

GoodRx

Building the Leading Digital Platform for Consumer Healthcare

May 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, 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.

In light of the foregoing, you are urged not to rely on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

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

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



Doug Hirsch
Co-CEO

FACEBOOK yahoo! dailystrength
a @sharecare company

Karsten Voermann
Chief Financial Officer

ibotta worldpay Microsoft

Andrew Slutsky
President,
Consumer

ScriptRelief

Justin Fengler
SVP, Corporate Strategy
& Business Operations

TRIPLE TREE OLIVER WYMAN

Jim Sheninger
SVP, Pharmacy Strategy
Officer

CVS Health. medco Cigna.



Trevor Bezdek
Co-CEO

Stanford University Biowire Tryarc
acquired by NTT Data

Bansi Nagji
President,
Healthcare

MCKESSON Monitor Deloitte.

Jody Mulkey
Chief Technology
Officer

ticketmaster shopzilla

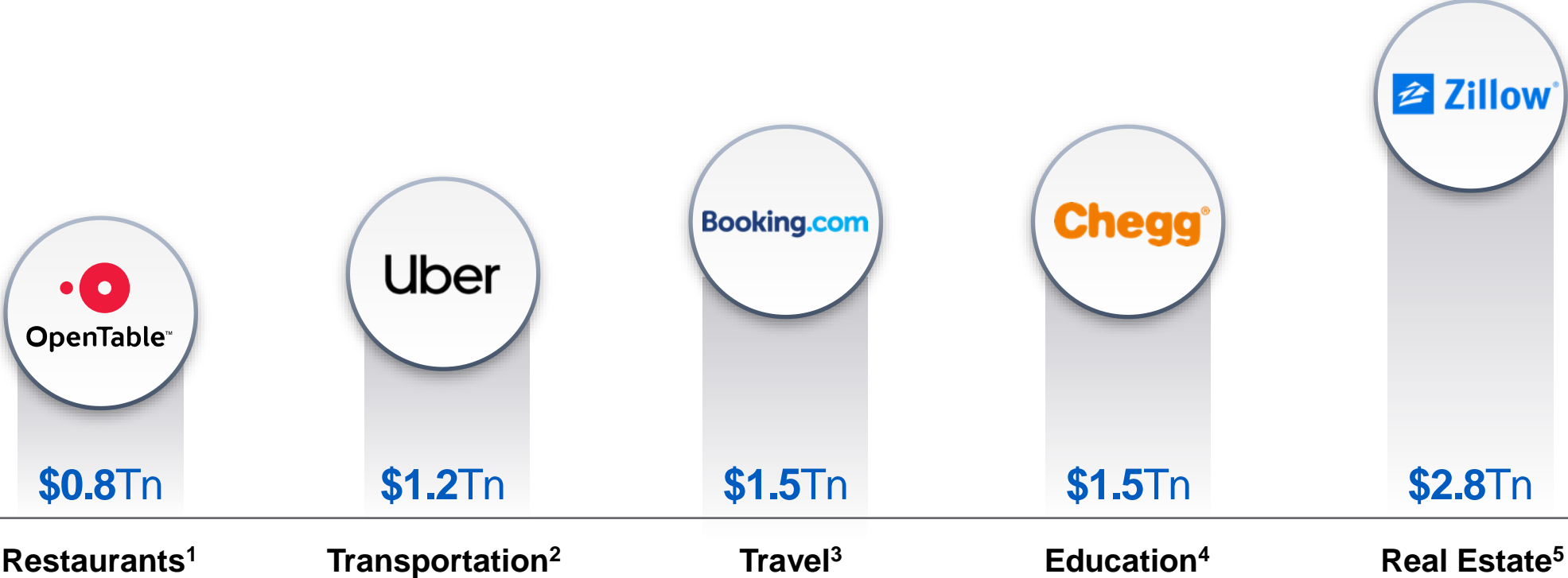
Babak Azad
Chief Marketing Officer,
SVP Marketing & Communications

