GoodRx 101

Building the Leading Digital Platform for Consumer Healthcare

September 2021
Disclaimer

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We’re here to help.

“I know with GoodRx I’m going to be able to afford my prescriptions.”

— Brenda S., GoodRx Consumer
We’re here to help.

“GoodRx is giving patients access to medicines that they wouldn't otherwise be able to afford.”

— Dr. Joe Flores, California
Today’s large consumer spending markets are served by successful consumer-focused, tech-enabled solutions

- **Restaurants**: $0.8Tn
- **Transportation**: $1.2Tn
- **Travel**: $1.5Tn
- **Education**: $1.5Tn
- **Real Estate**: $2.8Tn


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 $0.8Tn  Transportation² $1.2Tn  Travel³ $1.5Tn  Education⁴ $1.5Tn  Real Estate⁵ $2.8Tn  Healthcare⁶ $4.0Tn

High level of spend does not drive results

<table>
<thead>
<tr>
<th>Health Care System Performance Rankings</th>
<th>OVERALL RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>7</td>
</tr>
<tr>
<td>Germany</td>
<td>8</td>
</tr>
<tr>
<td>Canada</td>
<td>9</td>
</tr>
<tr>
<td>France</td>
<td>10</td>
</tr>
<tr>
<td>United States</td>
<td>11</td>
</tr>
</tbody>
</table>

Lowest healthcare quality\(^1\)…

…with some of the highest costs\(^2\)

Per capita spend on healthcare by Americans compared to citizens of other OECD countries\(^3\)

66% of all personal bankruptcies are linked to medical costs\(^4\)

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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)
Challenges exist for both insured and uninsured, and the cost is significant

GoodRx helps insured & uninsured consumers¹

20-30% of prescriptions in the U.S. not filled²

$ Nearly $300Bn in cost from non-adherence³

Someone dies every 4 minutes in the U.S. from not taking prescribed medicine as directed or at all⁴

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¹ GoodRx survey, July 2020
² Internal estimate; Annals of Internal Medicine: The incidence and determinants of primary nonadherence with prescribed medication in primary care: a cohort study.
³ New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018
⁴ American Journal of Health System Pharmacy: Meta-analysis of trials of interventions to improve medication adherence.
Help Americans get the healthcare they need at a price they can afford
We started with prescriptions and have expanded our platform

US healthcare market
$4.0 Trillion¹

- 5Bn+ annual prescriptions²
- 800M+ 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 continues to expand, encompassing more of the consumer healthcare journey.

Our growing extensible platform allows us to continue to add valuable services for the millions of healthcare providers and consumer visitors that use our platform.
## Our success through the numbers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Visitors</td>
<td>~20M</td>
</tr>
<tr>
<td>Pharmacies with up-to-date prices</td>
<td>70,000+</td>
</tr>
<tr>
<td>Prescribers have a patient who has used GoodRx</td>
<td>2M+</td>
</tr>
<tr>
<td>Provider Net Promoter Score</td>
<td>90</td>
</tr>
<tr>
<td>Consumer Net Promoter Score</td>
<td>90</td>
</tr>
<tr>
<td>Estimated cumulative consumer savings</td>
<td>$30Bn+</td>
</tr>
<tr>
<td>Repeat Activity</td>
<td>80%+</td>
</tr>
<tr>
<td>2Q21 LTM Revenue</td>
<td>$631M</td>
</tr>
<tr>
<td>2Q21 YoY Revenue Growth</td>
<td>43%</td>
</tr>
<tr>
<td>2Q21 LTM Adjusted EBITDA Margin</td>
<td>33%</td>
</tr>
</tbody>
</table>

1. 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. As of 1Q21.
2. As of September 2021.
3. Consumer NPS based on survey ran in July 2021; Provider NPS based on survey ran in September 2021.
4. As of May 13, 2021. 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.
5. Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-June 30, 2021.
6. Adjusted EBITDA is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income (loss) before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, cash bonuses to vested option holders, stock-based compensation expense, payroll tax expense related to stock-based compensation, loss on extinguishment of debt, financing related expenses, loss on abandonment and impairment of operating lease assets, charitable stock donation and other expense (income), net. For a reconciliation of net income (loss), the most directly comparable GAAP financial measure, to Adjusted EBITDA, see reconciliation slide in the appendix.
Build the leading digital platform for consumer healthcare

Our Vision
GoodRx provides solutions across the healthcare journey

**Content**

**GoodRx Health**
A next-generation online health resource where doctors, pharmacists and editorial experts provide answers to thousands of health questions

**Prescriptions**

**GoodRx**
Price discovery, comparison and discounts on prescriptions

**Subscriptions**

**GoodRx Gold**
Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits

**Pharma Manufacturer Solutions**

**GoodRx Pharma Manufacturer Solutions**
Brand drug awareness, access and adherence solutions for healthcare providers and patients

**Telehealth**

**GoodRx Care**
Online primary care visits and lab-testing services
GoodRx provides solutions across the healthcare journey

<table>
<thead>
<tr>
<th>Content</th>
<th>Prescriptions</th>
<th>Subscriptions</th>
<th>Pharma Manufacturer Solutions</th>
<th>Telehealth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GoodRx Health</strong></td>
<td><strong>GoodRx</strong></td>
<td><strong>GoodRx Gold</strong></td>
<td><strong>GoodRx Pharma Manufacturer Solutions</strong></td>
<td><strong>GoodRx Care</strong></td>
</tr>
<tr>
<td>A next-generation online health resource where doctors, pharmacists and editorial experts provide answers to thousands of health questions</td>
<td>Price discovery, comparison and discounts on prescriptions</td>
<td>Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits</td>
<td>Brand drug awareness, access and adherence solutions for healthcare providers and patients</td>
<td>Online primary care visits and lab-testing services</td>
</tr>
</tbody>
</table>
Introducing GoodRx Health. The health answers you need.

