

GoodRx 101

Building the Leading Digital Platform for Consumer Healthcare

September 2021



Disclaimer

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding our future operations and financial results, the underlying trends in our business, our market opportunity, competitiveness of our prices, our potential for growth, demand for our offerings, our strategic growth priorities and future offerings and our strategy. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, risks related to our limited operating history and early stage of growth; our ability to achieve broad market education and change consumer purchasing habits; our ability to continue to attract, acquire and retain consumers in a cost-effective manner; our reliance on our prescription offering and ability to expand our offerings; changes in medication pricing and pricing structures; our inability to control the categories and types of prescriptions for which we can offer savings or discounted prices; our reliance on a limited number of industry participants; the competitive nature of industry; risks related to pandemics, epidemics or outbreak of infection disease, including the COVID-19 pandemic; the accuracy of our estimate of our total addressable market and other operational metrics; the development of the telehealth market; our ability to maintain and expand a network of skilled telehealth providers; risks related to negative media coverage; our ability to respond to changes in the market for prescription pricing and to maintain and expand the use of GoodRx codes; our ability to maintain positive perception of our platform and brand; risks related to our material weaknesses in our internal control over financial reporting and any future material weaknesses; risks related to use of social media, emails, text messages and other messaging channels as part of our marketing strategy; our ability to accurately forecast revenue and appropriately plan our expenses in the future; risks related to information technology and cyber-security; compliance with government regulation of the internet, e-commerce and data and other regulations; our ability to utilize our net operating loss carryforwards and certain other tax attributes; management's ability to manage our transition to being a public company; our ability to attract, develop, motivate and retain well-qualified employees; risks related to general economic factors, natural disasters or other unexpected events; risks related to our acquisition strategy; risks related to our debt arrangements; interruptions or delays in service on our apps or websites; our reliance on third-party platforms to distribute our platform and offerings; our reliance on software as-a-service technologies from third parties; systems failures or other disruptions in the operations of these parties on which we depend; changes in consumer sentiment or laws, rules or regulations regarding tracking technologies and other privacy matters; risks related to our intellectual property; risks related to operating in the healthcare industry; risks related to our organizational structure; as well as the other important factors discussed in our Annual Report on Form 10-K for the year ended December 31, 2020 as updated by our Quarterly Report on Form 10-Q for the quarter ended June 30, 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.

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.

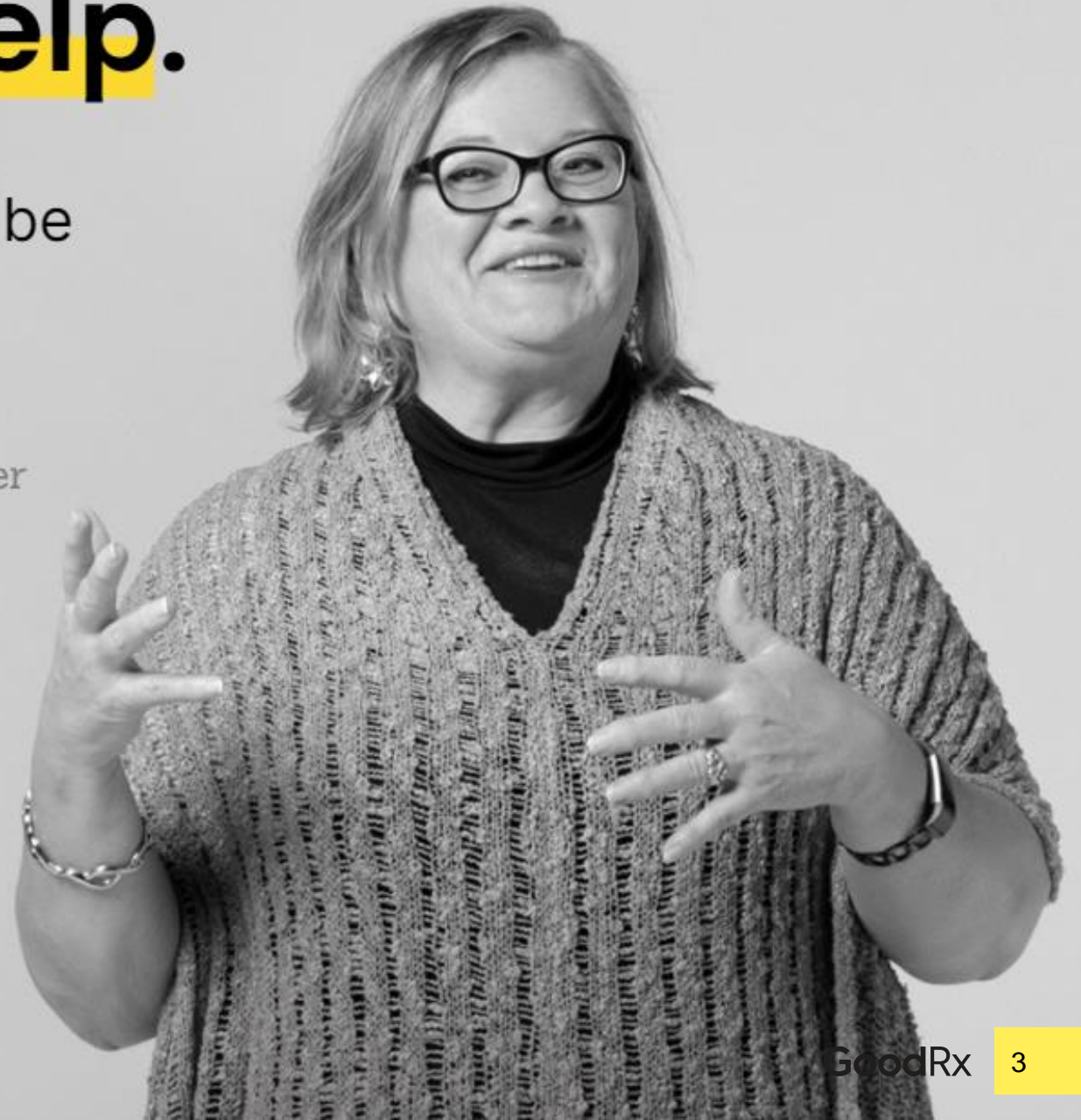
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This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as Adjusted EBITDA and Adjusted EBITDA Margin, to supplement financial information 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.

We're here to help.

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

— Brenda S., GoodRx Consumer



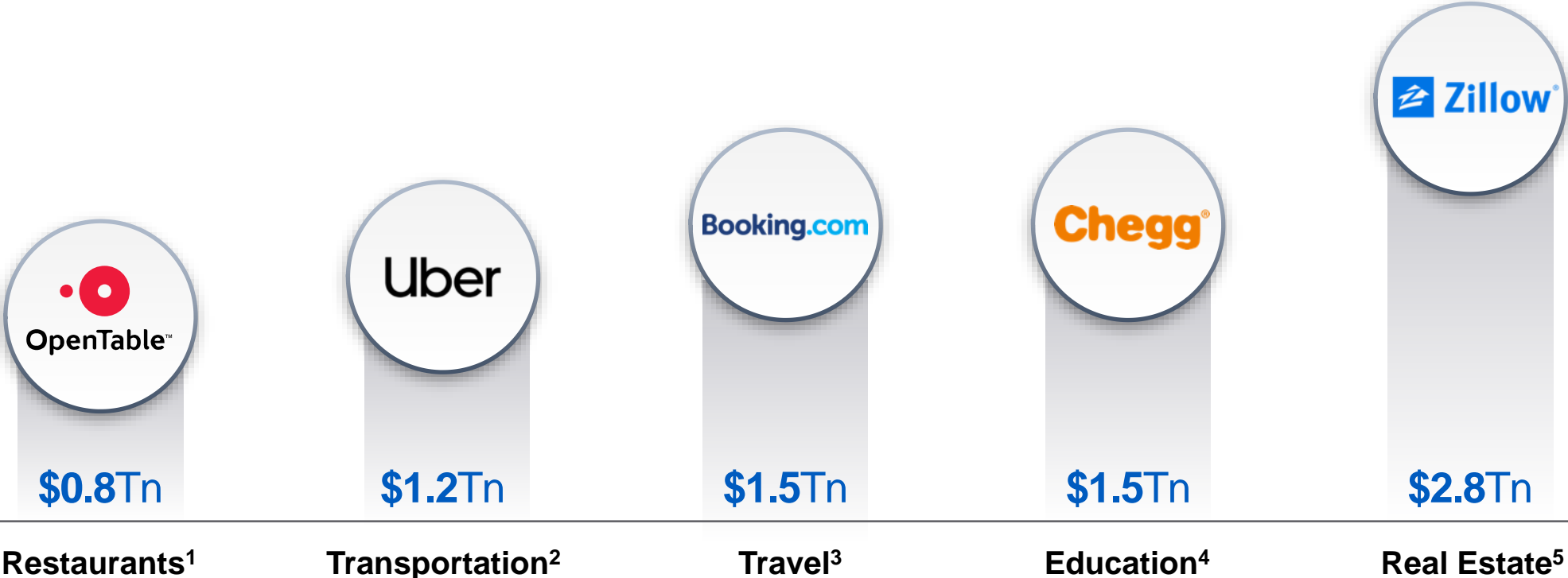
We're here to help.

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

— Dr. Joe Flores, California

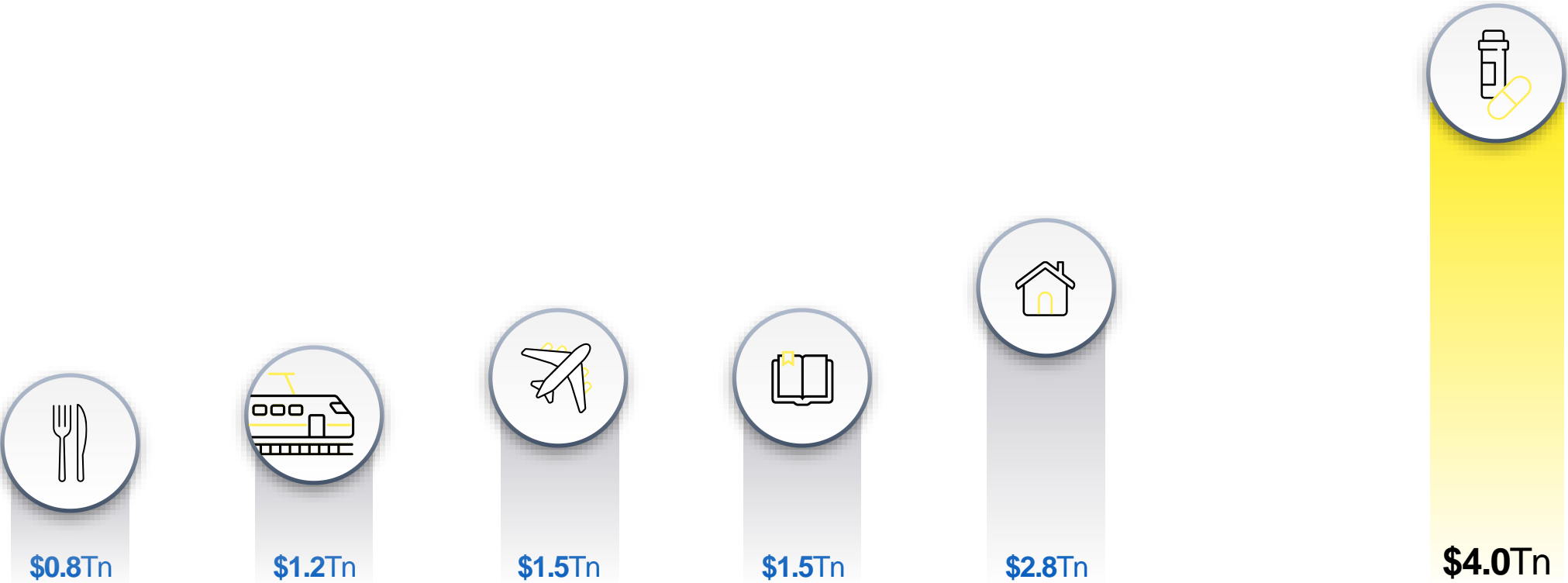


Today's large consumer spending markets are served by successful consumer-focused, tech-enabled solutions



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

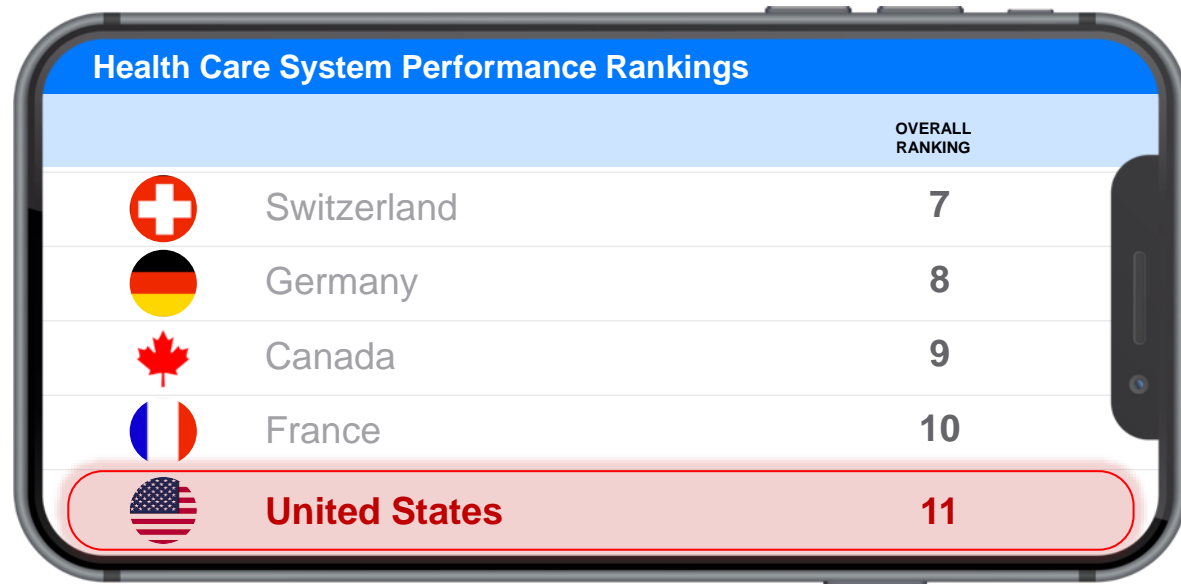
Real Estate⁵

Healthcare⁶






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6. Centers for Medicare & Medicaid Services (CMS): 2020 projection.

High level of spend does not drive results

lowest healthcare quality¹...