BEACHBODY CREDIT SUISSE

Gracye Cheng
Vice President &
General Counsel

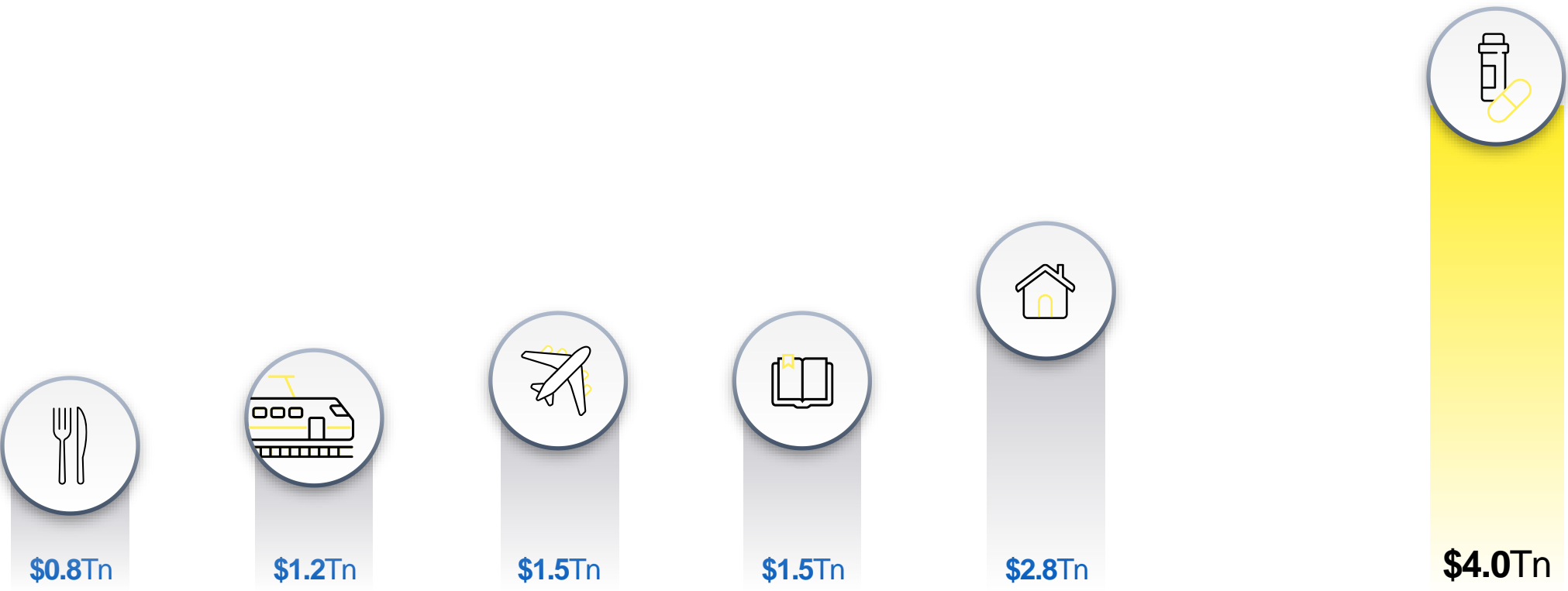
Skadden HARVARD UNIVERSITY

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



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

Healthcare spending is significantly higher than in other consumer markets



Restaurants¹

Transportation²

Travel³

Education⁴

Real Estate⁵

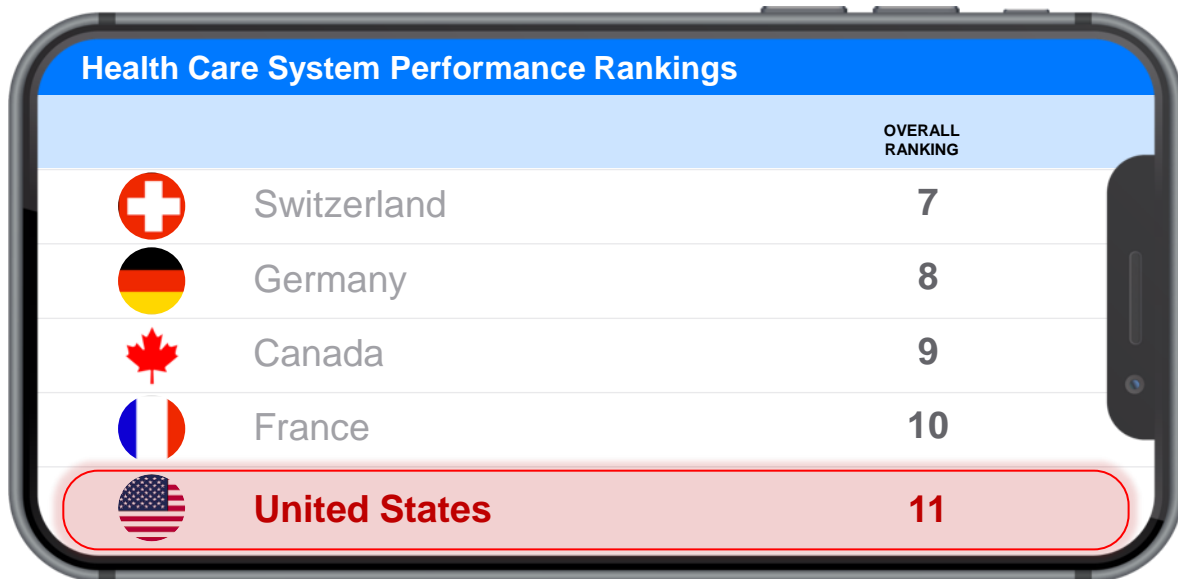
Healthcare⁶






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

Healthcare in America versus other developed nations

lowest healthcare quality¹...