- **GoodRx Answers**
  Thousands of articles with research-backed answers to health questions

- **Personalized Newsletters**
  Information on the conditions and topics users care about, delivered every week

- **Video Explainers**
  Easy to understand guidance from healthcare experts

- **Health Wizards**
  Custom tools using data to help navigate tough choices

**350+**
Health conditions covered

**2,500+**
Videos in GoodRx library
Content-driven top of funnel expansion helps fuel consumer acquisition and engagement and further propels pharma manufacturer solutions growth

Massive demand for health and wellness information...

3.1B
Monthly healthcare information searches¹

...creates opportunities across the GoodRx platform

Consumer insights
Educate users and build pre-transaction readiness

Conversion to MAC and Subscribers
Reach consumers interested in healthcare research with price discovery and discounts

Broader audiences for pharma manufacturers
Enable bigger, broader awareness opportunities within the GoodRx ecosystem for new and existing partners

Cross-selling to other GoodRx products
Provide additional telehealth cross-sell opportunities

Enables new M&A opportunities
Broader consumer and provider audiences and needs create new M&A opportunities

Our COVID Vaccine Finder exemplifies our massive reach and ability to create pre-transaction relationships; used by 15M+ Americans and adding 2.5M+ contactable visitors to our database in a few months

¹ Calculated based on the around 7% of Google’s daily health related searches as of March 2019, which is equivalent to 70,000 every minute. Source: https://www.telegraph.co.uk/technology/2019/03/10/google-sifting-one-billion-health-questions-day/
GoodRx provides solutions across the healthcare journey

**Content**

*GoodRx Health*

A next-generation online health resource where doctors, pharmacists and editorial experts provide answers to thousands of health questions

**Prescriptions**

*GoodRx*

Price discovery, comparison and discounts on prescriptions

**Subscriptions**

*GoodRx Gold*

Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits

**Pharma Manufacturer Solutions**

*GoodRx Pharma Manufacturer Solutions*

Brand drug awareness, access and adherence solutions for healthcare providers and patients

**Telehealth**

*GoodRx Care*

Online primary care visits and lab-testing services
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 prices in Santa Monica, CA as of 9/21/21**

**Complexity also creates significant price variability in the same geography**

<table>
<thead>
<tr>
<th>Generics</th>
<th>CVS Pharmacy</th>
<th>Costco Wholesale</th>
<th>Ralphs</th>
<th>Safeway</th>
<th>Walgreens</th>
<th>Walmart</th>
<th>Price Variability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atorvastatin Generic Lipitor 30 capsules, 40mg</td>
<td>$20.90</td>
<td>$14.99</td>
<td>$9.90</td>
<td>$12.84</td>
<td>$21.15</td>
<td>$15.00</td>
<td>113%</td>
</tr>
<tr>
<td>Carvedilol Generic Coreg 60 capsules, 25mg</td>
<td>$33.40</td>
<td>$10.99</td>
<td>$10.45</td>
<td>$8.67</td>
<td>$36.89</td>
<td>$4.00</td>
<td>822%</td>
</tr>
<tr>
<td>Bimatoprost Generic Latisse 1 bottle (0.03%), 5ml</td>
<td>$50.00</td>
<td>$95.66</td>
<td>$50.50</td>
<td>$108.08</td>
<td>$59.49</td>
<td>$144.20</td>
<td>188%</td>
</tr>
<tr>
<td>Aripiprazole Generic Abilify 30 tablets, 5mg</td>
<td>$225.78</td>
<td>$10.99</td>
<td>$12.95</td>
<td>$10.17</td>
<td>$252.77</td>
<td>$19.59</td>
<td>2,385%</td>
</tr>
</tbody>
</table>

**Brand**

<table>
<thead>
<tr>
<th>Drug</th>
<th>Price Variability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lantus Brand drug 1 carton</td>
<td>Free with co-pay assistance</td>
</tr>
<tr>
<td>Proair Brand drug 1 hfa inhaler</td>
<td>Point of Sale rebate</td>
</tr>
</tbody>
</table>
GoodRx empowers the consumer

- Single access point
- Greater transparency
- Convenience
- Accelerating cost savings

PBMs
Pharmacies
Proprietary Technology
Manufacturers
Medicare
Patient Assistance Programs

Pharmacy A $15.02
Pharmacy B $38.70
Pharmacy C $159.48

Doctor Visit A
Doctor Visit B
Doctor Visit C

On-Demand Consult A
On-Demand Consult B
On-Demand Consult C

Note: Represents illustrative drivers of Rx pricing and end consumer purchase decision.
We combine a 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**
- Proprietary pricing engine
- Constant data refresh
- Secure
- Scalable
- AI / ML
- Living database