A smartphone screen displays a table titled "Health Care System Performance Rankings". The table lists five countries with their respective flags and overall rankings. The United States is highlighted with a red border and red text.

| | OVERALL RANKING |
|--|-----------------|
|  Switzerland | 7 |
|  Germany | 8 |
|  Canada | 9 |
|  France | 10 |
|  United States | 11 |

...with some of the highest costs²

2x

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

66%

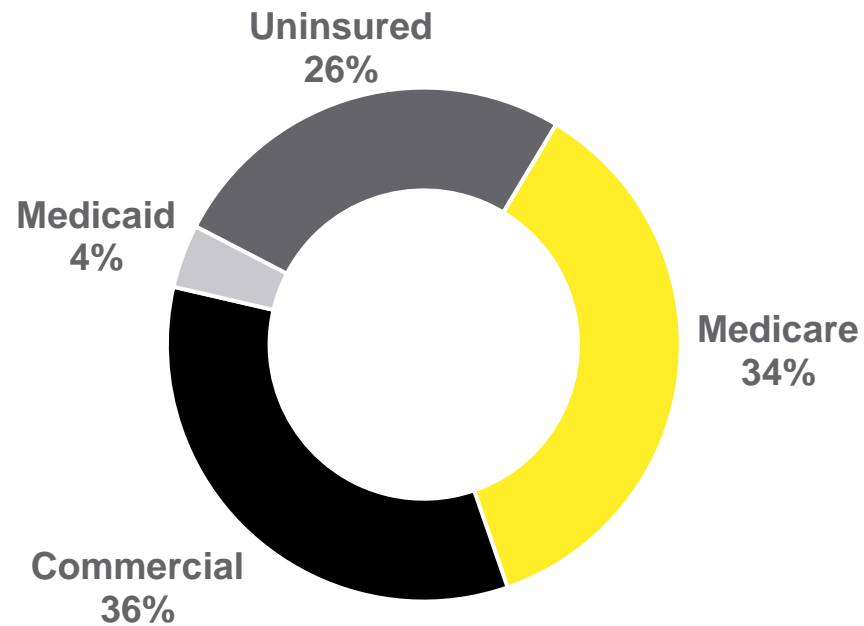
of all personal bankruptcies are linked to medical costs⁴

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

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

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



Our Mission

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

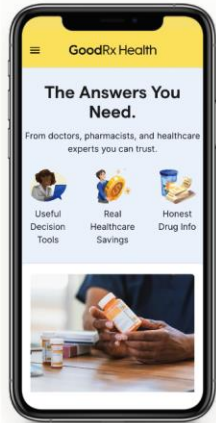
1. CMS: 2020 projection
2. Drug Channel Institute; measured in 30-day equivalent prescriptions: 2018 data
3. KFF.org and CDC: 2018 data
4. Prescription drugs market size based on CMS projected 2020 market size + company estimate regarding unfilled prescriptions; Manufacturer solutions market size based 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

Prevention & Research

Diagnosis

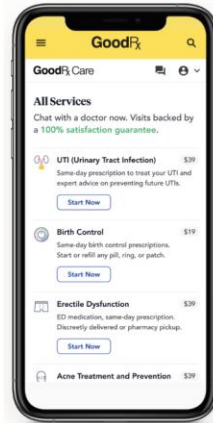
Treatment & Adherence



GoodRx Health



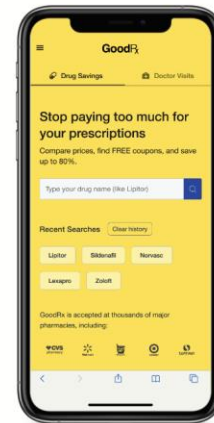
HealthiNation



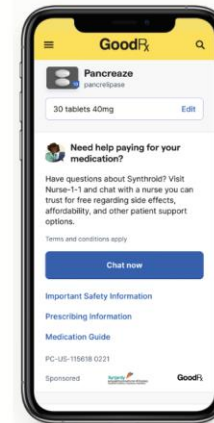
GoodRx Care



Marketplace



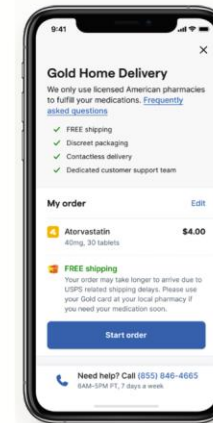
Prescription Savings



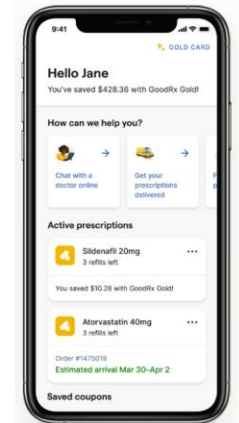
Pharma Manufacturer Solutions



Subscription Programs



Mail Delivery



Rx Refill Reminders and Dashboard

Content & Insights

Telehealth

Prescriptions

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

~20M

Monthly Visitors¹

70,000+

Pharmacies with up-to-date prices²

2M+

Prescribers have a patient who has used GoodRx

90

Provider Net Promoter Score³

90

Consumer Net Promoter Score³

\$30Bn+

Estimated cumulative consumer savings⁴

80%+

Repeat Activity⁵

\$631M

2Q21 LTM Revenue

43%

2Q21 YoY Revenue Growth

33%

2Q21 LTM Adjusted EBITDA Margin⁶

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.

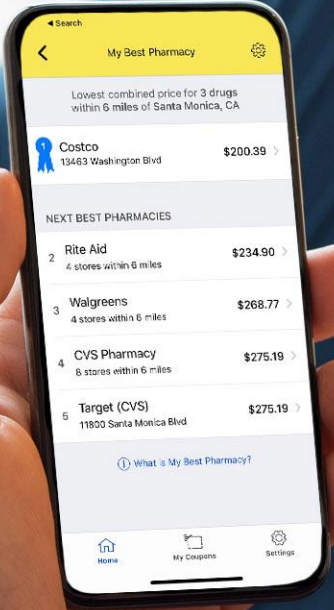
3. Consumer NPS based on survey ran in July 2021. Provider NPS based on survey ran in September 2021.

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.

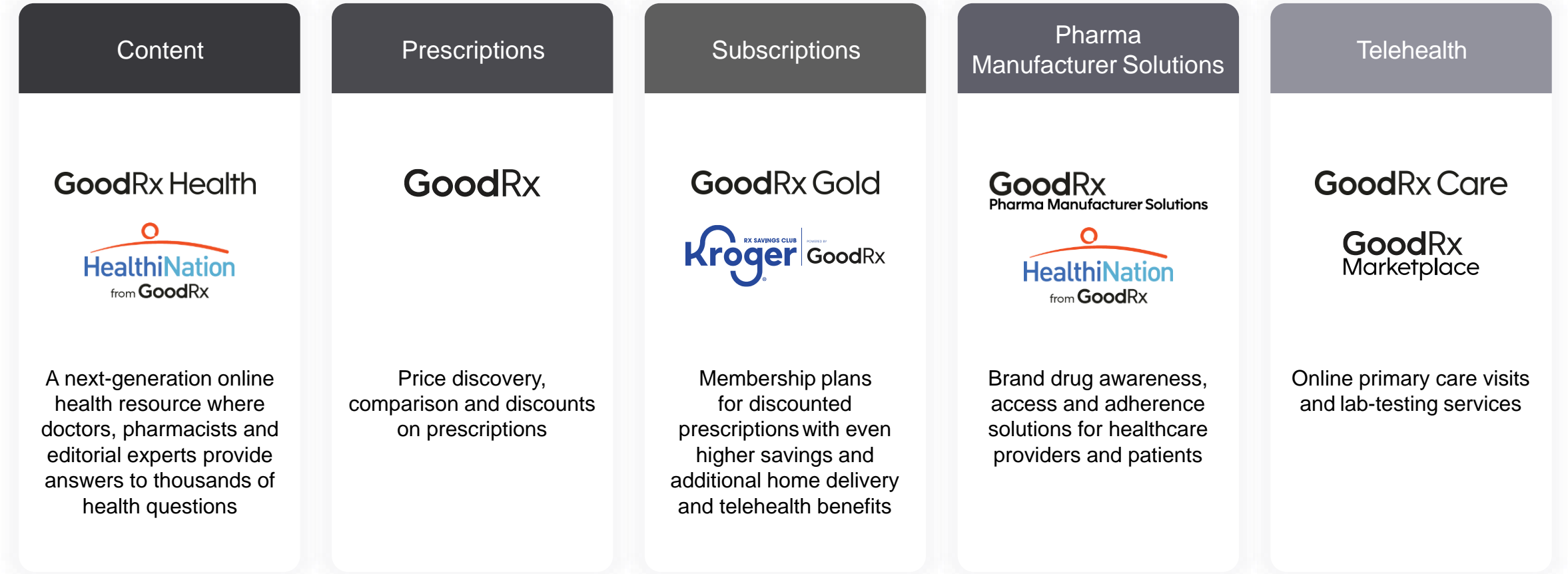
6. Adjusted EBITDA is a non-GAAP financial measure. We calculate Adjusted EBITDA, for a particular period, as net income (loss) before interest, taxes, depreciation and amortization, and as further adjusted for acquisition related expenses, cash bonuses to vested option holders, stock-based compensation 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

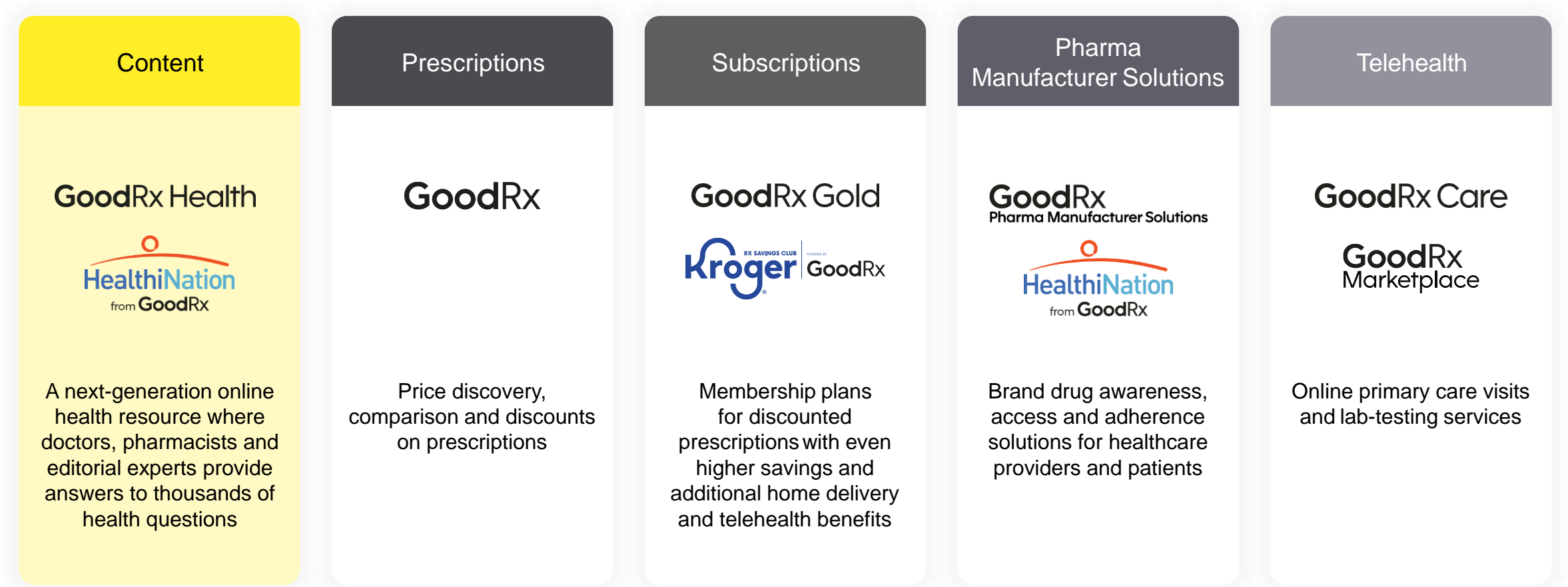


Our Vision

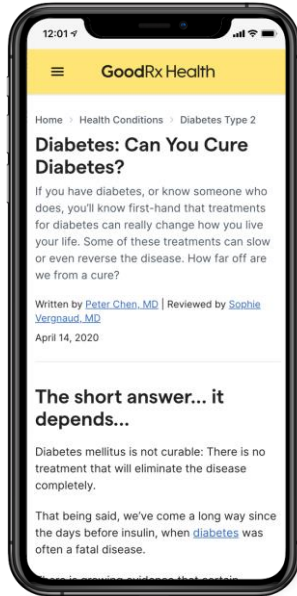
GoodRx provides solutions across the healthcare journey



GoodRx provides solutions across the healthcare journey

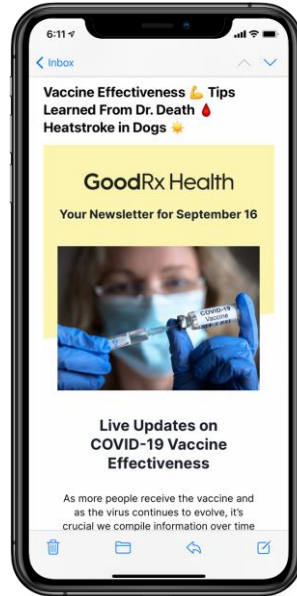


Introducing GoodRx Health. The health answers you need.



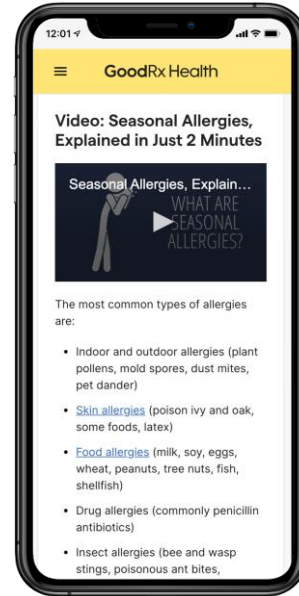
GoodRx Answers

Thousands of articles with research-backed answers to health questions



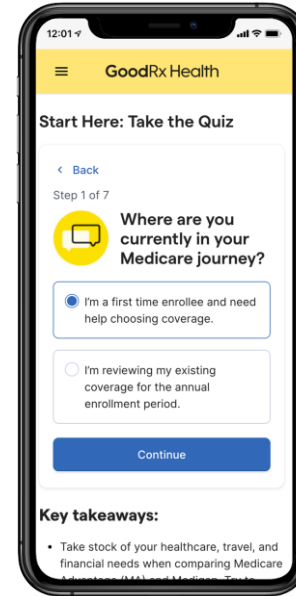
Personalized Newsletters

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

GoodRx Health

350+

Health conditions covered

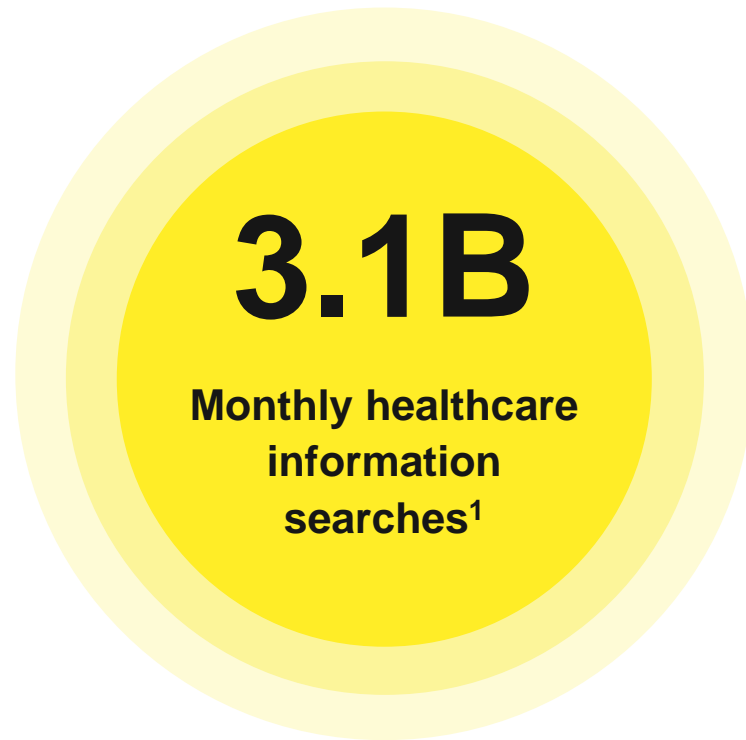
2,500+

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...