...with some of the highest costs²



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

2x

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

66%

of all personal bankruptcies are linked to medical costs⁴

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

1. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)
2. Peterson-KFF Health System Tracker; CMS; Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)
3. Commonwealth Fund: 2017 study (as compared to Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom)
4. Study published in American Journal of Public Health; 2013-2016

We started with prescriptions Now we have expanded our platform

US healthcare market
\$4.0 Trillion¹

TAM of our current offerings
\$800 Billion⁴



- 🏪 5Bn+ annual prescriptions²
- 🏪 800MM+ annual physician visits³
- 🏪 We estimate that most healthcare interactions with consumers occur at the pharmacy
- 🏪 Fragmented marketplace
- 🏪 Limited technology innovation in the last 20 years

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

GoodRx improves Americans' health and makes healthcare more affordable



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



Nearly \$300Bn in cost from non-adherence²

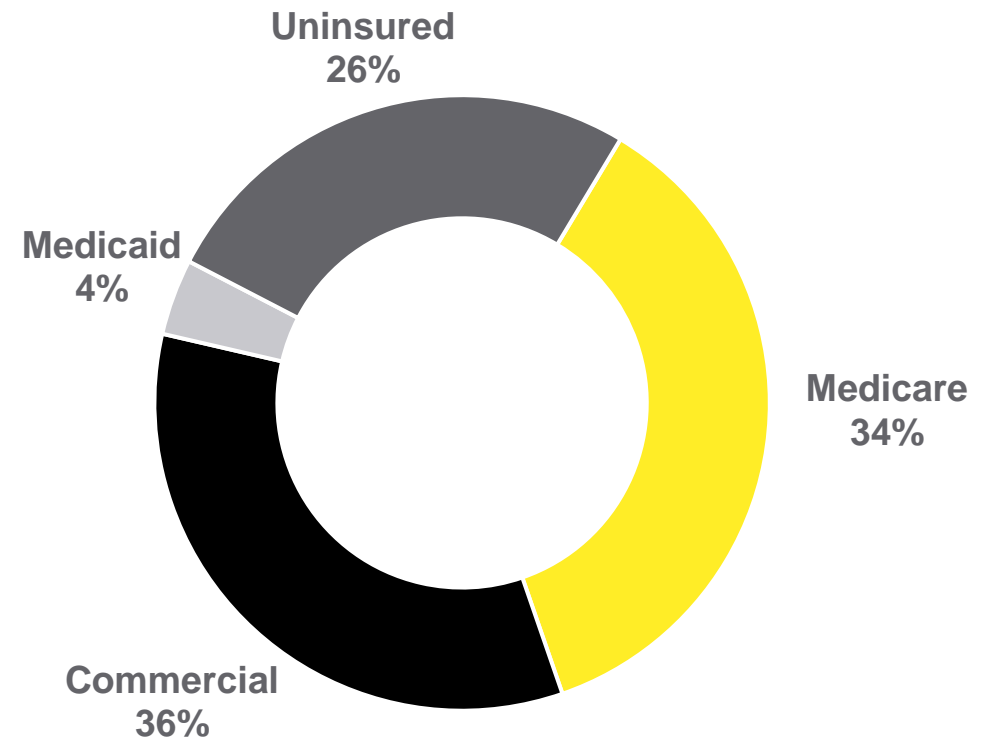


Someone dies **every 4 minutes** in the U.S. from not taking prescribed medicine as directed or at all³