230bn+ daily pricing data points distilled into real-time data
Getting pharmacy right is not easy

Store-Specific Pharmacy Supply Chain Data
Pharmacies switch suppliers / manufacturers frequently, causing price variability

Dispensing Tendencies
Dispensing decisions to combine or split bulk quantities impact price

Days Supply / Quantity Decisions
Rxs with the same quantity can be priced differently based on the prescribed days supply

Pharmacy Groupings
PBMs price groups of pharmacies differently, which is especially relevant for multi-banner retailers and pharmacy consolidation

PBM / Pharmacy System Communication
PBMs don't always provide accurate data to retailers - GoodRx proactively overrides inaccuracies for consumers

U&C Management
List prices vary by pharmacy, which can impact price

Predicting Consumer Behavior
Consumers frequently don't understand dosages or forms of a drug can vary – GoodRx predicts this for consumers

State-specific Exceptions
Taxes and regulations vary by state and can impact price

Pet Meds
Pet med prescriptions require specific exclusions and pricing changes as compared to human meds

Pharma Manufacturer Discount Programs
Eligibility, enrollment procedures, and program details constantly change

GoodRx manages **over 230 billion of data points daily**, has dedicated pricing experts (ex-McKesson, ex-Express Scripts, etc.), and **employs machine learning** to constantly refine the consumer experience and price accuracy
Simple and powerful for consumers…

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

Developing provider specific features/tools

- **Access** pricing data
- **Digital tools** to communicate savings to patients
- **Educational** materials and collateral
- **EHR integrations**
Consumers and healthcare providers love us

NPS Scores\(^1\)

```
  Humana  UnitedHealth Group  Google  Disney  Amazon  Netflix  GoodRx  GoodRx
  32      40                  50      50      61      64      90\(^2\)    90\(^2\)

1. Non-GoodRx NPS sourced from Consumer Gauge. Netflix, 2018; Amazon, 2017; Disney, 2013; Google, 2017; UnitedHealth Group, 2018; Humana, 2014.
4. As of September 24, 2021.
```

“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, Patient*\(^3\)

4.8 Stars on >800K reviews\(^4\)
GoodRx delivers value to multiple constituents, starting with consumers and health care providers

$30B+
All-Time
Consumer
Savings¹

Increased
Foot Traffic

Pharmacies

Customer
Satisfaction

90
Net Promoter
Score²

Proven Growth
Channel

Physicians

Long-term
Partnerships

$30B
Costs From
Non-Adherence³

Engage & Convert
High-Intent Users

Payers

Targeted Advertising
to High Intent
Consumers

Manufacturers

1. As of May 13, 2021. 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, September 2021.

Our network strengthens with every transaction

Feedback loop creates a hard-to-replicate virtuous cycle

- Leading Platform
- Trusted Brand
- Product Expansion
- Scale Further Improves Pricing
- Expanding Unit Economics
- Strong Consumer Savings
GoodRx unlocks incremental GMV in an already large market

- U.S. prescription drug spend is projected to grow 5.7% per year
- Increasing GoodRx discounts (79% in 2020, up from 59% in 2016) further drive accessible TAM by beating insured prices
- Increase in utilization management, rising copays and deductibles makes insured benefits less rich and more challenging to use

Prescription Medication TAM: $360Bn
Opportunity on Unfilled Prescriptions: $164Bn
Total Prescriptions TAM: $524Bn

Assumes 100% Fill Rate
20-30% Of prescriptions Are Not Filled
Cost Is a Leading Reason

1. Prescription drugs market size based on CMS projected 2020 market size of $360 Bn + company estimate regarding unfilled prescriptions
2. Source: CMS. Growth projection is for years 2020 through 2028
1. GoodRx visitor survey, July 2020
2. Based on a GoodRx study, The GoodRx Effect, comparing the discounted GoodRx price to the cash/Usual & Customary price charged by pharmacies. In 2020, over 55% of prescriptions filled using GoodRx (including our Gold and Kroger membership savings programs) were cheaper than the average commercial insurance copays for the 100 most purchased medications, based on industry data. When GoodRx users paid less than average commercial insurance copays, they saved on average 52% off average commercial insurance copays in 2020.

We help both insured and uninsured consumers

- GoodRx beat the average copay price 55% of the time, saving an average of 52%, for top drugs

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uninsured</td>
<td>26%</td>
</tr>
<tr>
<td>Medicaid</td>
<td>4%</td>
</tr>
<tr>
<td>Medicare</td>
<td>34%</td>
</tr>
<tr>
<td>Commercial</td>
<td>36%</td>
</tr>
</tbody>
</table>

1. Based on a GoodRx study, The GoodRx Effect, comparing the discounted GoodRx price to the cash/Usual & Customary price charged by pharmacies. In 2020, over 55% of prescriptions filled using GoodRx (including our Gold and Kroger membership savings programs) were cheaper than the average commercial insurance copays for the 100 most purchased medications, based on industry data. When GoodRx users paid less than average commercial insurance copays, they saved on average 52% off average commercial insurance copays in 2020.
Strong and improving per transaction economics