...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

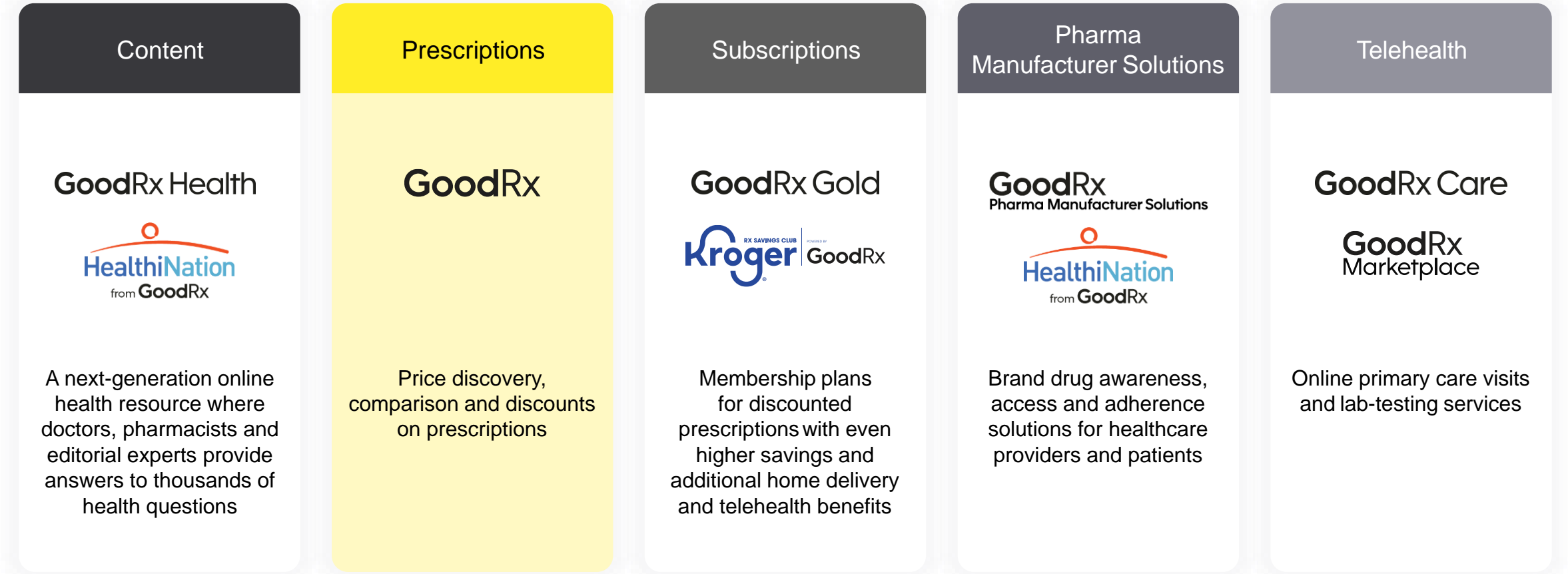
Enables new M&A opportunities

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/>

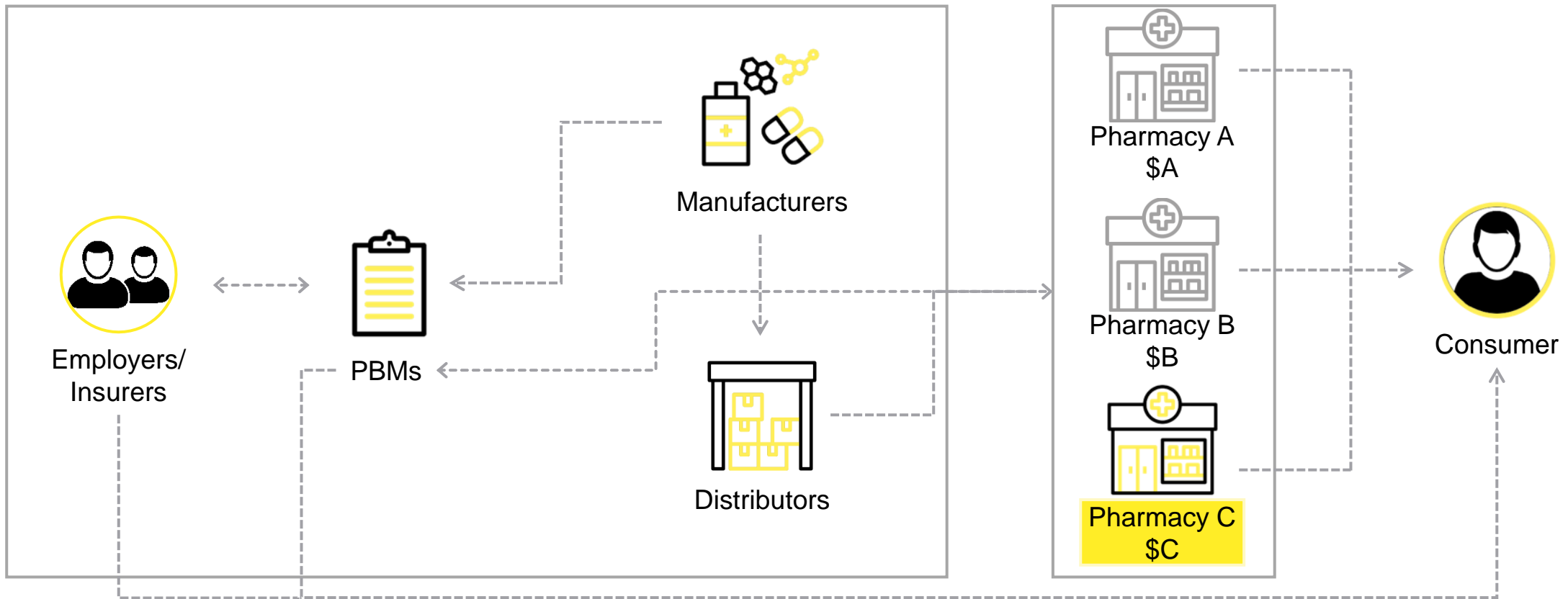
GoodRx provides solutions across the healthcare journey



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

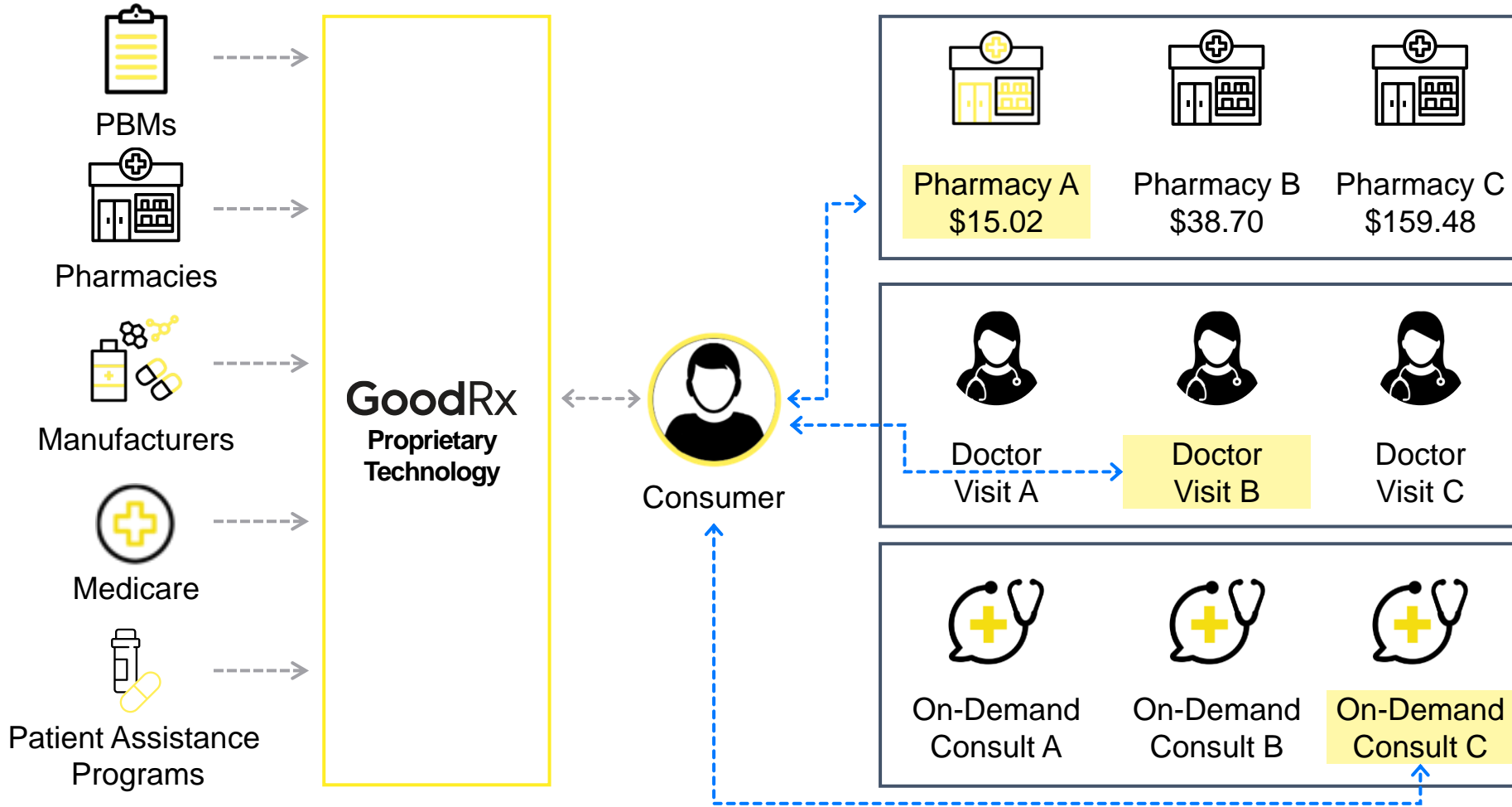


Complexity also creates significant price variability in the same geography

GoodRx prices in Santa Monica, CA as of 9/21/21

| GENERICS |  |  |  |  |  |  | Price Variability |
|--|---|---|---|---|---|---|-----------------------------|
| Atorvastatin Generic Lipitor 30 capsules, 40mg | \$20.90 | \$14.99 | \$9.90 | \$12.84 | \$21.15 | \$15.00 | 113% |
| Carvedilol Generic Coreg 60 capsules, 25mg | \$33.40 | \$10.99 | \$10.45 | \$8.67 | \$36.89 | \$4.00 | 822% |
| Bimatoprost Generic Latisse 1 bottle (0.03%), 5ml | \$50.00 | \$95.66 | \$50.50 | \$108.08 | \$59.49 | \$144.20 | 188% |
| Aripiprazole Generic Abilify 30 tablets, 5mg | \$225.78 | \$10.99 | \$12.95 | \$10.17 | \$252.77 | \$19.59 | 2,385% |
| BRAND | | | | | | | |
| Lantus Brand drug 1 carton | \$336.15 | \$336.15 | \$336.15 | \$336.15 | \$336.15 | \$336.15 | Free with co-pay assistance |
| Proair Brand drug 1 hfa inhaler | \$80.00 | \$80.74 | \$80.75 | \$82.35 | \$84.55 | \$81.46 | Point of Sale rebate |

GoodRx empowers the consumer



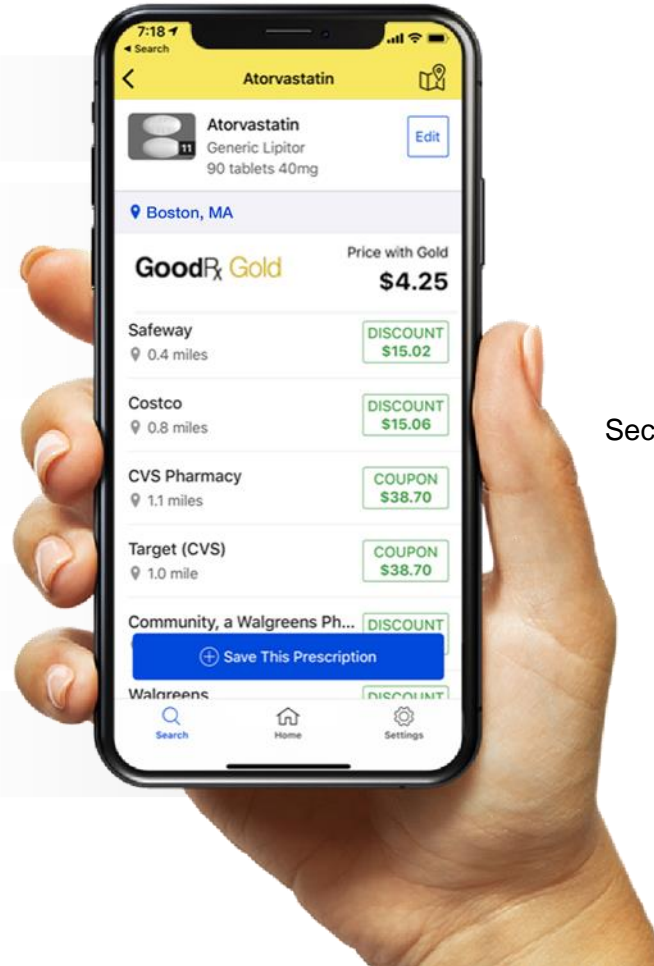
GoodRx

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

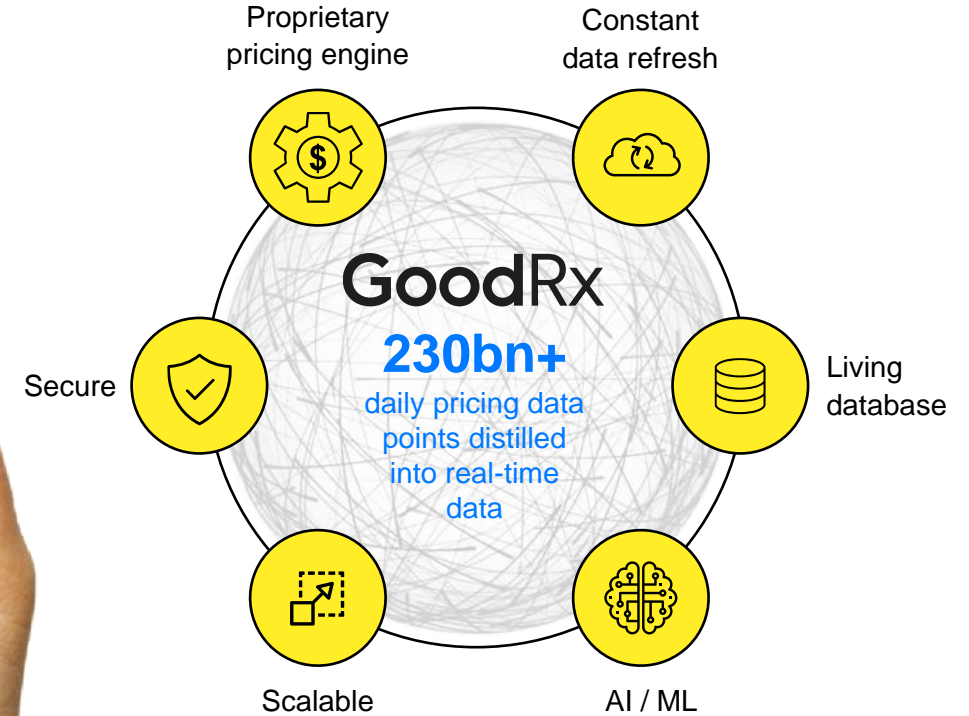
We combine a complex backend with simple, elegant consumer app

Data sources

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



Engine



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

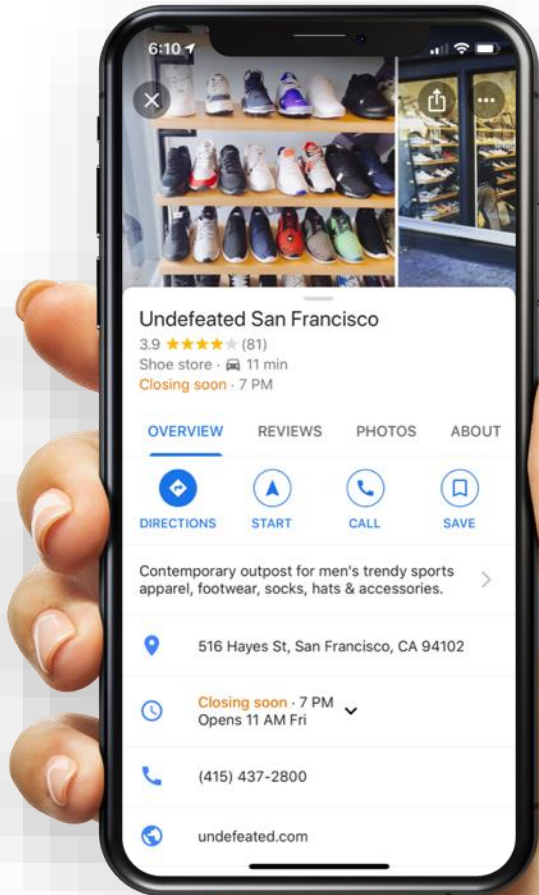


Pharma Manufacturer Discount Programs

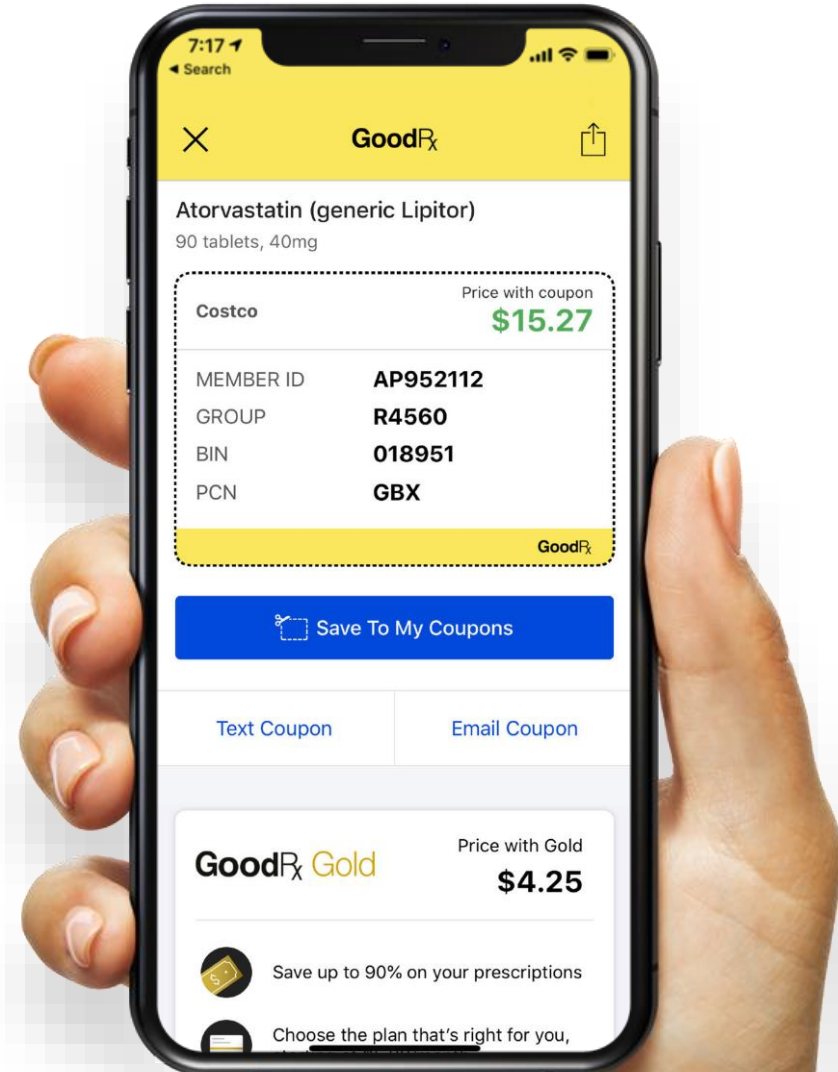
Eligibility, enrollment procedures, and program details constantly change

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...