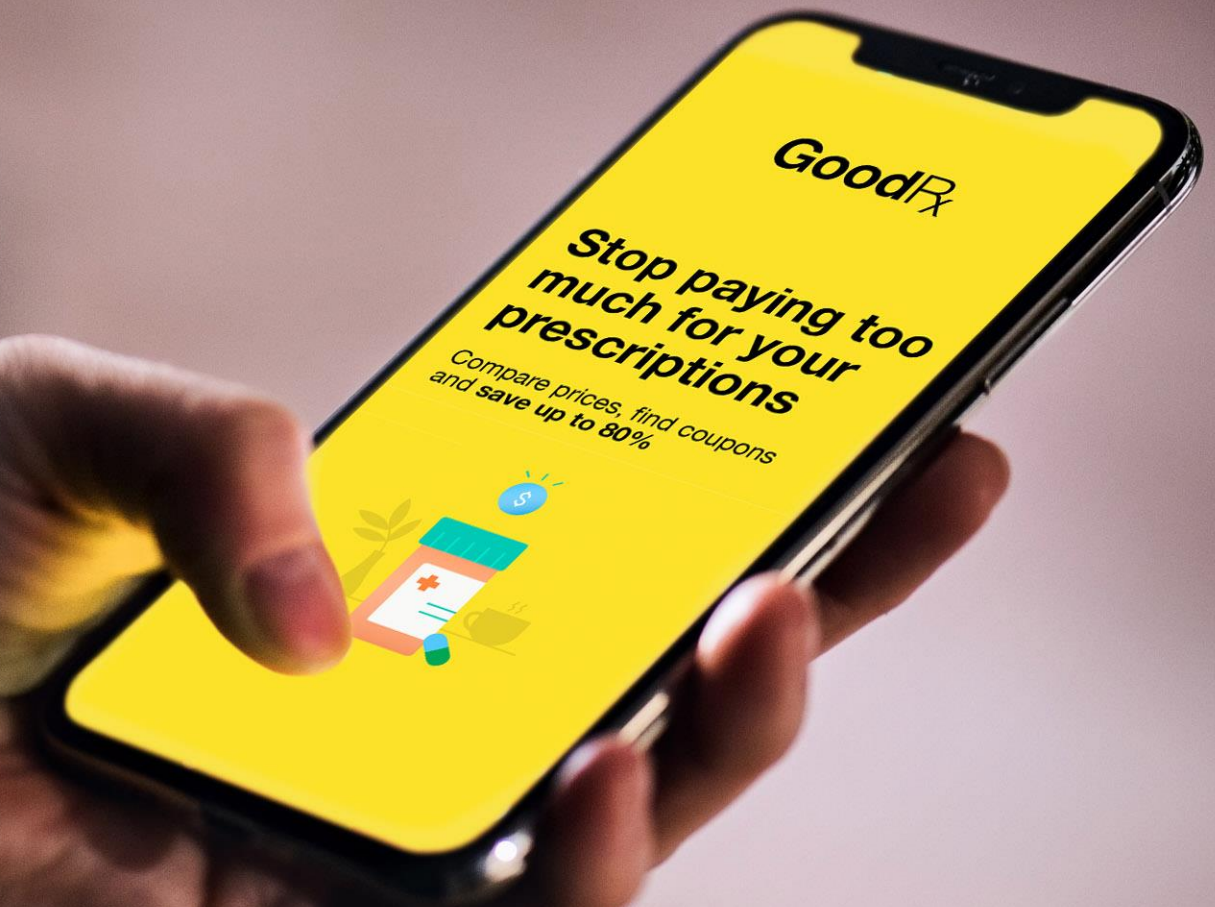
We believe we have helped millions of consumers afford to fill a prescription that would otherwise have gone unfilled⁵

GoodRx helps insured & uninsured consumers⁴



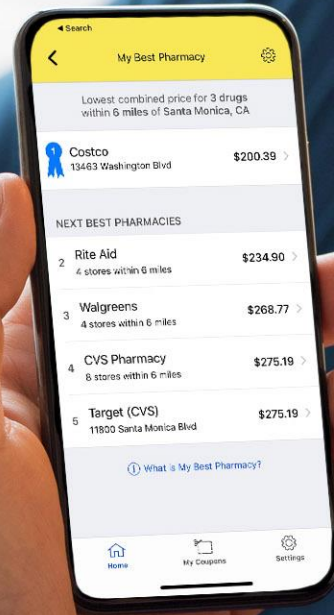
1. Internal estimate; Annals of Internal Medicine: The incidence and determinants of primary nonadherence with prescribed medication in primary care: a cohort study.
2. New England Journal of Medicine: Taking Our Medicine — Improving Adherence in the Accountability Era; 2018
3. American Journal of Health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

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



Our Mission

Build the leading
digital platform for
consumer healthcare



Our Vision

GoodRx at a glance

#1

Most downloaded medical app in the last three years¹

\$30Bn+

Estimated cumulative consumer savings²

~20M

Monthly Visitors³

70,000+

Pharmacies with up-to-date prices

2M+

Prescribers have a patient who has used GoodRx

80%+

Repeat Activity⁴

\$551M

2020 Revenue

42%

2020 YoY Revenue Growth

95%

2020 Gross Margin

37%

2020 Adjusted EBITDA Margin⁵

1. Based on days with most downloads on Apple App Store and Google Play App Store 2017-June 30, 2020.
2. As of 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.
3. Monthly Visitors is the number of individuals who visited our apps and websites in a given calendar month. Visitors to our apps and websites are counted independently. As a result, a consumer that visits or engages with our platform through both apps and websites will be counted multiple times in calculating Monthly Visitors. When presented for a period longer than a calendar month, Monthly Visitors is averaged over each calendar month in such period.; March 2021
4. Repeat activity refers to the second and later use of our discounted prices by a single GoodRx consumer; 2016-December 31, 2020.
5. 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.