- Take rate improved to ~15-16% in 2021
- PBM network continues to expand
- PBMs are fixed cost players that benefit from incremental volume

Consumers present GoodRx at one of 70,000 pharmacies (or refill at their preferred pharmacy with stored GoodRx information) for an average discount of 79% off their prescription medication

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1. 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.
2. PBM refers to a pharmacy benefit manager. 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.
3. When a consumer uses GoodRx, their profile is saved at the pharmacy. From then on, GoodRx typically applies to all future refills as well as, in many cases, fills for other prescriptions at that location, without the consumer having to re-present their GoodRx information.
4. Based on internal data; average discount in 2020, comparing the GoodRx discounted price to the usual and customary, or cash price.
### Multi-fill recurring usage drives repeat activity

<table>
<thead>
<tr>
<th>First fill</th>
<th>Refills (same prescription)</th>
<th>Refill + new prescriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="First fill icon" /></td>
<td><img src="image" alt="Refills icon" /></td>
<td><img src="image" alt="Refill + new prescriptions icon" /></td>
</tr>
</tbody>
</table>

- **The consumer presents GoodRx** at a pharmacy to receive a discount.
- **GoodRx is saved to the consumer’s profile at the pharmacy**.

- **Refills (same prescription)**:
  - GoodRx applies to future refills **without the consumer having to re-present it**.
  - The consumer continues to save and GoodRx continues to earn fees.

- **Refill + new prescriptions**:
  - GoodRx applies to refills **and new prescriptions without the consumer having to re-present it**.
  - The consumer continues to save and GoodRx continues to earn fees.

**80%+ Repeat Activity**

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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, 2021.
Strong consumer growth and reach

Monthly Active Consumers\(^1\) (M):

- **Monthly Active Consumers (MACs):** the number of unique consumers who use our Prescription Transactions offering to save money at a pharmacy in a given month.
- When presented for a quarter, it is the average of the monthly MACs in that quarter.

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. Beginning in the fourth quarter of 2020, our Monthly Active Consumers number includes consumers we acquired through the acquisition of Scriptcycle in August 2020. Monthly Active Consumers from acquired companies are only included beginning in the first full quarter following the acquisition.
Over 40% year-over-year user growth in our prescription-related offerings

### Monthly Active Consumers (excl. RxSaver)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Count</th>
<th>YOY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 '21</td>
<td>6,002K</td>
<td>+36%</td>
</tr>
<tr>
<td>Q2 '20</td>
<td>4,418K</td>
<td></td>
</tr>
</tbody>
</table>

Exit the quarter with

7.5M+ Consumers of our prescription-related offerings

June MACs + subscription user count

### Subscription Plans

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Count</th>
<th>YOY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 '21</td>
<td>1,051K</td>
<td>+86%</td>
</tr>
<tr>
<td>Q2 '20</td>
<td>564K</td>
<td></td>
</tr>
</tbody>
</table>

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1. Monthly Active Consumers (MACs) represent 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. Beginning in the fourth quarter of 2020, our Monthly Active Consumers number includes consumers we acquired through the acquisition of Scriptcycle in August 2020. Monthly Active Consumers from acquired companies are only included beginning in the first full quarter following the acquisition. RxSaver’s MAC count is therefore not included. Monthly Active Consumers do not include subscribers to our subscription offerings, consumers of our pharma manufacturer 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 calendar months in such period.

2. Represents the ending subscription plan balance across both of our subscription plans, GoodRx Gold and Kroger Savings Club.
GoodRx provides solutions across the healthcare journey

**Content**

**GoodRx Health**
A next-generation online health resource where doctors, pharmacists and editorial experts provide answers to thousands of health questions

**Prescriptions**

**GoodRx**
Price discovery, comparison and discounts on prescriptions

**Subscriptions**

**GoodRx Gold**
Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits

**Pharma Manufacturer Solutions**

**GoodRx**
Brand drug awareness, access and adherence solutions for healthcare providers and patients

**Telehealth**

**GoodRx Care**
Online primary care visits and lab-testing services
86% YoY subscriber growth further extends our prescription user reach

Paid Subscriptions: Plan¹ and Member Count (M):

- Plans
- Incremental Family Members

<table>
<thead>
<tr>
<th></th>
<th>Q1’20</th>
<th>Q2’20</th>
<th>Q3’20</th>
<th>Q4’20</th>
<th>Q1’21</th>
<th>Q2’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
<td>0.8</td>
<td>0.9</td>
<td>1.1</td>
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<tr>
<td></td>
<td>0.7</td>
<td>0.9</td>
<td>1.0</td>
<td>1.2</td>
<td>1.4</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Prescription Transactions

Low Friction
One size fits all

Subscriptions
Relationship
Personalized

1. Represents the ending subscription plan balance across both of our subscription plans, GoodRx Gold and Kroger Savings Club.
Subscription products deliver more value to consumers and drive higher lifetime value to us.

**GoodRx Gold**

- Prescription Savings
- Home Delivery
- Discounted Telehealth

We plan to continue to increase value for Gold subscribers by adding additional benefits over time.