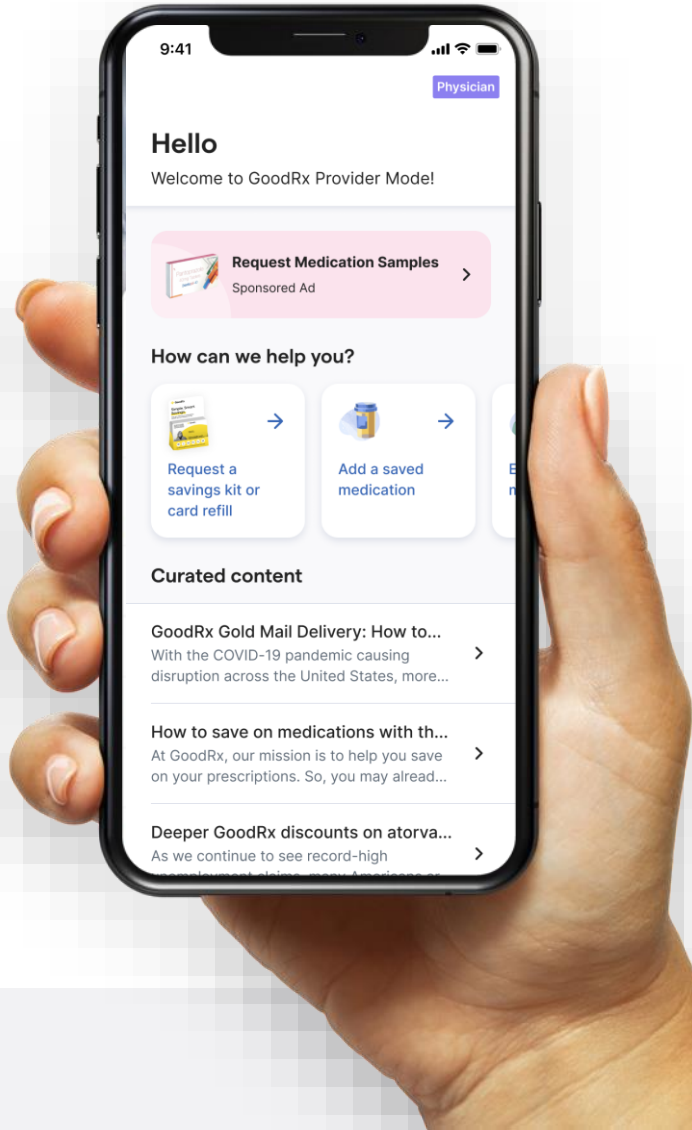


-  **Free** to use
-  **Significant** consumer savings
-  Improves **consumer health**
-  Benefits **industry stakeholders**
-  **Value-added** adjacencies




... and providers

Developing provider specific features/tools

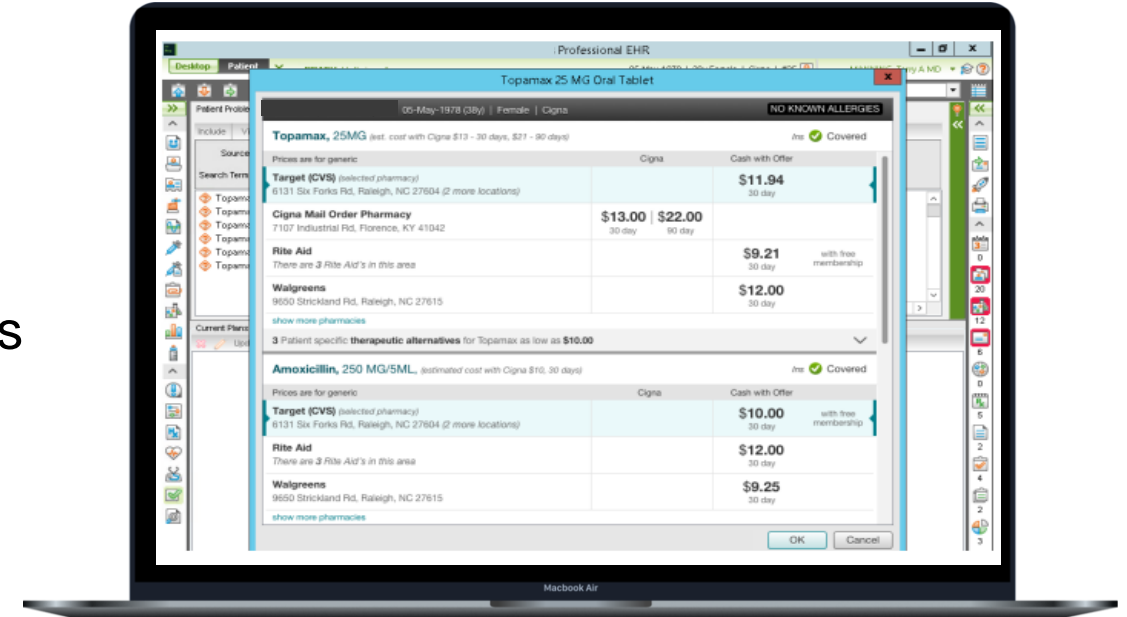


 **Access** pricing data

 **Digital tools** to communicate savings to patients

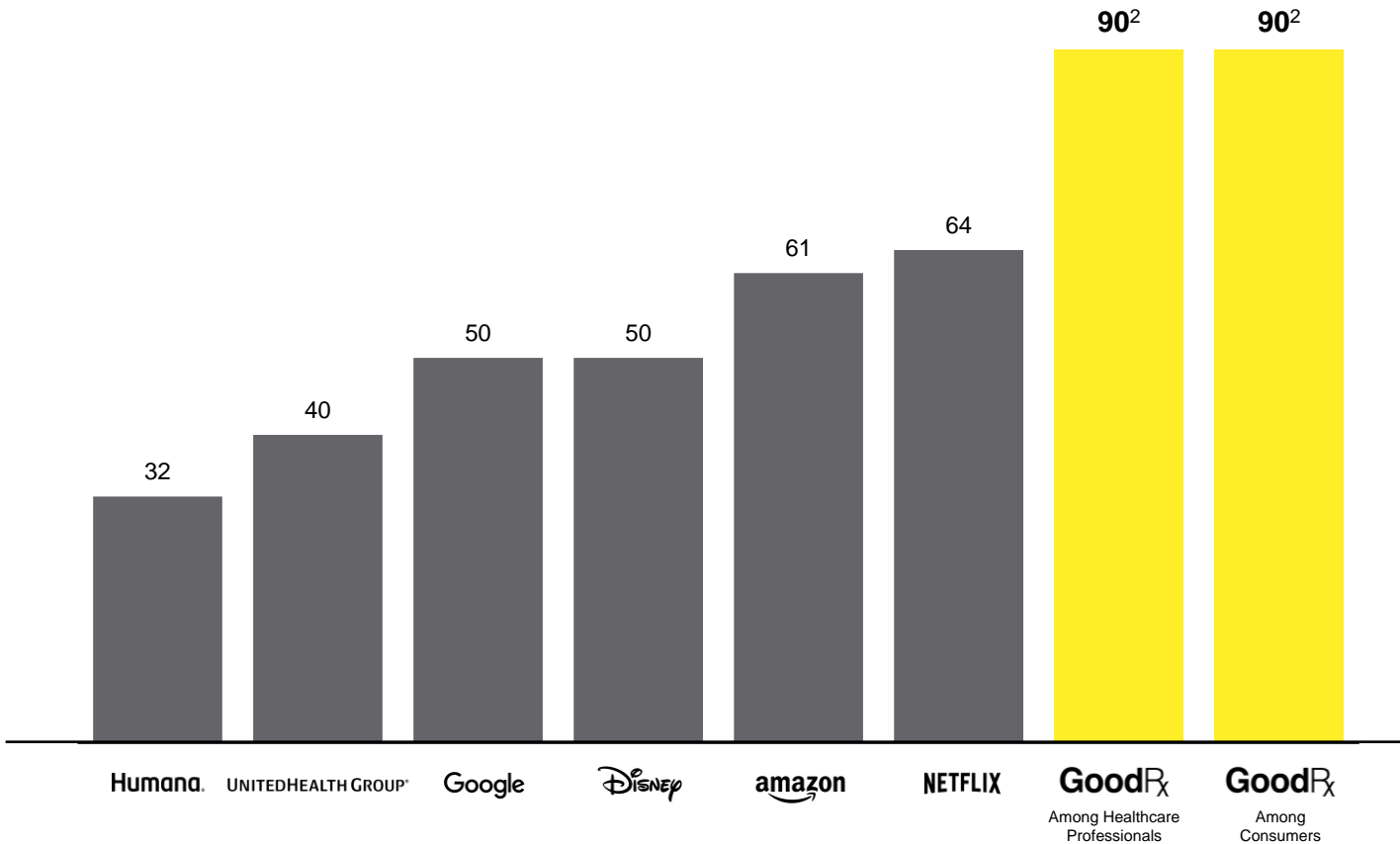
 **Educational** materials and collateral

 **EHR integrations**



Consumers and healthcare providers love us

NPS 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 >800K reviews⁴



1. Non-GoodRx NPS sourced from Consumer Gauge. Netflix, 2018; Amazon, 2017; Disney, 2013; Google, 2017; UnitedHealth Group, 2018; Humana, 2014.
 2. Consumer NPS based on survey ran in July 2021. Provider promoter score based on survey ran in September 2021.
 3. Consumer Reviews from Better Business Bureau website.
 4. As of September 24, 2021.

GoodRx delivers value to multiple constituents, starting with consumers and health care providers

\$30B+

All-Time
Consumer
Savings¹



Consumer



Pharmacies

Increased
Foot Traffic

Customer
Satisfaction

90

Net Promoter
Score²



Physicians



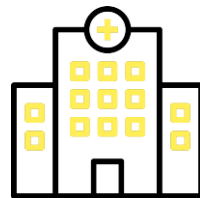
Pharmacy Benefit
Managers (PBMs)

