes

The Problem



1. Sources: IQVIA, FDA, DrFirst

2. Note: Non-specialty brands for brick and mortar pharmacies



VitaCare is a technology and services platform that helps patients navigate key access and adherence barriers for brand medications

Solution

**Prescribing
decision made**

Physician sends Rx to **vitaCare**

**vitaCare
Engagement**

vitaCare processes prescriptions, **supports patient journey**, including facilitating access to appropriate **manufacturer savings programs**

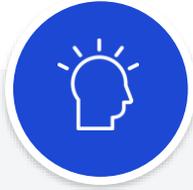
**Optimized
Fulfillment**

Prescriptions primarily dispensed from a **partner pharmacy**

Adherence

vitaCare ecosystem supports ongoing **patient adherence**

vitaCare is expected to expand the GoodRx pharma offering across the patient journey



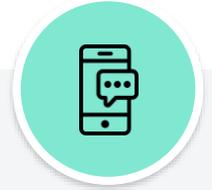
Awareness

- GoodRx editorial content
- HealthiNation from GoodRx video content
- Sponsored listings and fixed placement advertisement



Access

- Patient Navigator
- Copay and cash program integrations
- Clinical trial enrollment
- Care Portals



Adherence

- Tech-enabled Nurse Chat
- Data driven adherence platform



- HCP detailing offerings

- Help patients understand coverage and cost
- Facilitate patient savings access
- Fulfillment options via pharmacy partner network

- Support patient with prescription refill and renewal
- Patient education

vitaCare and GoodRx's pharma manufacturer solutions business are highly complementary



Strong Relationships

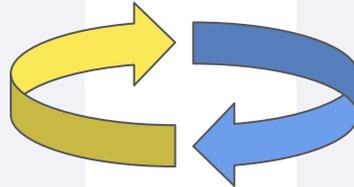
Client relationships with leading manufacturers

High HCP Awareness & Affinity

88% HCP awareness¹; 90 NPS with HCPs and consumers²

Robust Traffic

6.4m monthly active consumers³ and 1.2m subscribers⁴, millions more monthly visitors; 700k active HCPs since June '21⁵



Purpose Built Platform

Customized pharmacy technology and business processes to aid patients and brands

Strong Partner Network

Robust network of digitally connected pharmacy partners

Demonstrated Value

Demonstrated value via increased access and adherence

1. Based on an internal survey run in July 2020.

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

3. Monthly Active Consumers (MACs) 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 pharma manufacturer solutions offering, or consumers who use our telehealth offerings. When presented for a period longer than a month, Monthly Active Consumers are averaged over the number of calendar months in such period. Monthly Active Consumers from acquired companies are only included beginning in the first full quarter following the acquisition. RxSaver Monthly Active Consumers have been included as of the beginning of the third quarter of 2021, and are estimated due to incomplete consumer information.

4. Represents the ending subscription plan balance across both of our subscription offerings, GoodRx Gold and Kroger Savings Club.

5. Per DMD / IQVIA data.

Overview of transaction



GoodRx

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Terms

Acquisition of 100% of vitaCare Prescription Services for **\$150 million of cash**. An earnout of up to **\$7 million in cash** is achievable based on vitaCare's financial performance in **2022 and 2023**.

Structure / Leadership

vitaCare's existing leadership will continue to operate the business as part of **GoodRx's** pharma manufacturer solutions business.

Timing to Close

We expect to close the transaction in **mid-2022**, subject to the satisfaction of customary closing conditions.

Financial Impact

We expect the transaction to contribute **under 1% to our overall revenue** and reduce adjusted EBITDA margin by approximately **2% in 2022**, assuming the transaction closes mid-year. We expect the business to **grow in revenue and profitability** in future years but not materially impact our long-term guidance.