**Gold Monthly Plan**

- 1,000+ prescriptions under $10 at up to 90% savings off list prices
- Free Mail Delivery
- Discounted Access to Telehealth Services

**Kroger Annual Plan**

- 100+ medications for free, $3, or $6 and additional discounts on 1,000+ other prescriptions
Subscriptions deliver more value to consumers and drive higher lifetime value to us

**Prescription Funnel**

**Prescription Transactions (MAC)**
- No registration or user info required
- Frequency of use (and monetization) varies based on consumer needs:
  - Acute vs. chronic
  - 30 day fills vs. 90 day fills
  - Other financial considerations

**Subscription Plans**
- Registration required and credit card on file
- Frequency of monetization is higher
  - Kroger annual subscription offers revenue certainty throughout the year
  - Strong renewal rates in Kroger and Gold

Subscription plans, which typically come from the same prescription funnel as MACs, give us a closer relationship with the consumer, higher monetization frequency, and therefore higher LTV.
GoodRx provides solutions across the healthcare journey

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**Prescriptions**

**GoodRx**

Price discovery, comparison and discounts on prescriptions

**Subscriptions**

**GoodRx Gold**

Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits

**Pharma Manufacturer Solutions**

Brand drug awareness, access and adherence solutions for healthcare providers and patients

**Telehealth**

**GoodRx Care**

Online primary care visits and lab-testing services
Pharma Manufacturer Solutions is GoodRx’s fastest growing offering with the most attractive economics

<table>
<thead>
<tr>
<th>~20M</th>
<th>Attractive Economics</th>
<th>150%+</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Intent Monthly Visitors</td>
<td>~3X YTD YoY Revenue Growth</td>
<td>Net Revenue Retention</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>20%</th>
<th>19</th>
<th>100+</th>
<th>85%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of GoodRx Searches are for Brand Drugs</td>
<td>Of Top 20 Pharma Manufacturers Work with Us</td>
<td>Pharma Brands We Work With</td>
<td>of Revenue Substantially Flat Fee Based</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10x+</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Traffic than Pharma Manufacturer’s own Drug Sites</td>
<td>~20M</td>
</tr>
</tbody>
</table>

---

1. As of Q1’21.
2. Based on internal data as of Q2’2021.
3. Based on internal analysis comparing the top 100 brand drug volume to GoodRx drug pages compared to the volume on the manufacturer’s own savings portion of their drug sites. Figure reflects avg of all ratios.
6. YTD 2021 Net Revenue Retention compares total revenue generated from all clients in the YTD period ended 6/30/21 to total revenue generated from the same clients in the YTD period ended 6/30/20 (i.e., excludes new client relationships beyond 6/30/2020).
Our deep provider and consumer relationships position us uniquely with pharma manufacturers

GoodRx for Providers

- 400K+ HCPs and HCP offices distribute GoodRx Materials¹
- 88% awareness with HCPs & ~80% recommended GoodRx²
- 25% of platform visitors are HCPs³
- 2M+ prescribers have a patient who used GoodRx¹
- HCP NPS of 90⁴

GoodRx for Consumers

- Access to medication improved according to 93% of HCPs⁵
- Patient adherence improved according to 87% of HCPs⁴
- GoodRx beats insurance 50%+ of the time by an avg of 50%+⁶
- GoodRx users have saved over $30B to date⁷
- Consumer NPS of 90⁴

“GoodRx is giving patients access to medicines that they wouldn't otherwise be able to afford.”
— Dr. Joe Flores, California

---

1. Based on internal data.
2. Based on an internal survey run in July 2020.
3. Based on an internal survey run in September 2021.
5. Based on an internal survey run in July 2021.
6. Based on a GoodRx study. The GoodRx Effect: Comparing the discounted GoodRx price to the cash/Usual & Customary price charged by pharmacies. In 2020, over 55% of prescriptions filled using GoodRx (including our Gold and Kroger membership savings programs) were cheaper than the average commercial insurance copay for the 100 most-purchased medications, based on industry data. When GoodRx users paid less than average commercial insurance copays, they saved on average 52% off average commercial insurance copays in 2020. GoodRx users have saved over $30B to date.
7. Comparing the discounted GoodRx price to the cash/Usual & Customary price charged by pharmacies.
The specific issues surrounding branded medications create challenges for pharma manufacturers, patients and HCPs

**Pharma Manufacturers**
- Looking to increase utilization of robust patient support and affordability solutions
- Pharma rep interactions down 70% in 2020
- IDFA and a cookieless world may limit the ability to digitally engage the right audience

**Patients**
- Branded medication costs have increased 78% since 2014
- Patient awareness and utilization of existing manufacturer support programs is very low
- 30% of prescriptions in the US are left unfilled at the pharmacy and the main reason is cost

**HCPs**
- 77% of patients think it is very important to discuss affordability options with their doctor
- HCPs spend an average of 14.6 hours per week on administrative tasks for therapy access
- 87% of HCPs do not want in person pharmaceutical sales rep visits

---

1. Medical Marketing in the United States (https://jamanetwork.com/journals/jama/fullarticle/2720029)
3. https://www.optimizerx.co/hubfs/OptimizeMDs/OptimizeMD_Survey_010821_by_OptimizeRx_and_THINK_Health.pdf
5. GoodRx List Price index (https://www.datawrapper.de/_/NeZUf/)
7. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6045499/
8. Based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019
Pharmaceutical manufacturers invest in Awareness, Access and Adherence strategies along the patient journey