Proven Growth
Channel

Long-term
Partnerships

\$300B

Costs From
Non-Adherence³



Payers



Manufacturers

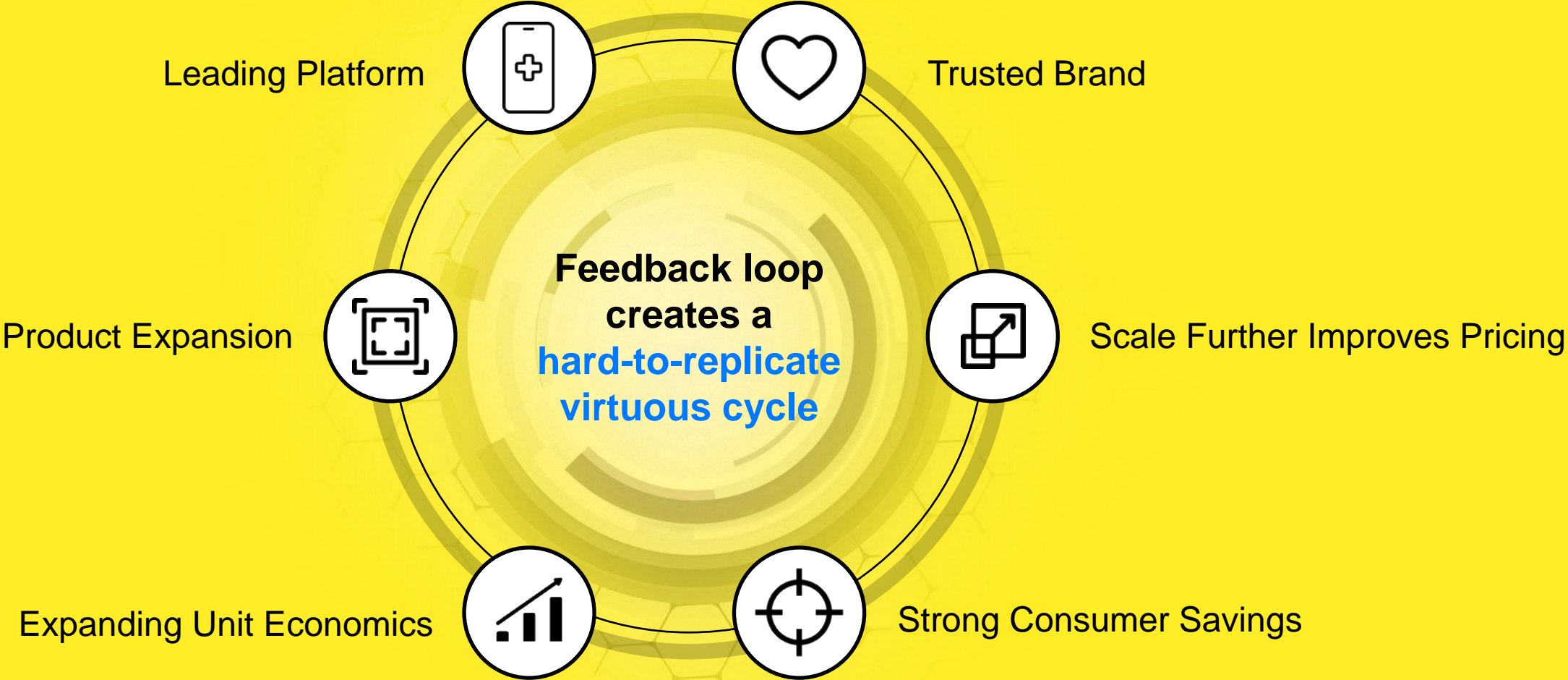
Engage & Convert
High-Intent Users

Targeted Advertising
to High Intent
Consumers

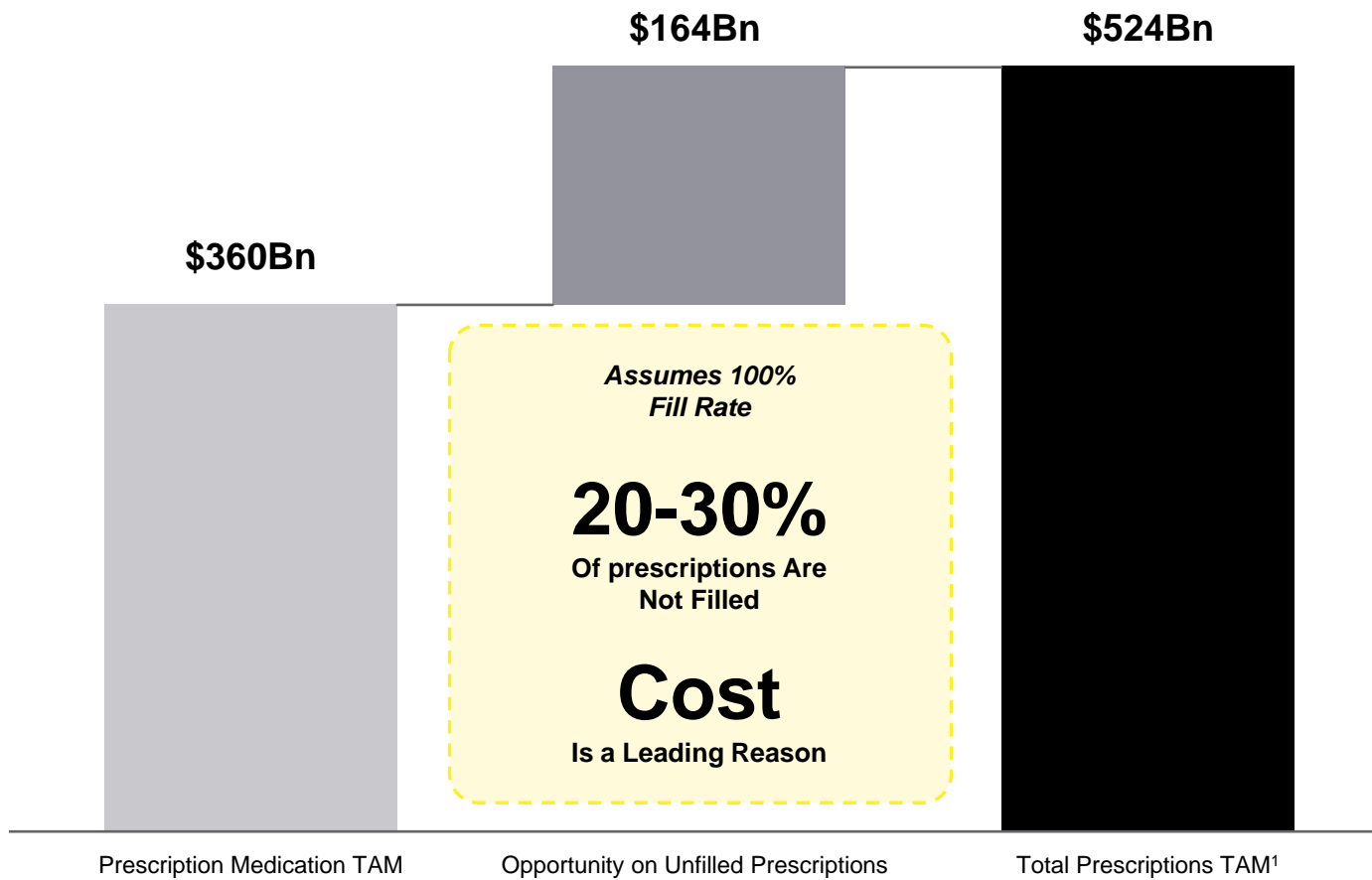


1. As of May 13, 2021. Savings are measured as the difference between the pharmacy list price and the price the consumer pays using GoodRx. Because consumers of our website and mobile application may switch pharmacies if they find a better discount, our consumer savings calculation includes an estimate of savings achieved based on switching pharmacies
2. GoodRx survey, September 2021
3. New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018

Our network strengthens with every transaction

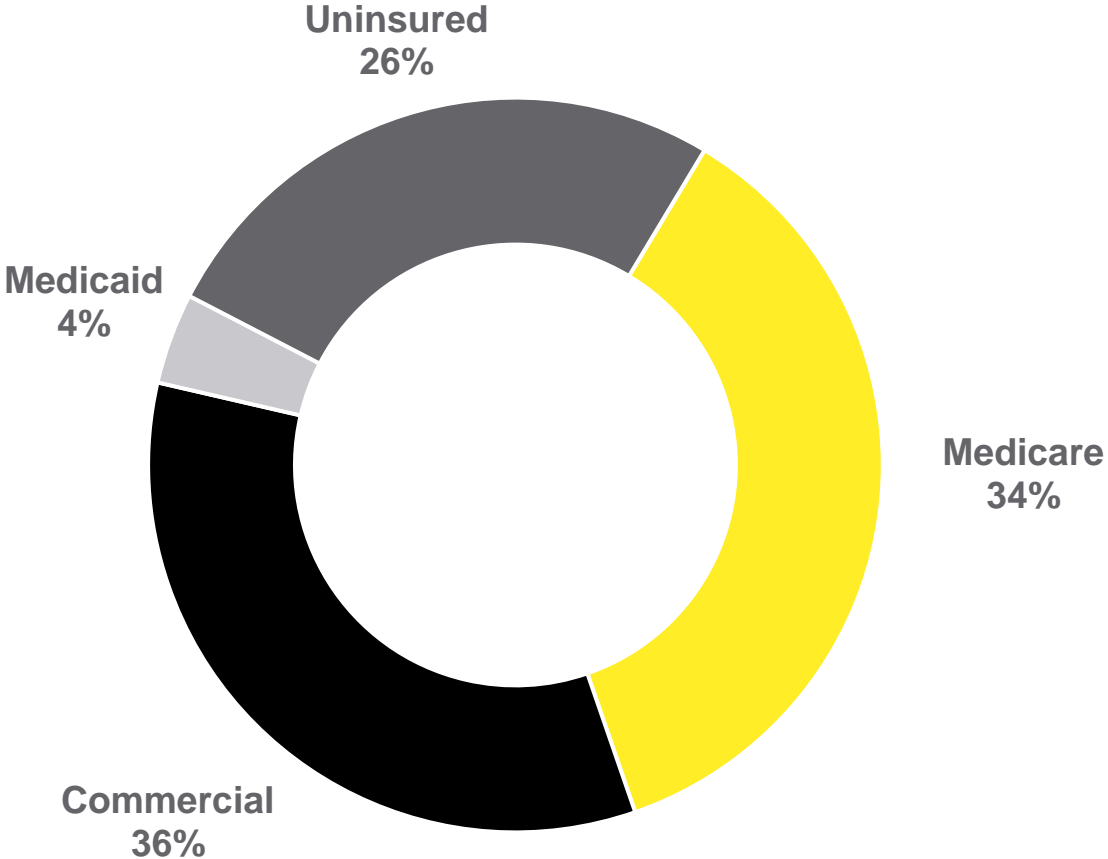


GoodRx unlocks incremental GMV in an already large market



- U.S. prescription drug spend is projected to grow 5.7% per year²
- 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

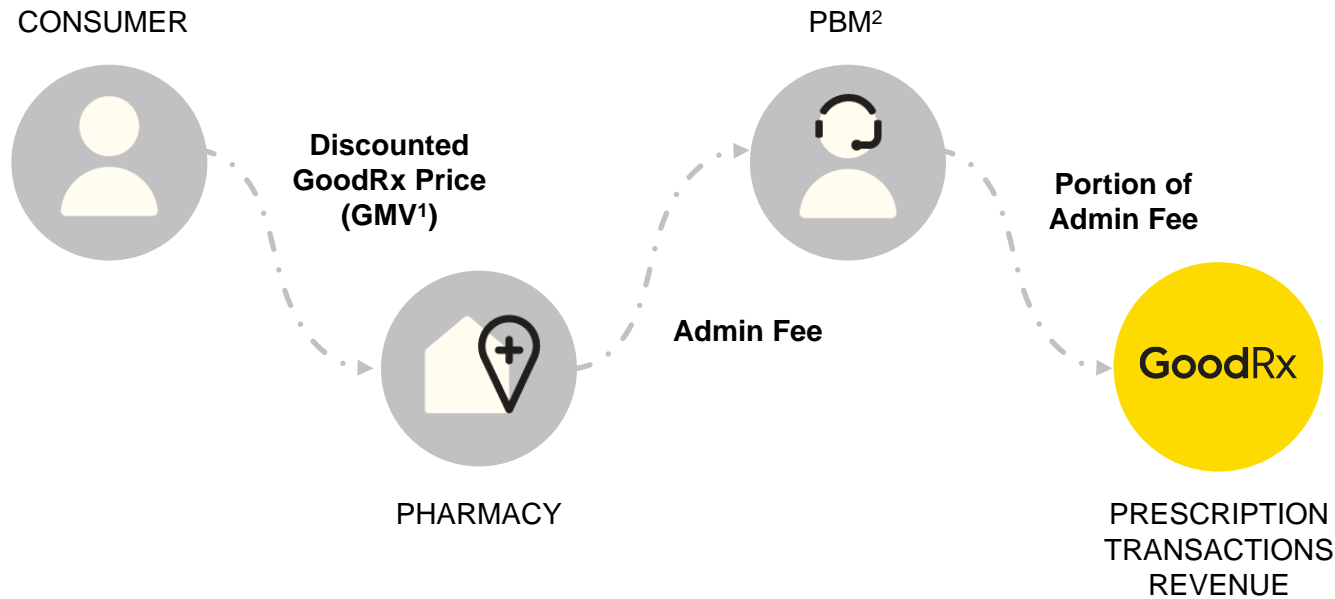
We help both insured and uninsured consumers¹



- GoodRx beat the average copay price 55% of the time, saving an average of 52%, for top drugs²

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.

Strong and improving per transaction economics



**Consumers present GoodRx at one of 70,000 pharmacies
(or refill at their preferred pharmacy with stored GoodRx information³)
for an average discount of 79%⁴ off their prescription medication**

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

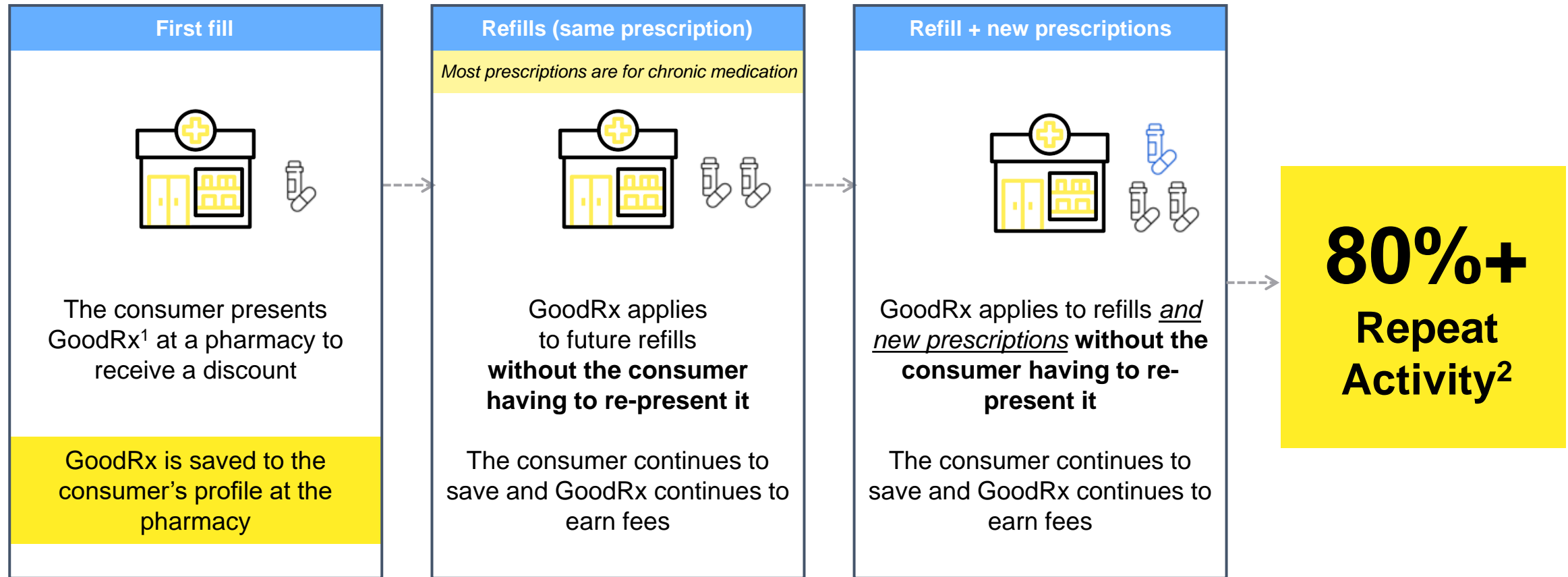
1. GMV represents gross merchandise value, which is the aggregate price paid by our consumers who used a GoodRx code available through our platform for their prescriptions during such period. GMV excludes any prices paid by consumers linked to our other offerings, including our subscription offerings.

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

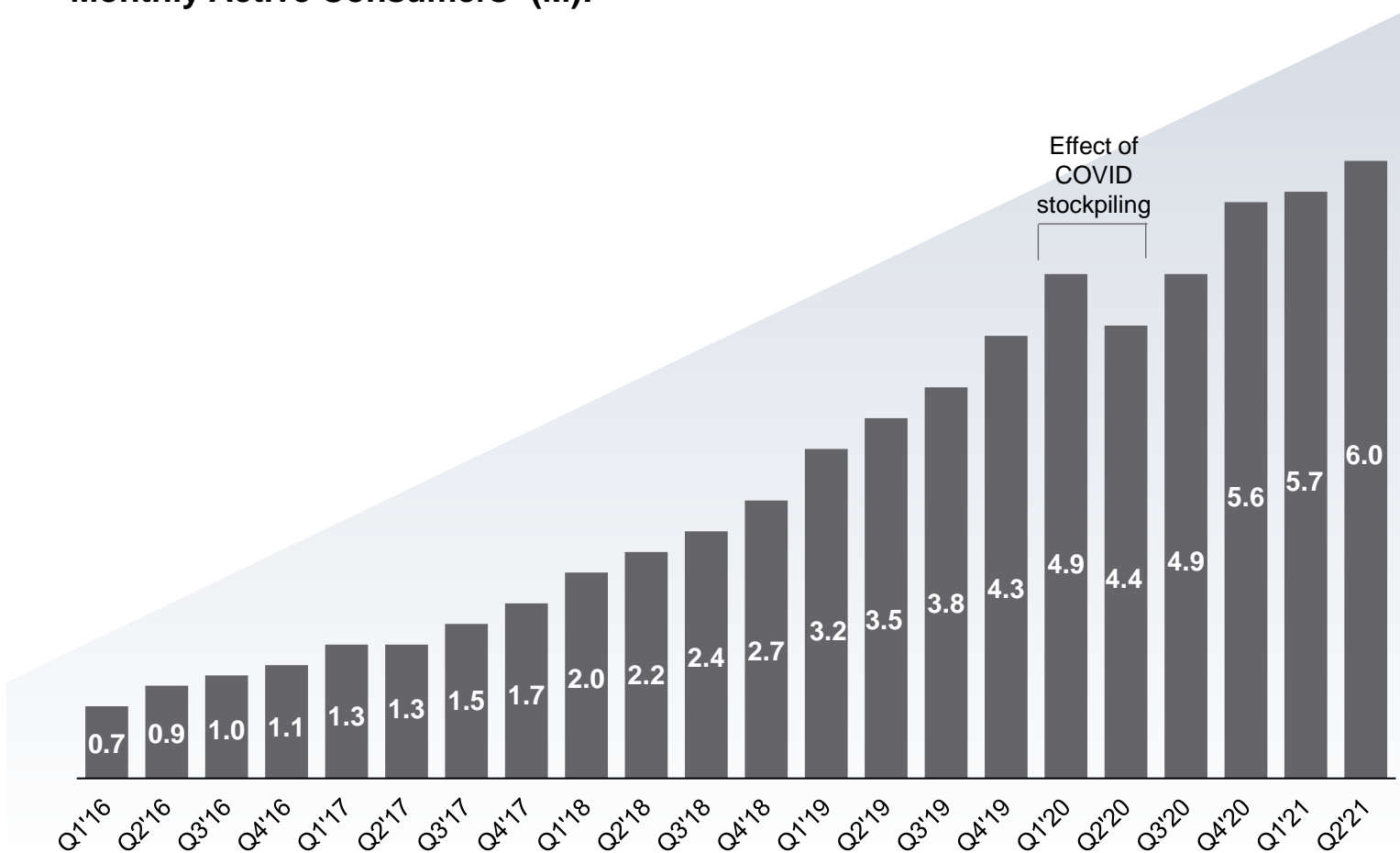


1. GoodRx provides adjudication information that is stored by the pharmacy

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 Consumers¹ (M):

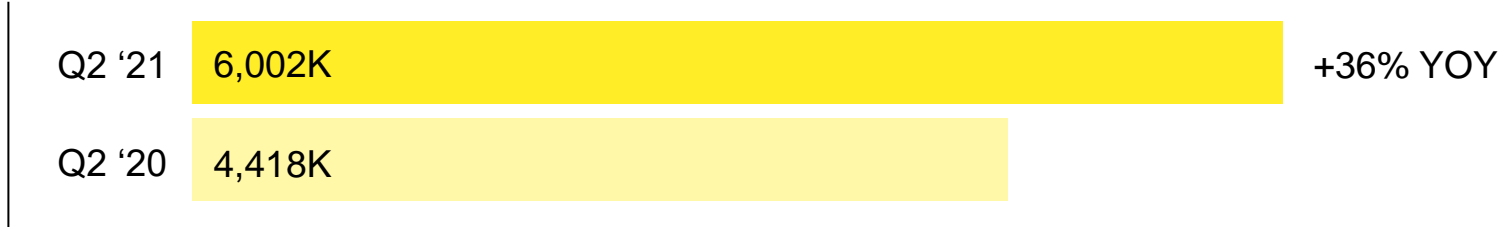


- **Monthly Active Consumers (MACs):** the number of unique consumers who use our Prescription Transactions offering to save money at a pharmacy in a given month.
- When presented for a quarter, it is the average of the monthly MACs in that quarter.