Our platform delivers value to multiple constituents, starting with consumers

\$30B+

All-Time
Consumer
Savings¹



Consumer



Pharmacies

Increased
Foot Traffic

Customer
Satisfaction

86

Net Promoter
Score²



Physicians



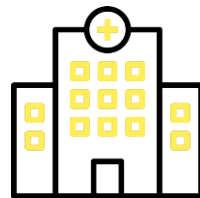
Pharmacy Benefit
Managers (PBMs)

Proven Growth
Channel

Long-term
Partnerships

\$300B

Costs From
Non-Adherence³



Payers



Manufacturers

Engage & Convert
High-Intent Users

Targeted Advertising
to High Intent
Consumers



1. As of 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.

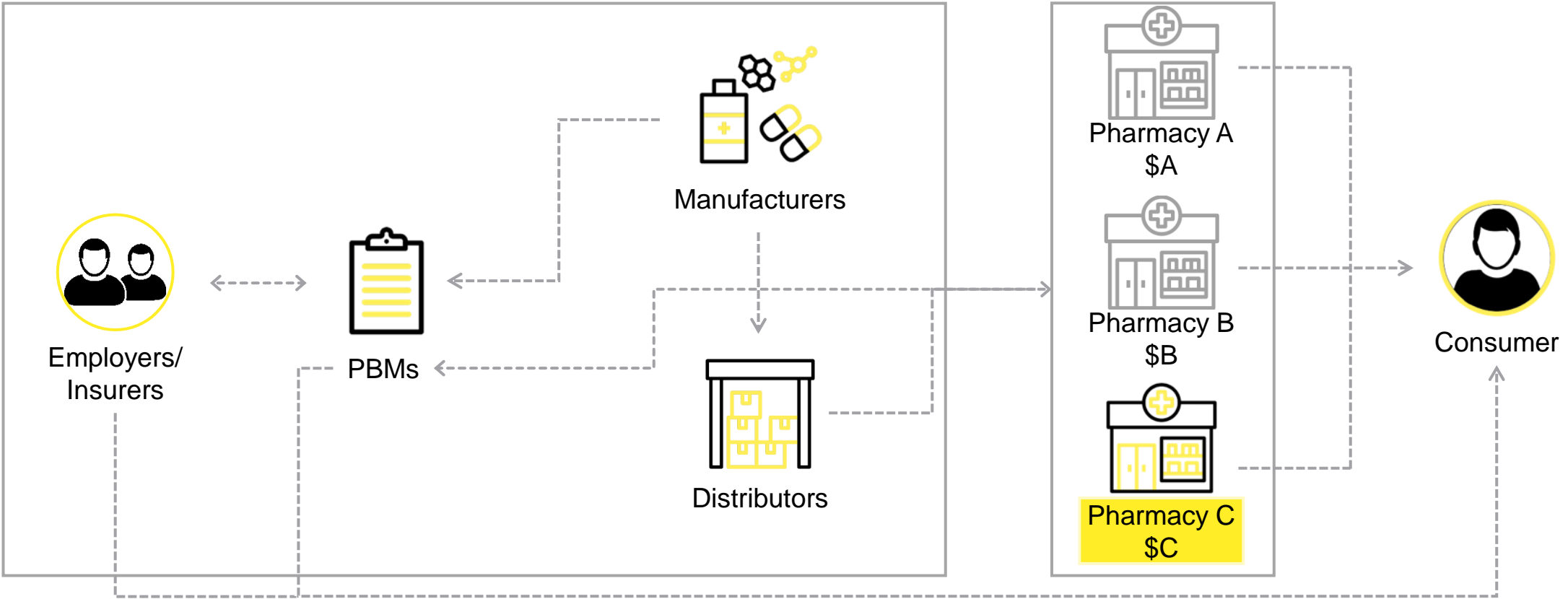
2. GoodRx survey, February 2020.