**Awareness Strategies**
- TV, online and offline (including within physicians’ offices)
- Material shift to the mix from offline to online channels
- Reaching the right audience at the right point in time is critical

**Access Strategies**
- Copay cards and free drug programs
- Large call center operations
- Decentralized clinical trial model

**Adherence Strategies**
- Refill reminders
- Patient coaching and support to answer questions or concerns
GoodRx has Awareness, Access and Adherence solutions to meet pharma manufacturer, patient and HCP needs

**GoodRx**

**Current Awareness Solutions**
- GoodRx editorial content
- HealthiNation from GoodRx video content
- Sponsored listings and fixed placement advertisement

**GoodRx**

**Current Access Solutions**
- Patient Navigator
- Clinical trial enrollment
- Care Portals

**GoodRx**

**Current Adherence Solutions**
- Tech-enabled Nurse Chat
- Data driven adherence platform
Improving Awareness, Access and Adherence drives better outcomes for all stakeholders

<table>
<thead>
<tr>
<th>Awareness Solutions</th>
<th>Manufacturer Benefit</th>
<th>Consumer Benefit</th>
<th>HCP Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to promote innovative and life saving products and services</td>
<td>Ability to easily find HCP reviewed authoritative educational resources for their medications and conditions</td>
<td>Ability to easily find and recommend educational resources to patients</td>
<td></td>
</tr>
<tr>
<td>Access Solutions</td>
<td>Ability to enable incremental consumers to start on therapy</td>
<td>Ability to easily find savings and support resources to start on therapy</td>
<td>Ability to easily find and recommend savings and support resources to patients</td>
</tr>
<tr>
<td>Adherence Solutions</td>
<td>Ability to increase adherence, delivering increased LTV for patients on therapy</td>
<td>Provides consumers a highly trusted and confidential liaison to help them through their patient journey</td>
<td>Creates confidence patients will stay on therapy and offloads work</td>
</tr>
</tbody>
</table>

**Value propositions**

- Pharma Manufacturers **convert high LTV patients at a better ROI** than alternative solutions
- Consumers receive **savings and support** they need to start and stay on therapy
- HCPs **drive better patient outcomes and patient satisfaction while saving administrative time**
We are at the early stages of penetrating the pharma manufacturer opportunity

<table>
<thead>
<tr>
<th>Current relationships(^1) with pharma manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunity</strong></td>
</tr>
<tr>
<td>10% of 550 U.S. manufacturers</td>
</tr>
<tr>
<td>95% of Top 20 U.S. manufacturers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significant brand expansion runway</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunity</strong></td>
</tr>
<tr>
<td>Only 4% of ~1,000 brands of top 20 manufacturers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Successfully upselling</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg. solutions sold per brand one year ago</strong></td>
</tr>
<tr>
<td>1.5</td>
</tr>
<tr>
<td><strong>Avg. solutions sold per brand today</strong></td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Innovating our solution set</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Available solutions one year ago</strong></td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td><strong>Available solutions today</strong></td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

\(^1\) Working with GoodRx for at least one brand.
GoodRx provides solutions across the healthcare journey

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A next-generation online health resource where doctors, pharmacists and editorial experts provide answers to thousands of health questions

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**Subscriptions**

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Membership plans for discounted prescriptions with even higher savings and additional home delivery and telehealth benefits

**Pharma Manufacturer Solutions**

**GoodRx Pharma Manufacturer Solutions**

Brand drug awareness, access and adherence solutions for healthcare providers and patients

**Telehealth**

**GoodRx Care**

**GoodRx Marketplace**

Online primary care visits and lab-testing services
Telehealth provides an additional entry point to our platform and two-way cross-sell opportunities

Additional entry point focused on low cost, prescription associated conditions

20% of consumers do not have a prescription at the time of their GoodRx search. GoodRx Care sees a provider via telehealth and receive a prescription if necessary. Visits start at $19 for Gold Members and $39 for others.

60% of Care visits driving incremental revenue through our other offerings

Gold Upsell
Integrated coupon
Home Delivery

1. Internal data, as of August 2020.
2. HeyDoctor by GoodRx rebranded as GoodRx Care in Q1 2021.
How GoodRx makes money

**Prescription Transactions Revenue**
- **CONSUMER**
  - Discounted GoodRx Price (GMV)¹
  - **PHARMACY**
  - Admin Fee
  - **PBM²**
  - Portion of Admin Fee
  - **GOODRx CARE PATIENT**

**Subscription Revenue**
- **GOLD SUBSCRIBER**
  - Monthly Fee ($5.99 for an Individual and $9.99 for a family)
  - **SUBSCRIPTION REVENUE**
- **KROGER SUBSCRIBER**
  - Annual Fee³ ($36 for an individual and $72 for a family, a portion shared with Kroger)
  - **SUBSCRIPTION REVENUE**

**Pharma Manufacturer Solutions Revenue**
- **PHARMA MANUFACTURER**
  - Primarily Flat Fees (85% of fees are flat rate)
  - **PHARMA MANUFACTURER SOLUTIONS REVENUE** (Other Revenue)

**Telehealth Revenue**
- **GOODRx CARE PATIENT**
  - Fee for Telehealth visit (as low as $19 for Gold subscribers and $39 for all others)
  - **TELEHEALTH REVENUE** (Other Revenue)

---

1. 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.