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)¹



Subscription Plans²



Exited the quarter with

7.5M+

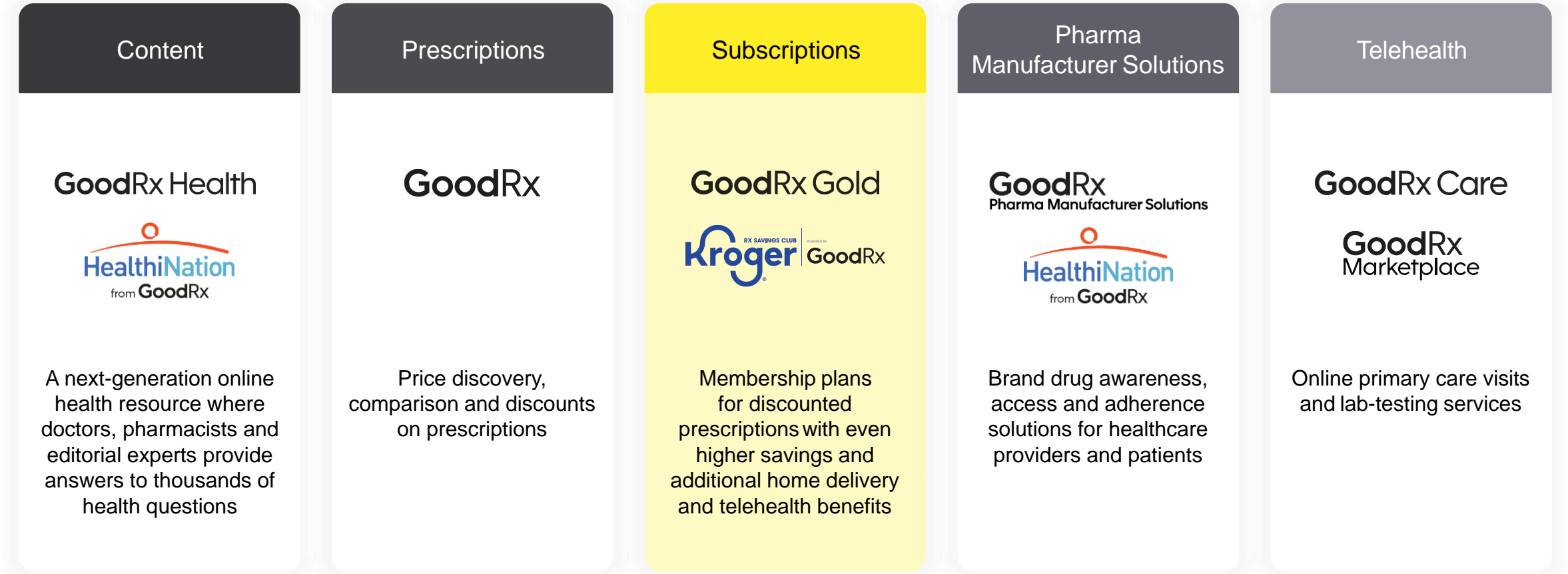
Consumers of our prescription-related offerings

June MACs + subscription user count

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.

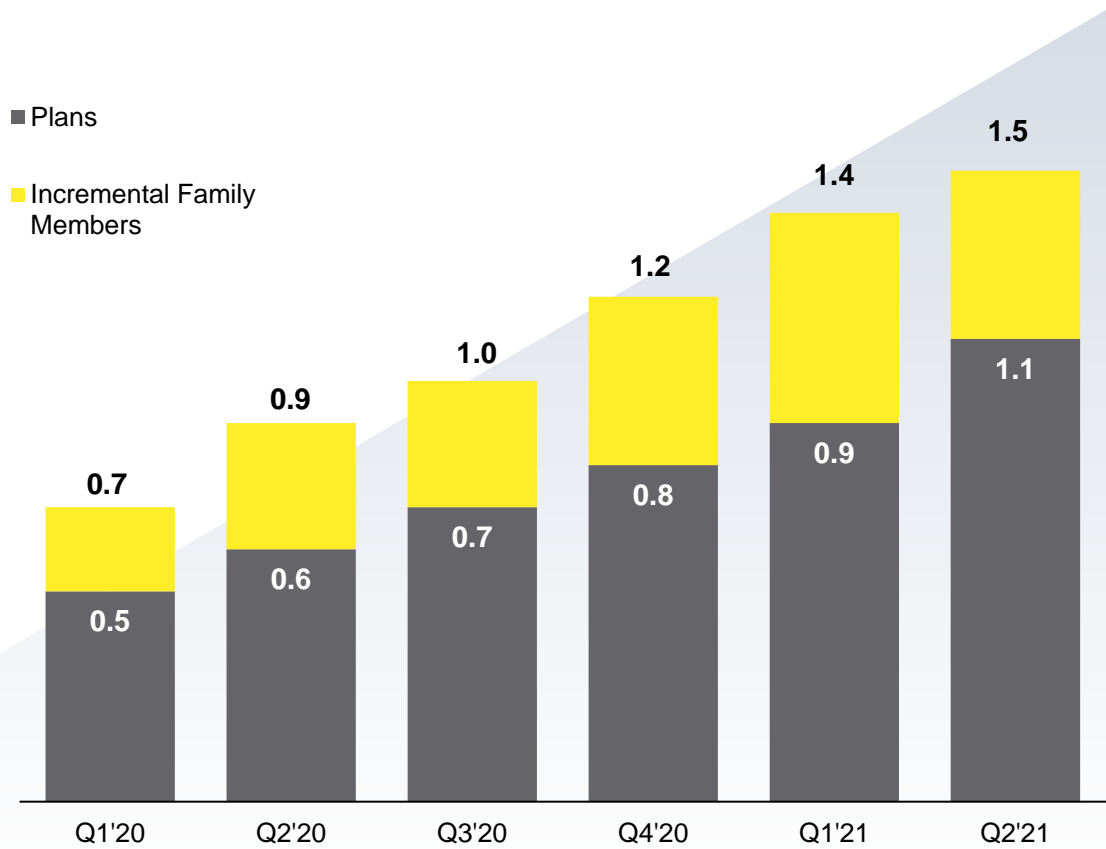
2. Represents the ending subscription plan balance across both of our subscription plans, GoodRx Gold and Kroger Savings Club.

GoodRx provides solutions across the healthcare journey

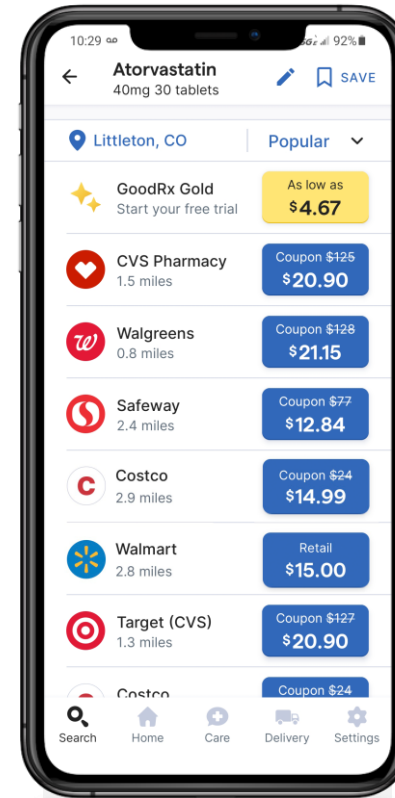


86% YoY subscriber growth further extends our prescription user reach

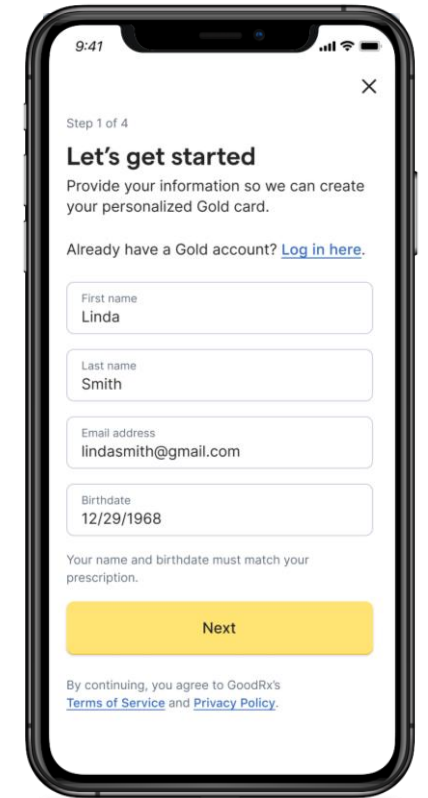
Paid Subscriptions: Plan¹ and Member Count (M):



Prescription Transactions Low Friction One size fits all



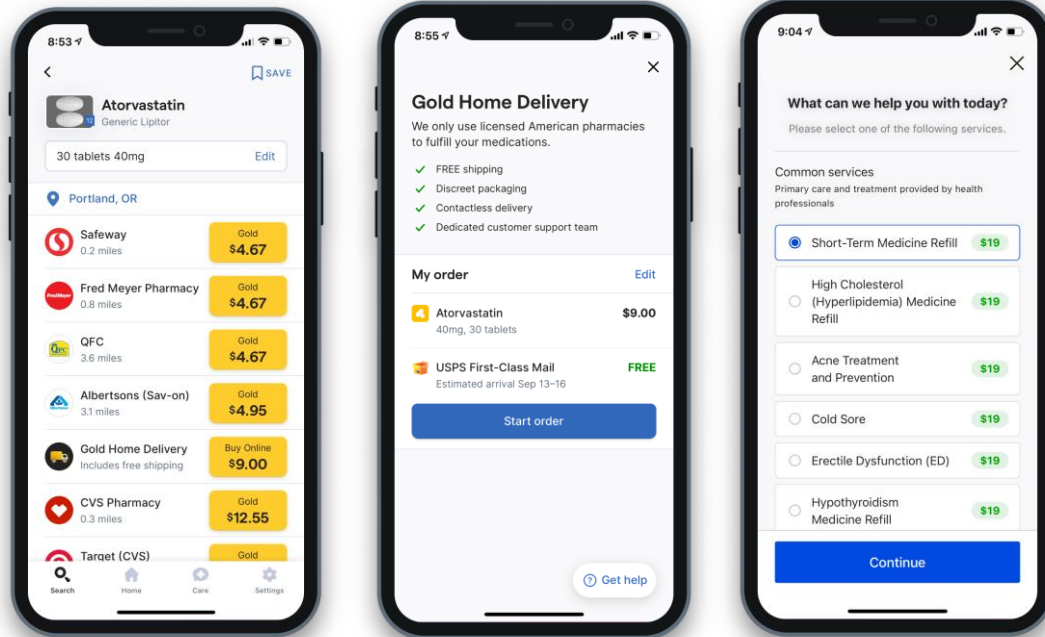
Subscriptions Relationship Personalized



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

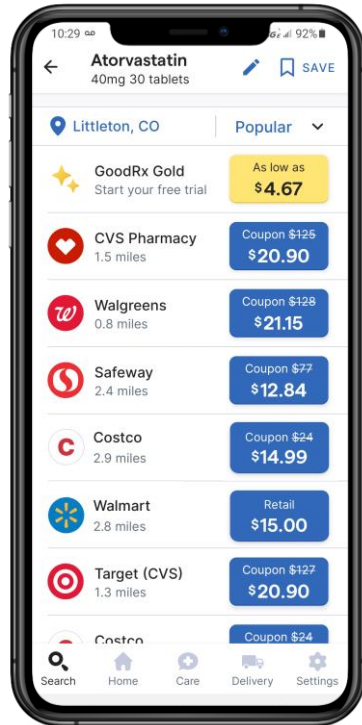
Kroger

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)

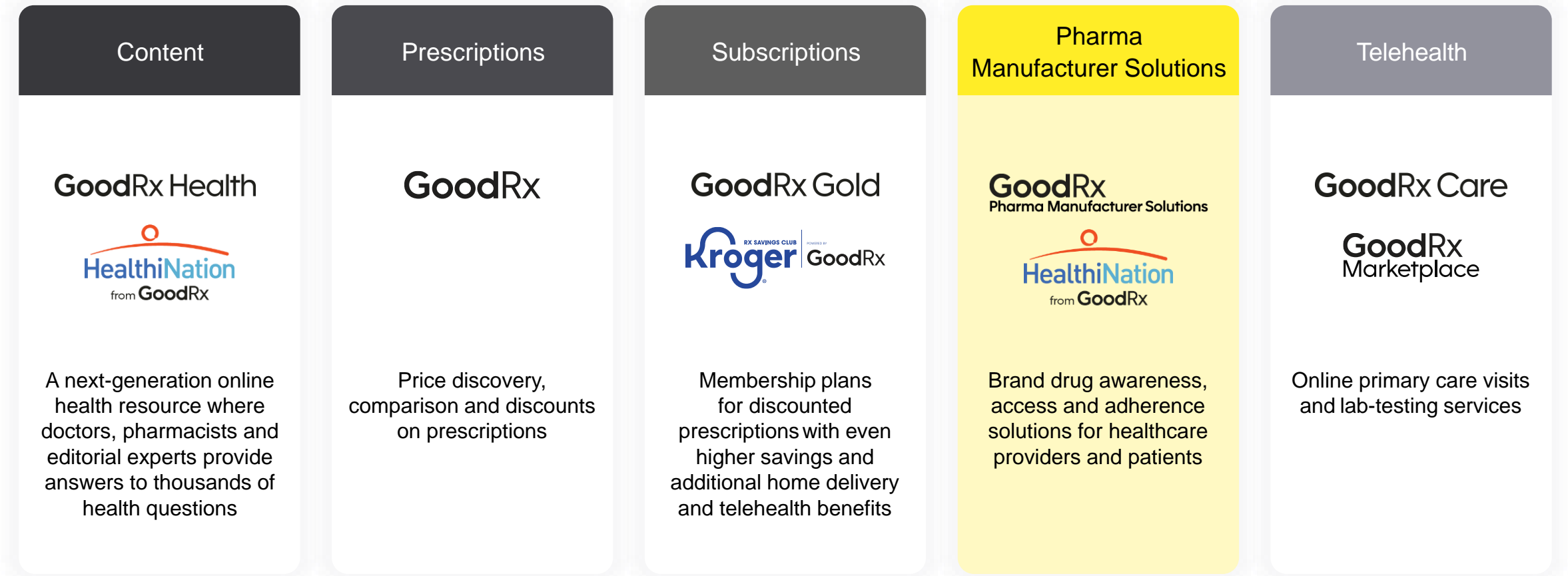
- No registration or user info required
- Frequency of use (and monetization) varies based on consumer needs:
 - Acute vs. chronic
 - 30 day fills vs. 90 day fills
 - Other financial considerations

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

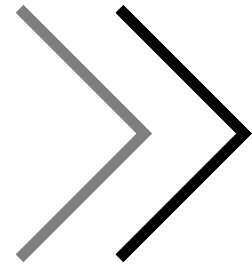


Pharma Manufacturer Solutions is GoodRx's fastest growing offering with the most attractive economics

~20M
High Intent
Monthly Visitors¹

20%
of GoodRx Searches
are for Brand Drugs²

10x+
More Traffic than
Pharma Manufacturer's
own Drug Sites³



~3X
YTD YoY Revenue
Growth⁴

19
Of Top 20
Pharma Manufacturers
Work with Us²

**Attractive
Economics**
Capitalizing on
Existing Traffic

100+
Pharma Brands
We Work With²

150%+
Net Revenue
Retention⁵

85%
of Revenue Substantially
Flat Fee Based⁶

1. As of Q1'21.
2. Based on internal data as of YTD 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.
4. Reflects YTD revenue growth H1 2021 over H1 2020.
5. YTD 2Q21 Net Revenue Retention compares total revenue generated from all clients in the YTD period ended 6/30/20 to total revenue generated from the same clients in the YTD period ended 6/30/21 (i.e., excludes new client relationships beyond 6/30/2020).
6. Based on internal data. Reflected revenue that is not variable/volume based.