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

Complexity creates inefficiency at the consumers' expense

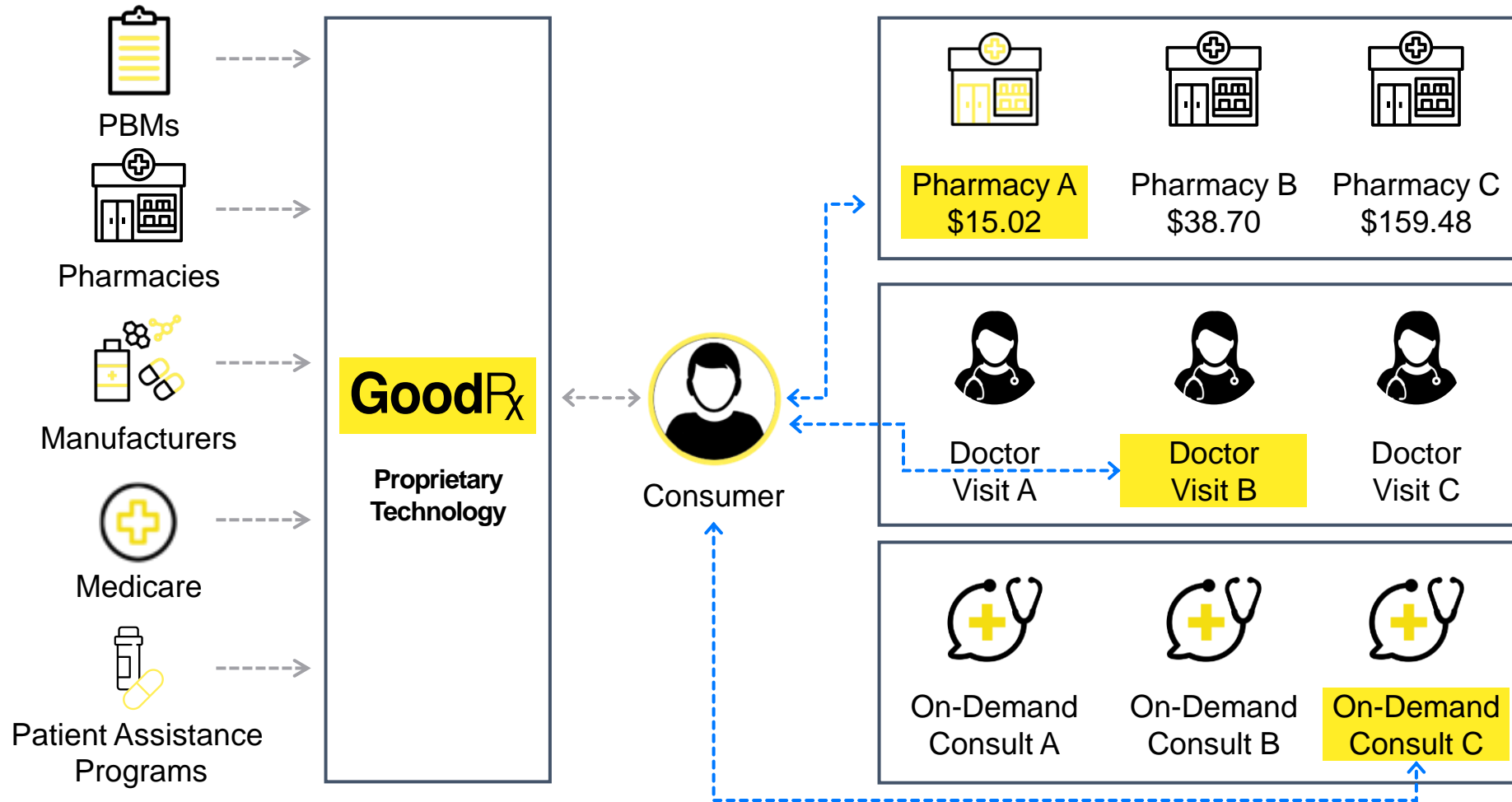
Highly complex healthcare ecosystem results in **lack of consistency** in consumer price