2. PBM refers to a pharmacy benefit manager. 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.

3. The portion kept by GoodRx is recognized over the 12 month subscription period.
Strong revenue growth uniquely coupled with high profitability

Adjusted EBITDA is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income (loss) before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, cash bonuses to vested option holders, stock-based compensation expense, payroll tax expense related to stock-based compensation, loss on extinguishment of debt, financing related expenses, loss on abandonment and impairment of operating lease assets, charitable stock donation and other expense (income), net. For a reconciliation of net income (loss), the most directly comparable GAAP financial measure, to adjusted EBITDA, see reconciliation slide in the appendix.
## Strong Scale and Reach, with Opportunities to Improve Monetization

<table>
<thead>
<tr>
<th>Top of Funnel</th>
<th>Prescription Related Offerings</th>
<th>Pharma Manufacturer Solutions</th>
<th>Telehealth</th>
</tr>
</thead>
<tbody>
<tr>
<td>~20 Million Monthly Visitors</td>
<td>40%+ YoY growth to 7.5m+ users</td>
<td>3x YoY growth</td>
<td>60% cross-sell from telehealth</td>
</tr>
<tr>
<td>GoodRx Health</td>
<td>Improved pricing</td>
<td>19 out of top 20 manufacturers, but only 4% brand penetration</td>
<td>Upside in cross-sell to telehealth</td>
</tr>
<tr>
<td>HealthiNation</td>
<td>80%+ repeat rate</td>
<td>HCP relationships</td>
<td>Additional entry point</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>HCP relationships</td>
<td>Personalization and customization</td>
<td></td>
</tr>
<tr>
<td>HCP relationships</td>
<td>Home delivery</td>
<td>Strong pipeline</td>
<td></td>
</tr>
<tr>
<td>Unpaid traffic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional services to monetize visitor base and further improve unit economics, organically and via M&A-based offerings.
Enhancing competitive moat while making good on our mission

1. **Prescription Transactions Offering**
   - Increase LTV of existing consumers and acquire new consumers

2. **Subscription Offering**
   - Move consumers into subscription plans to drive more savings and higher LTV and increase recurring revenue

3. **Pharma Manufacturer Solutions**
   - Expand number of partners, enhance our existing offerings, and introduce new integrated technology solutions

4. **Telehealth**
   - Increase cross-sell opportunities and maintain additional entry point

5. **Expand Platform**
   - Expand access and coverage through third-party partners to further deliver on our mission

---

Increase brand awareness and drive higher consumer engagement
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
Our management team is mission-driven and committed to improving healthcare in America

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doug Hirsch</td>
<td>Co-CEO</td>
<td>Facebook, Yahoo, dailystrength</td>
</tr>
<tr>
<td>Trevor Bezdek</td>
<td>Co-CEO</td>
<td>Stanford University, Biowire, Tryarc</td>
</tr>
<tr>
<td>Karsten Voermann</td>
<td>Chief Financial Officer</td>
<td>ibotta, worldpay, Microsoft, LNK, ScriptRelief</td>
</tr>
<tr>
<td>Andrew Slutsky</td>
<td>President, Consumer</td>
<td>OLIVER WYMAN, ScriptRelief</td>
</tr>
<tr>
<td>Justin Fengler</td>
<td>SVP, Corporate Strategy &amp; Business Operations</td>
<td>CVS Health, medco, Cigna</td>
</tr>
<tr>
<td>Jim Sheninger</td>
<td>SVP, Pharmacy Strategy Officer</td>
<td>GoodRx</td>
</tr>
<tr>
<td>Bansi Nagji</td>
<td>President, Healthcare</td>
<td>McKesson, Monitor Deloitte</td>
</tr>
<tr>
<td>Jody Mulkey</td>
<td>Chief Technology Officer</td>
<td>ticketmaster, shopzilla</td>
</tr>
<tr>
<td>Babak Azad</td>
<td>Chief Marketing Officer, SVP Marketing &amp; Communications</td>
<td>GoodRx, CREDIT SUISSE</td>
</tr>
<tr>
<td>Gracye Cheng</td>
<td>Vice President &amp; General Counsel</td>
<td>Skadden, Harvard Business Law</td>
</tr>
</tbody>
</table>