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

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.
4. Net Promoter Score. Consumer NPS based on survey run in July 2021. Provider NPS based on 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 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.
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

\$30B

Medical marketing and advertising spend by pharma manufacturers¹

69%

Of patients have made personal sacrifices to afford medications²

70%

Of HCPs say high cost is the number one reason patients don't pick up prescriptions³

Pharma Manufacturers

- Looking to increase utilization of robust patient support and affordability solutions
- Pharma rep interactions down 70% in 2020⁴
- IDFA and a cookieless world may limit the ability to digitally engage the right audience

Patients

- Branded medication costs have increased 78% since 2014⁵
- Patient awareness and utilization of existing manufacturer support programs is very low⁶
- 30% of prescriptions in the US are left unfilled at the pharmacy and the main reason is cost⁷

HCPs

- 77% of patients think it is very important to discuss affordability options with their doctor⁸
- HCPs spend an average of 14.6 hours per week on administrative tasks for therapy access⁹
- 87% of HCPs do not want in person pharmaceutical sales rep visits¹⁰

1. Medical Marketing in the United States (<https://jamanetwork.com/journals/jama/fullarticle/2720029>)

2. CoverMyMeds Patient and Provider Surveys, 2020 (<https://www.prnewswire.com/news-releases/new-data-reveals-nearly-70-of-patients-make-personal-or-financial-sacrifices-to-afford-medications-301081467.htm>)

3. https://www.optimizeRx.colm/hubfs/OptimizeMDs/OptimizeMD_Survey_010821_by_OptimizeRx_and_THINK_Health.pdf

4. <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/ready-for-launch-reshaping-pharmas-strategy-in-the-next-normal>

5. GoodRx List Price index (https://www.datawrapper.de/_/NeZU/)

6. <https://www.fiercepharma.com/marketing/pharmas-return-5-billion-spent-yearly-patient-support-programs-only-3-use-survey>; CoverMyMeds Patient Survey, 2020 (<https://insights.covermymeds.com/patient-experience/affordability/finding-prescription-affordability-options-amid-a-flood-of-cards>)

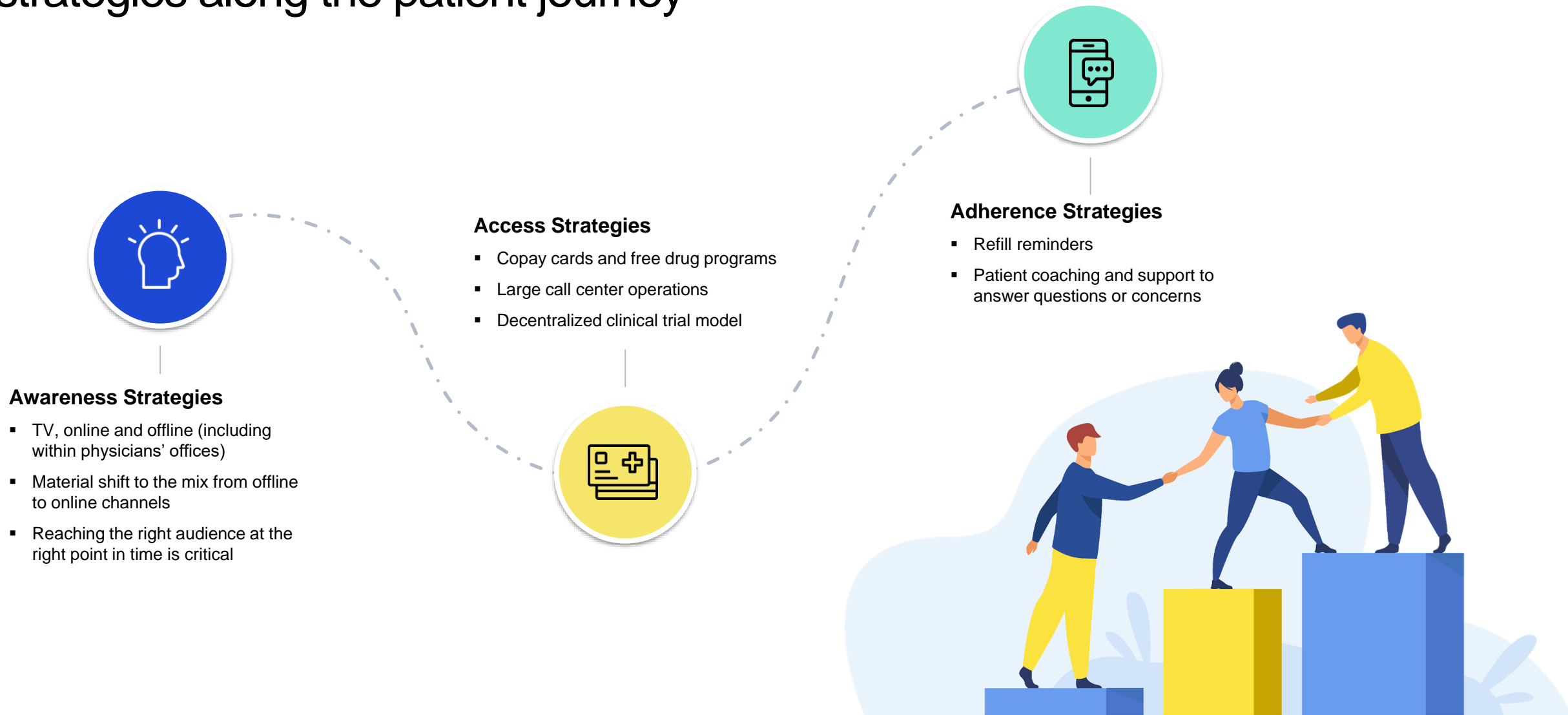
7. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6045499/>

8. Based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019

9. <https://www.ama-assn.org/practice-management/sustainability/prior-authorization-major-practice-burden-how-do-you-compare>

10. <https://newsroom.accenture.com/news/pharma-companies-have-improved-how-they-engage-with-healthcare-providers-during-covid-19-finds-new-research-from-accenture.htm>

Pharmaceutical manufacturers invest in Awareness, Access and Adherence strategies along the patient journey



GoodRx has Awareness, Access and Adherence solutions to meet pharma manufacturer, patient and HCP needs



Improving Awareness, Access and Adherence drives better outcomes for all stakeholders

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

Value propositions



Pharma Manufacturers **convert high LTV patients at a better ROI** than alternative solutions



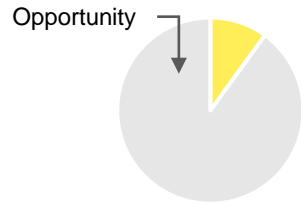
Consumers receive **savings and support** they need to start and stay on therapy



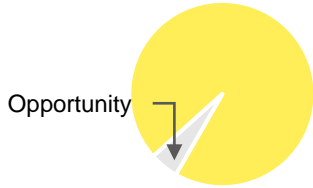
HCPs **drive better patient outcomes and patient satisfaction while saving administrative time**

We are at the early stages of penetrating the pharma manufacturer opportunity

Current relationships¹ with pharma manufacturers

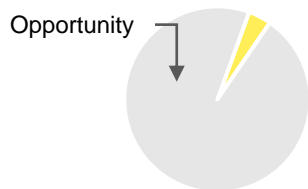


10% of 550
U.S. manufacturers



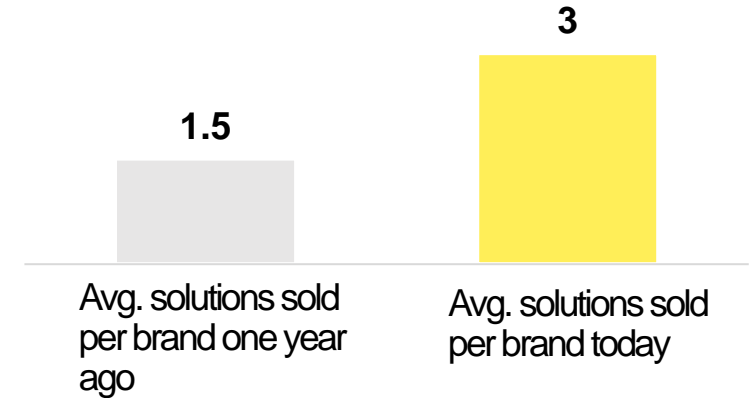
95% of Top 20
U.S. manufacturers

Significant brand expansion runway

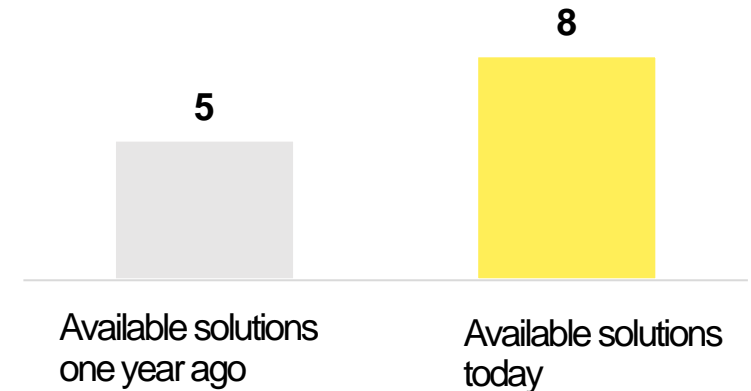


Only 4% of ~1,000
brands of top 20 manufacturers

Successfully upselling

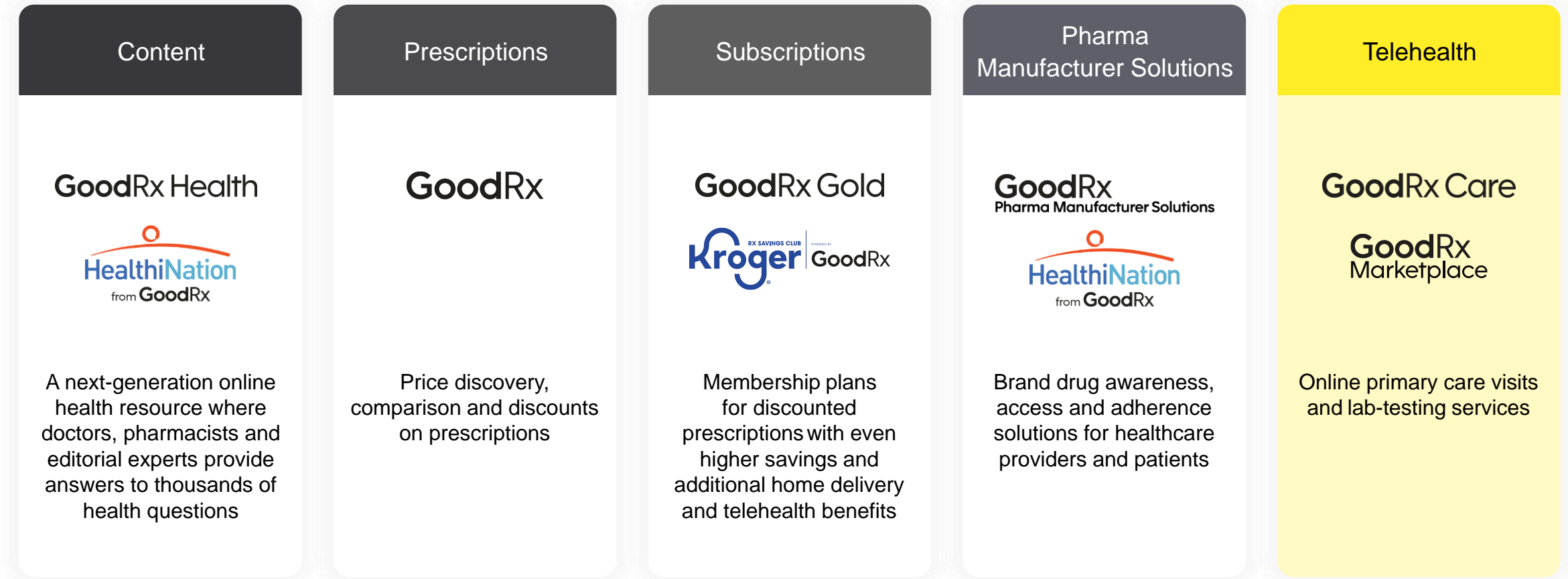


Innovating our solution set



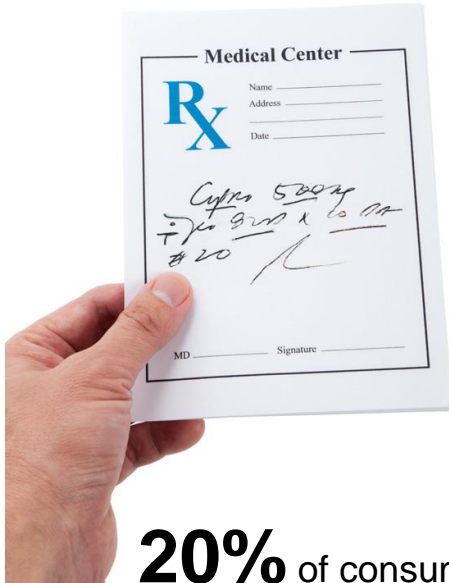
1. Working with GoodRx for at least one brand.

GoodRx provides solutions across the healthcare journey



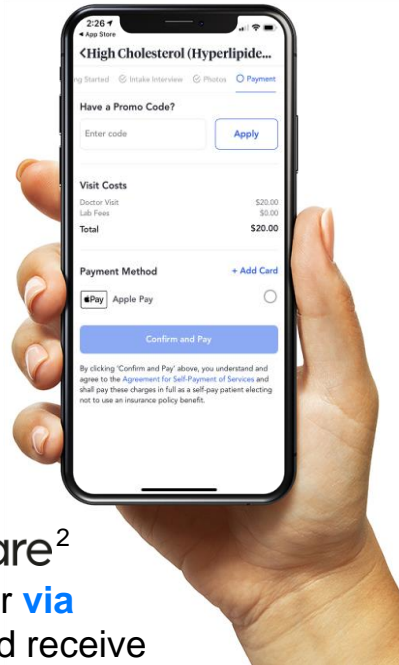
Telehealth provides an additional entry point to our platform and two-way cross-sell opportunities

Additional entry point focused on low cost, prescription associated conditions

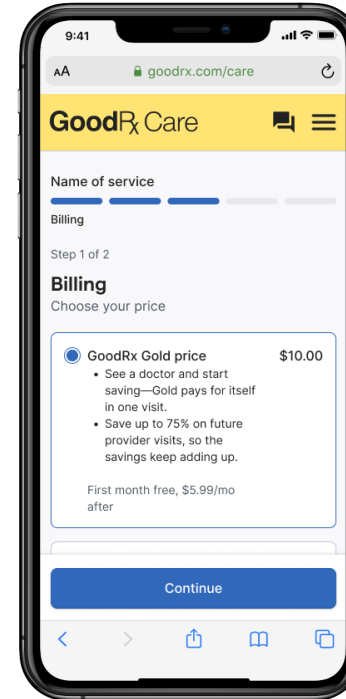


20% of consumers **do not have** a prescription at the time of their GoodRx search¹

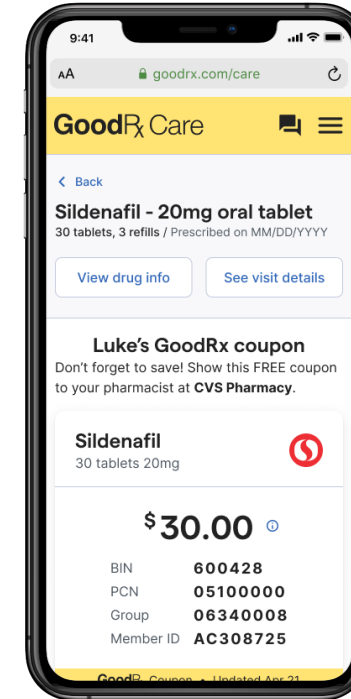
GoodRx Care² See a provider **via telehealth** and receive a prescription if necessary
Visits start at \$19 for Gold Members and \$39 for others



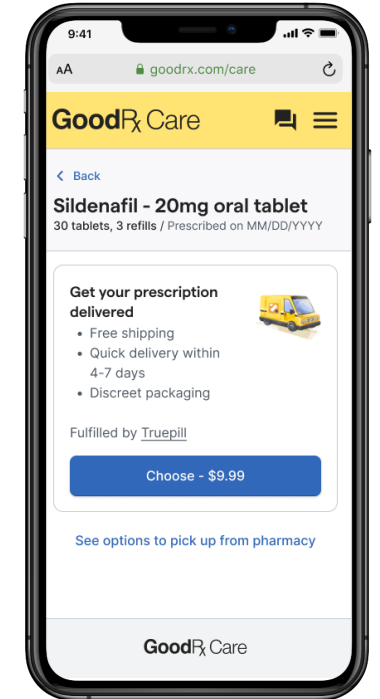
60% of Care visits driving incremental revenue through our other offerings