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







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

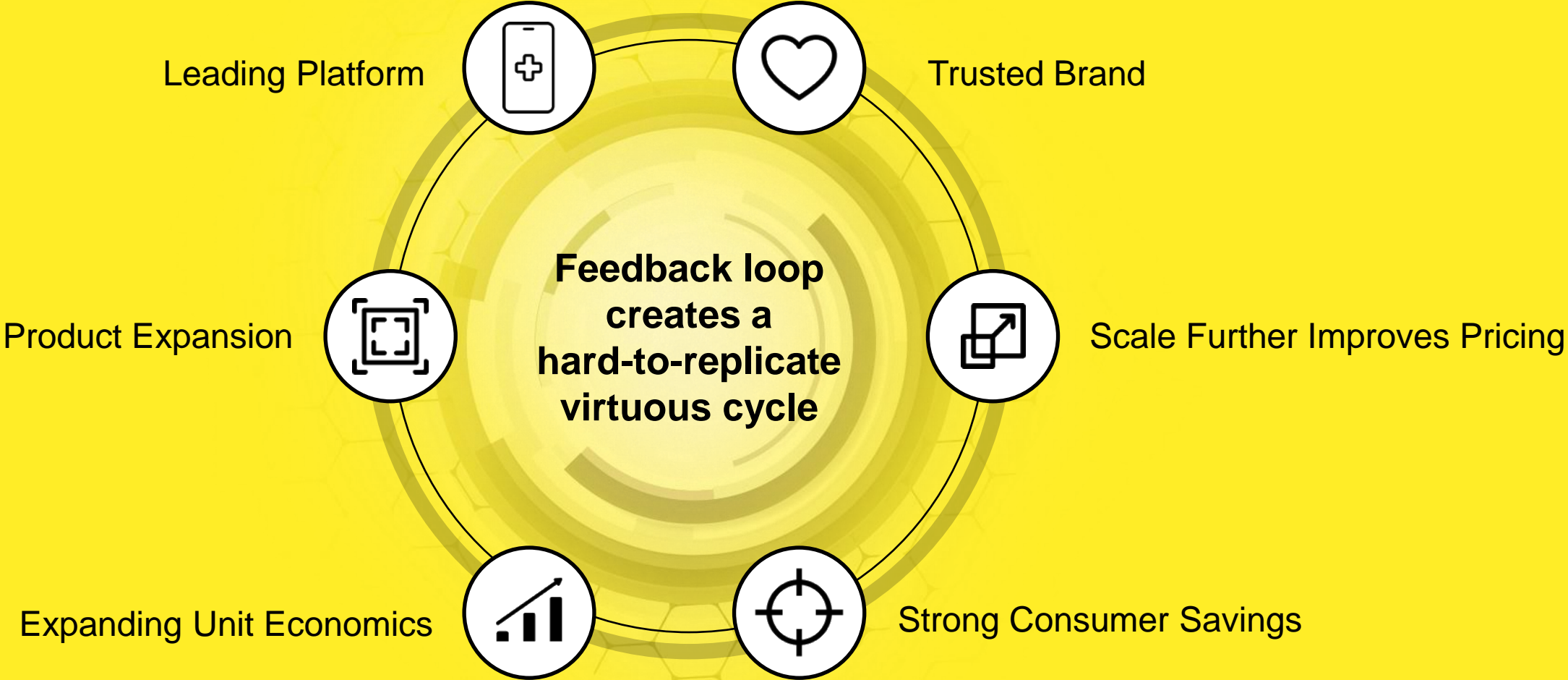
GoodRx empowers the consumer



GoodRx

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

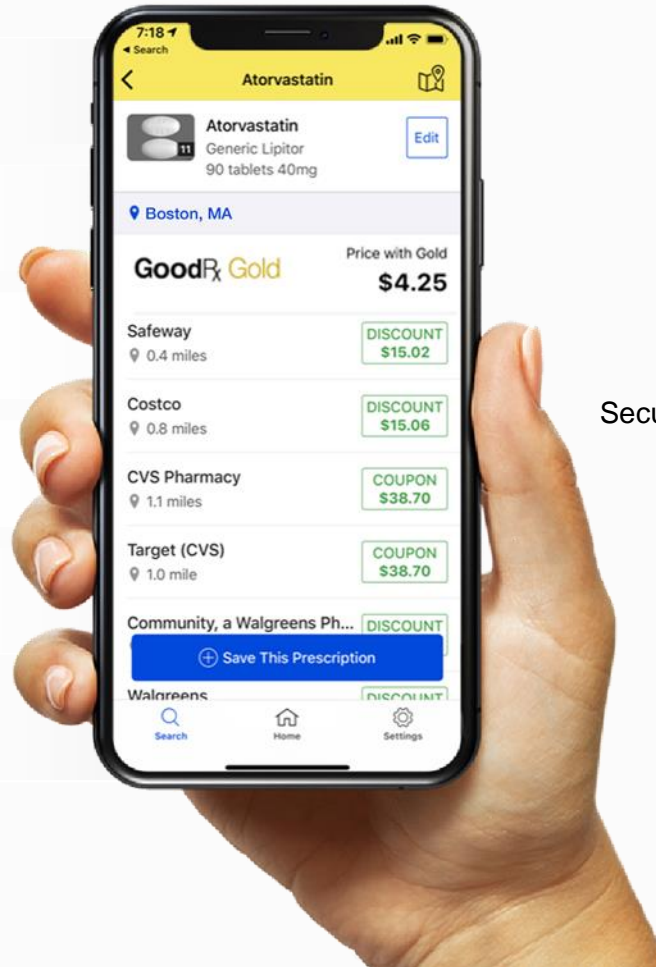
Our network strengthens with every transaction