Andrew Slutsky SVP, Corporate Strategy & Business Operations

Justin Fengler SVP, Corporate Strategy & Business Operations

Jim Sheninger SVP, Pharmacy Strategy Officer

Karsten Voermann Chief Financial Officer

Bansi Nagji President, Healthcare

Jody Mulkey Chief Technology Officer

Babak Azad Chief Marketing Officer, SVP Marketing & Communications

Gracye Cheng Vice President & General Counsel

Andrew Slutsky President, Consumer

Karsten Voermann Chief Financial Officer

Bansi Nagji President, Healthcare

Jody Mulkey Chief Technology Officer

Babak Azad Chief Marketing Officer, SVP Marketing & Communications

Gracye Cheng Vice President & General Counsel

Doug Hirsch Co-CEO

Trevor Bezdek Co-CEO

Bansi Nagji President, Healthcare

Jody Mulkey Chief Technology Officer

Babak Azad Chief Marketing Officer, SVP Marketing & Communications

Gracye Cheng Vice President & General Counsel
## Adjusted EBITDA Reconciliation

**Year Ended December 31**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Income (Loss)</strong></td>
<td>$8,913</td>
<td>$28,772</td>
<td>$43,793</td>
<td>$66,048</td>
<td>($293,623)</td>
<td>($315,577)</td>
</tr>
<tr>
<td><strong>Interest income</strong></td>
<td>(21)</td>
<td>(24)</td>
<td>(154)</td>
<td>(715)</td>
<td>(160)</td>
<td>(73)</td>
</tr>
<tr>
<td><strong>Interest expense</strong></td>
<td>3,541</td>
<td>6,970</td>
<td>22,193</td>
<td>49,569</td>
<td>27,913</td>
<td>24,291</td>
</tr>
<tr>
<td><strong>Income tax expense (benefit)</strong></td>
<td>6,188</td>
<td>10,931</td>
<td>8,555</td>
<td>16,930</td>
<td>(9,827)</td>
<td>(75,114)</td>
</tr>
<tr>
<td><strong>Depreciation and amortization</strong></td>
<td>9,089</td>
<td>9,099</td>
<td>9,806</td>
<td>13,573</td>
<td>18,430</td>
<td>23,294</td>
</tr>
<tr>
<td><strong>Other expense (income), net</strong></td>
<td>154</td>
<td>(5)</td>
<td>7</td>
<td>2,967</td>
<td>(22)</td>
<td>(1)</td>
</tr>
<tr>
<td><strong>Loss on extinguishment of debt</strong></td>
<td>-</td>
<td>3,661</td>
<td>2,857</td>
<td>4,877</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Cash bonuses to vested option holders</strong></td>
<td>-</td>
<td>1,400</td>
<td>38,800</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Financing related expenses</strong></td>
<td>-</td>
<td>-</td>
<td>463</td>
<td>1,319</td>
<td>328</td>
<td></td>
</tr>
<tr>
<td><strong>Acquisition related expenses</strong></td>
<td>142</td>
<td>2</td>
<td>15</td>
<td>2,170</td>
<td>7,366</td>
<td>12,193</td>
</tr>
<tr>
<td><strong>Stock-based compensation expense</strong></td>
<td>2,002</td>
<td>2,150</td>
<td>1,762</td>
<td>3,747</td>
<td>397,285</td>
<td>480,156</td>
</tr>
<tr>
<td><strong>Charitable stock donation</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>41,721</td>
<td>41,721</td>
<td></td>
</tr>
<tr>
<td><strong>Payroll tax expense related to stock-based compensation</strong></td>
<td>-</td>
<td>-</td>
<td>61</td>
<td>173</td>
<td>12,086</td>
<td>14,849</td>
</tr>
<tr>
<td><strong>Loss on abandonment and impairment of operating lease assets</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>961</td>
<td>1,741</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$30,008</td>
<td>$62,956</td>
<td>$127,695</td>
<td>$159,802</td>
<td>$203,449</td>
<td>$207,808</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Adjusted EBITDA Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>30.2%</td>
</tr>
<tr>
<td>2017</td>
<td>40.0%</td>
</tr>
<tr>
<td>2018</td>
<td>51.2%</td>
</tr>
<tr>
<td>2019</td>
<td>41.2%</td>
</tr>
<tr>
<td>2020</td>
<td>36.9%</td>
</tr>
<tr>
<td>LTM</td>
<td>32.9%</td>
</tr>
</tbody>
</table>

1. 2016 and 2017 are 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, 2019 and 2020 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 related to proposed financings.
5. Acquisition related expenses include third party fees for actual or planned acquisitions, including related legal, consulting and other expenditures, retention bonuses to employees related to acquisitions, and change in fair value of contingent consideration.
6. 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.
7. Non-cash expense related to a donation of 1,075,000 shares of our Class A common stock that was made to a charitable foundation in the fourth quarter of 2020.
8. Non-cash loss on the abandonment and impairment of operating lease assets related to certain office space that was abandoned or subleased.
9. Adjusted EBITDA is a non-GAAP financial metric.
10. Totals may not sum due to rounding.
11. Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by revenues.
Glossary

GMV (Gross Merchandise Value) - 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.

MACs (Monthly Active Consumers) - 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 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. Monthly Active Consumers from acquired companies are only included beginning in the first full quarter following the acquisition.

Medication Adherence - Medication adherence usually refers to whether patients take their medications as prescribed, as well as whether they continue to take a prescribed medication.

Monthly Visitors - 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, while family members who use a single computer to visit our websites will be counted only once. Additionally, Monthly Active Consumers who use a GoodRx code without accessing our apps or websites (since their GoodRx codes were saved in their profile at the pharmacy), will not be counted as Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.

PBM (Pharmacy Benefit Manager) - 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.

Repeat Activity - The second and later use of our discounted prices by a single GoodRx consumer, whether refilling an existing prescription or filling a new prescription.

Subscribers - Our consumers that are subscribed to either of our subscription plans, GoodRx Gold or Kroger Savings Club.