Gold Upsell



Integrated coupon

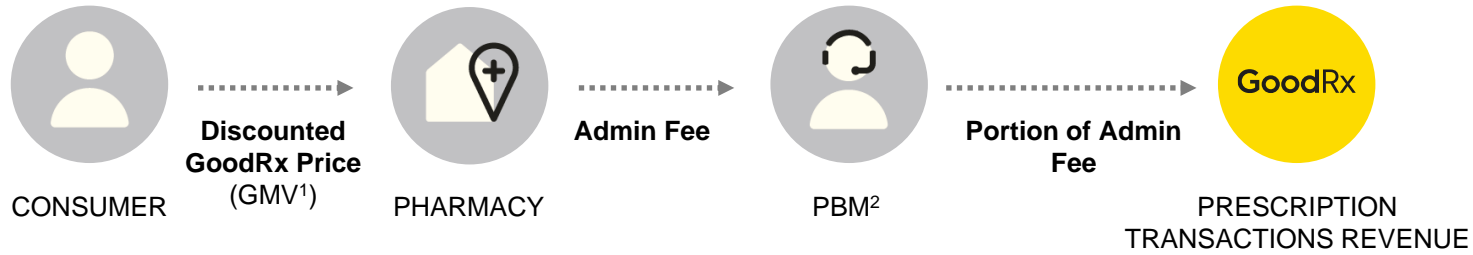


Home Delivery

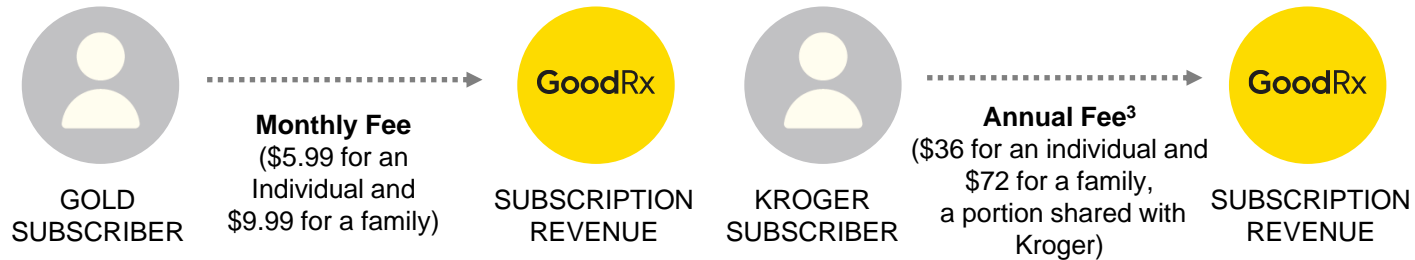
1. Internal data, as of August 2020.
2. HeyDoctor by GoodRx rebranded as GoodRx Care in Q1 2021.

How GoodRx makes money

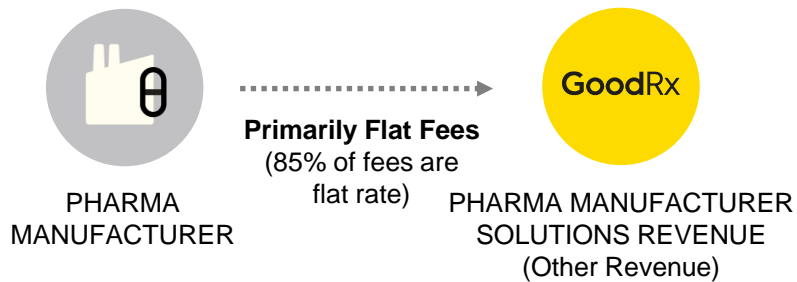
Prescription Transactions Revenue



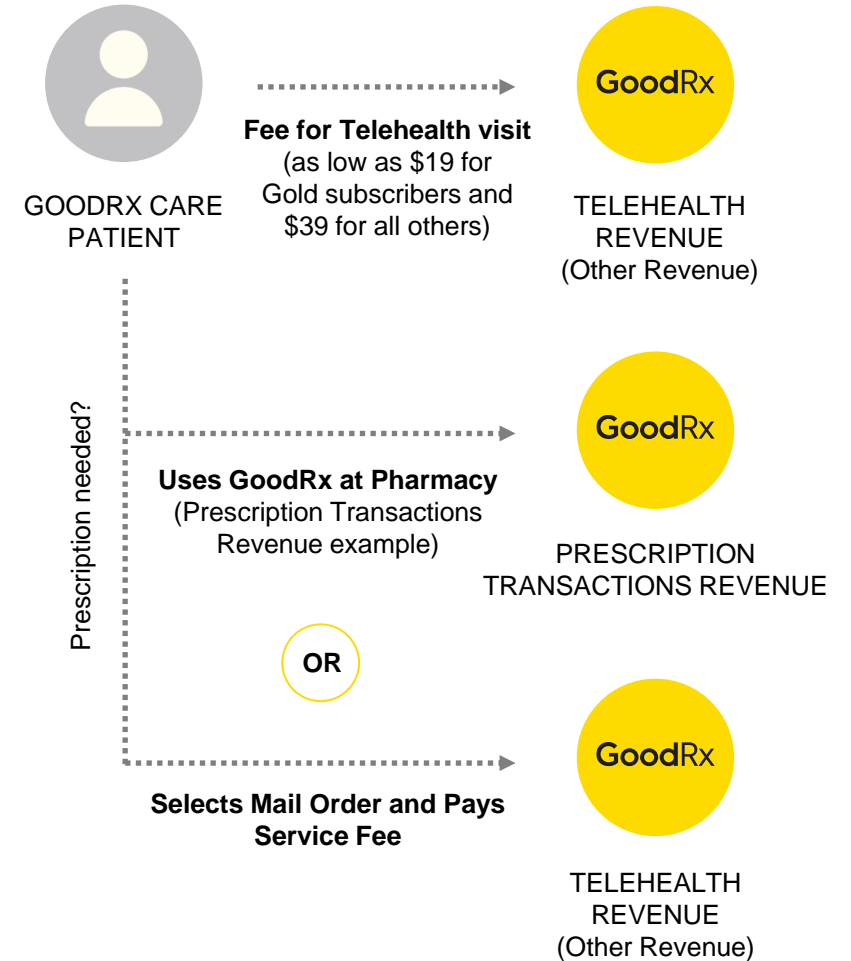
Subscription Revenue



Pharma Manufacturer Solutions Revenue



Telehealth Revenue



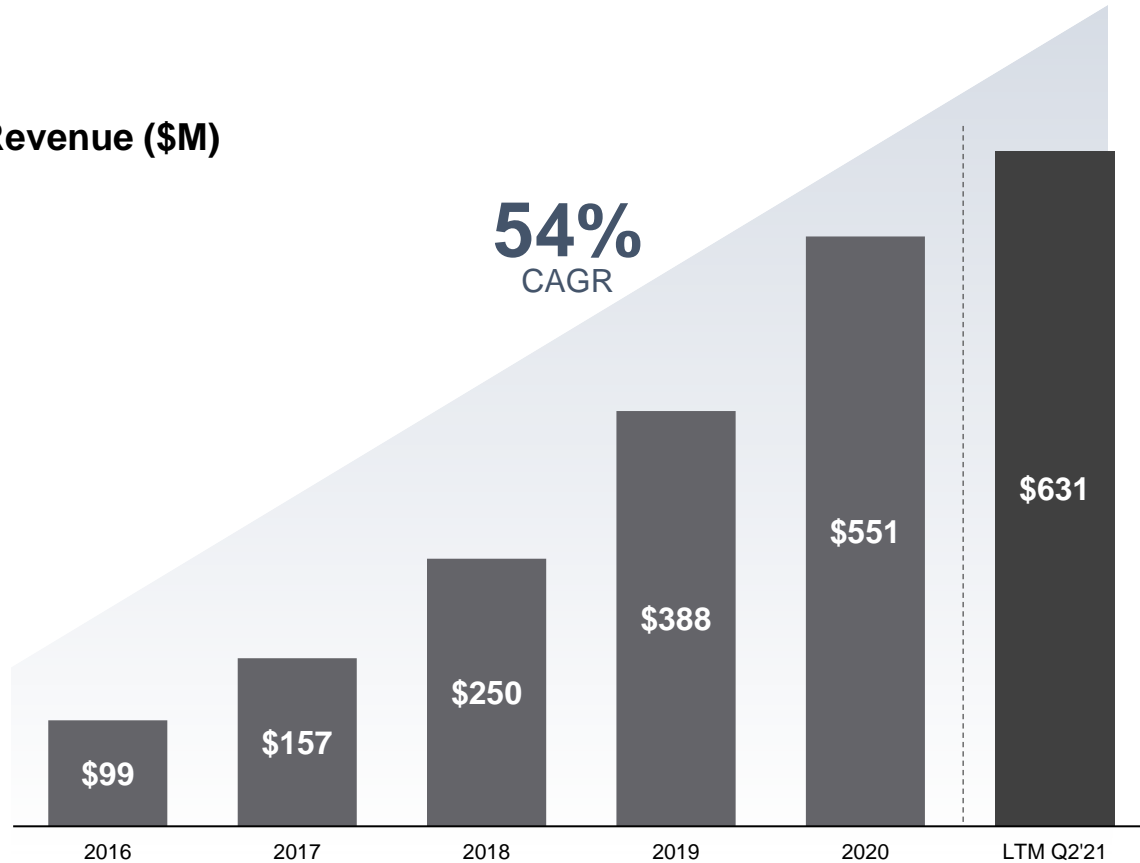
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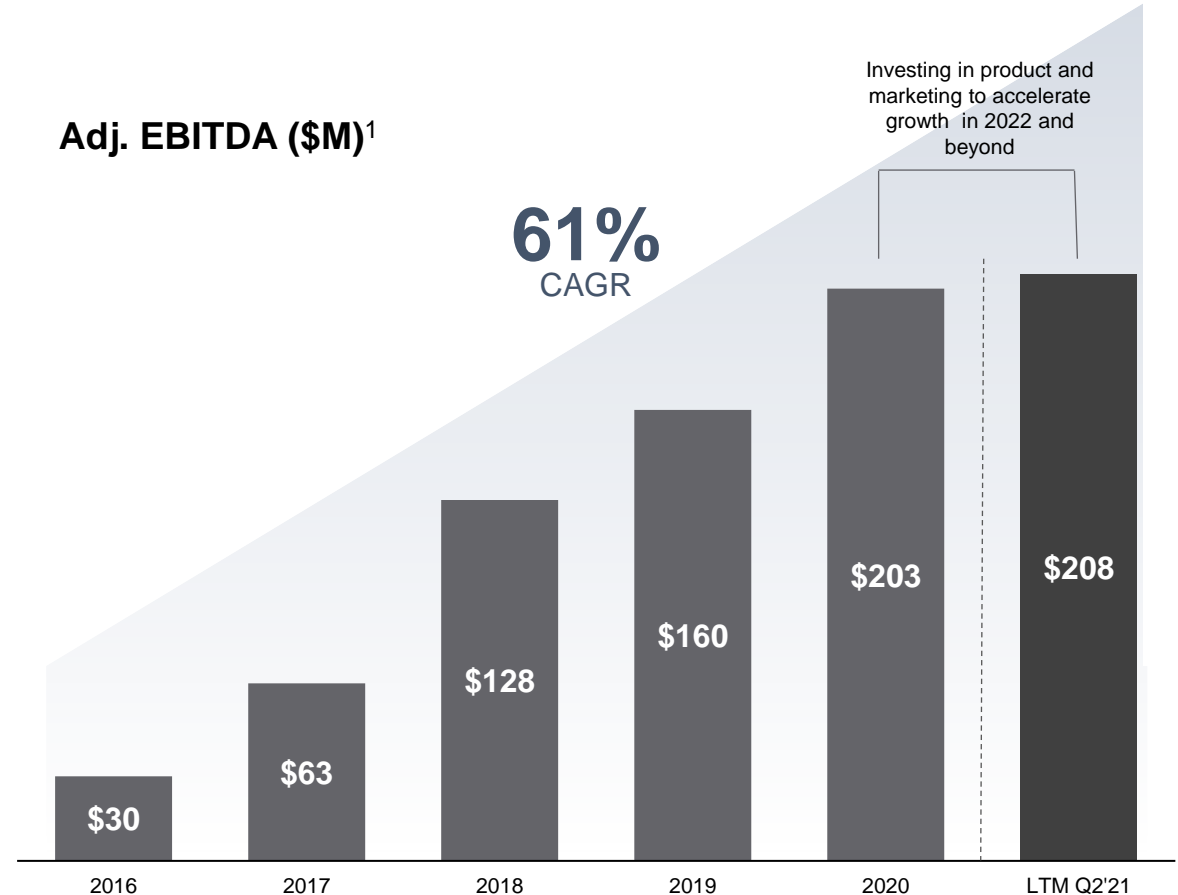
3. The portion kept by GoodRx is recognized over the 12 month subscription period.

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 (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

| Top of Funnel | Prescription Related Offerings | Pharma Manufacturer Solutions | Telehealth |
|--|--|---|--|
| <ul style="list-style-type: none">• ~20 Million Monthly Visitors• GoodRx Health• HealthiNation• Brand awareness• HCP relationships• Unpaid traffic• Paid marketing | <ul style="list-style-type: none">• 40%+ YoY growth to 7.5m+ users• Improved pricing• 80%+ repeat rate• HCP relationships• Personalization and customization• Home delivery | <ul style="list-style-type: none">• 3x YoY growth• 19 out of top 20 manufacturers, but only 4% brand penetration• HCP relationships• Strong pipeline | <ul style="list-style-type: none">• 60% cross-sell <i>from</i> telehealth• Upside in cross-sell <i>to</i> telehealth• Additional entry point |

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



Increase LTV of existing consumers and acquire new consumers

Prescription Transactions Offering



Move consumers into subscription plans to drive more savings and higher LTV and increase recurring revenue

Subscription Offering



Expand number of partners, enhance our existing offerings, and introduce new integrated technology solutions

Pharma Manufacturer Solutions



Increase cross-sell opportunities and maintain additional entry point

Telehealth



Expand access and coverage through third-party partners to further deliver on our mission

Expand Platform

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



Q&A



Appendix



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

Andrew Slutsky
President, Consumer

Justin Fengler
SVP, Corporate Strategy & Business Operations

Jim Sheninger
SVP, Pharmacy Strategy Officer



Trevor Bezdek
Co-CEO

Stanford University Biowire Tryarc
acquired by NTT Data

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

| (dollars in thousands) | Year Ended December 31 | | | | | |
|---|------------------------|-----------------------|------------------|------------------|------------------|------------------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | LTM |
| Net Income (Loss) | \$8,913 ¹ | \$28,772 ¹ | \$43,793 | \$66,048 | (\$293,623) | (\$315,577) |
| Interest income | (21) | (24) | (154) | (715) | (160) | (73) |
| Interest expense | 3,541 | 6,970 | 22,193 | 49,569 | 27,913 | 24,291 |
| Income tax expense (benefit) | 6,188 | 10,931 | 8,555 | 16,930 | (9,827) | (75,114) |
| Depreciation and amortization ¹ | 9,089 | 9,099 | 9,806 | 13,573 | 18,430 | 23,294 |
| Other expense (income), net | 154 | (5) | 7 | 2,967 | (22) | (1) |
| 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 | 1,319 | 328 |
| Acquisition related expenses ⁵ | 142 | 2 | 15 | 2,170 | 7,366 | 12,193 |
| Stock-based compensation expense ⁶ | 2,002 | 2,150 | 1,762 | 3,747 | 397,285 | 480,156 |
| Charitable stock donation ⁷ | - | - | - | - | 41,721 | 41,721 |
| Payroll tax expense related to stock-based compensation | - | - | 61 | 173 | 12,086 | 14,849 |
| Loss on abandonment and impairment of operating lease assets ⁸ | - | - | - | - | 961 | 1,741 |
| Adjusted EBITDA^{9, 10} | \$30,008 | \$62,956 | \$127,695 | \$159,802 | \$203,449 | \$207,808 |
| Adjusted EBITDA Margin¹¹ | 30.2% | 40.0% | 51.2% | 41.2% | 36.9% | 32.9% |

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, 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.