



To acquire



**Investor Presentation**  
**March 7, 2022**

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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 the benefits of the vitaCare acquisition, the expected timing of the closing of the vitaCare acquisition, if at all, the impact to future financial results from the vitaCare acquisition, our relationships with manufacturers and the services we provide 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, the satisfaction of the closing conditions of the vitaCare acquisition, risks associated with acquired businesses, including the ability to integrate acquired operations, products, and technologies in our business; risks associated with the Company's acquisition strategy; failure to realize the full value of goodwill and intangible assets; restructuring risk; and the other important factors discussed under the caption "Risk Factors" in GoodRx's Annual Report on Form 10-K for the year ended December 31, 2021, and our other filings with the SEC. These factors could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Any such forward-looking statements represent management's estimates as of the date of this presentation. 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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# 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



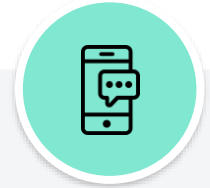
## Awareness

- 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

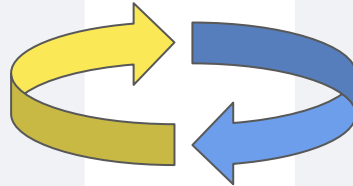
Client relationships with leading manufacturers

## High HCP Awareness & Affinity

88% HCP awareness<sup>1</sup>; 90 NPS with HCPs and consumers<sup>2</sup>

## Robust Traffic

6.4m monthly active consumers<sup>3</sup> and 1.2m subscribers<sup>4</sup>, millions more monthly visitors; 700k active HCPs since June '21<sup>5</sup>



## 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.