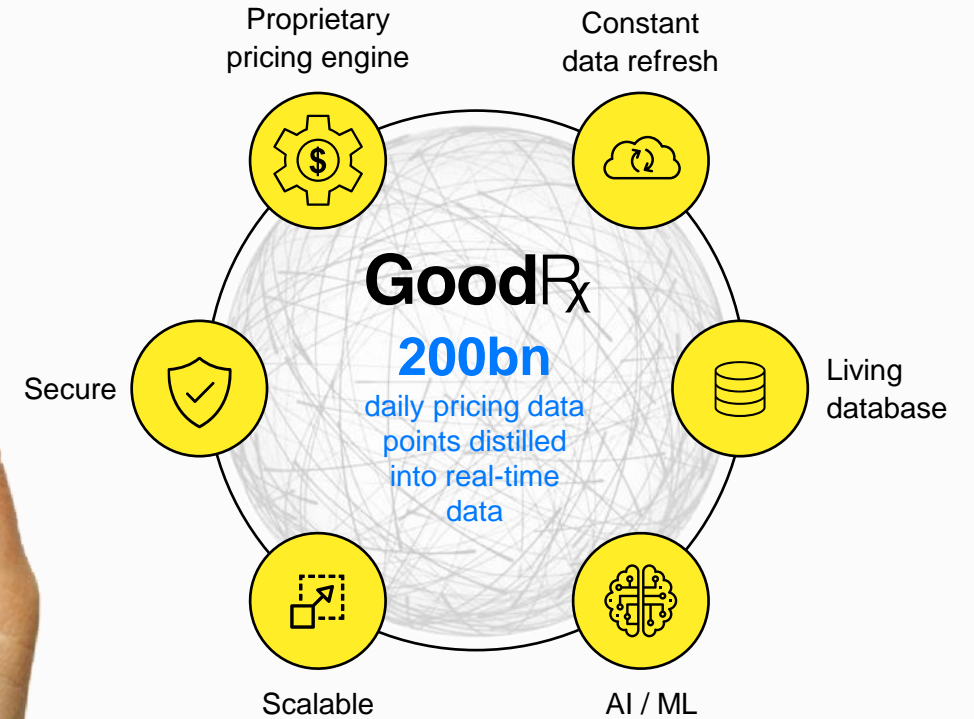
GoodRx combines complex backend with simple, elegant consumer app

Data sources

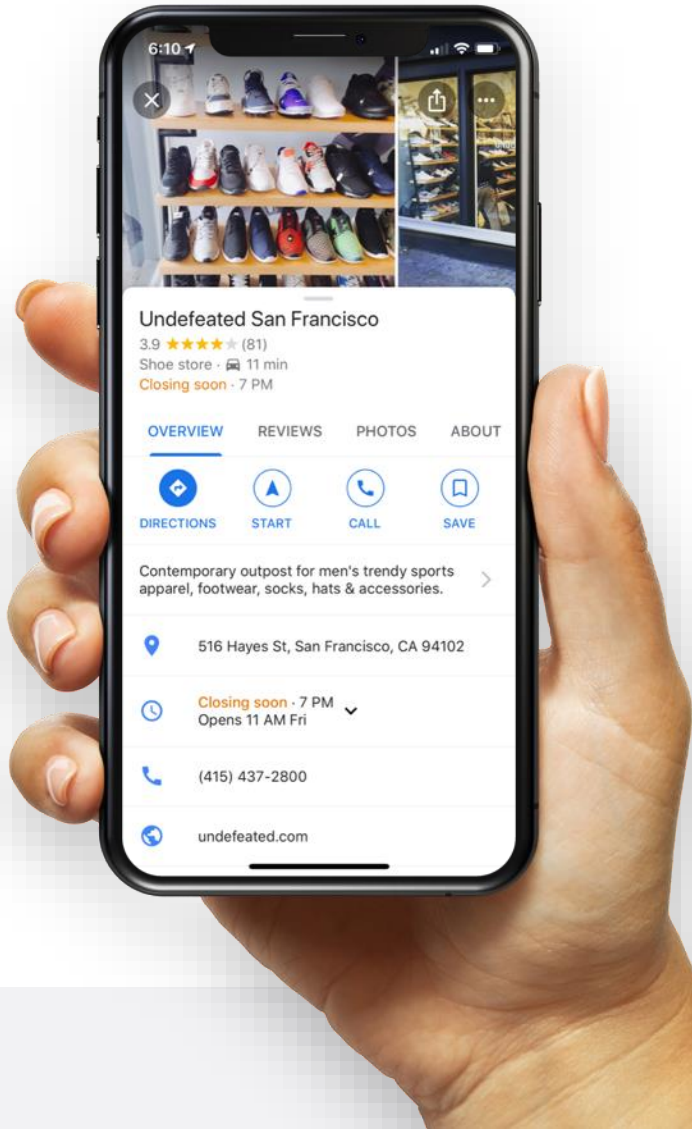
-  Pharmacy saving programs
-  U&C prices
-  Medicare prices
-  Pharmaceutical Manufacturers
-  Patient assistance programs
-  Multiple PBM networks



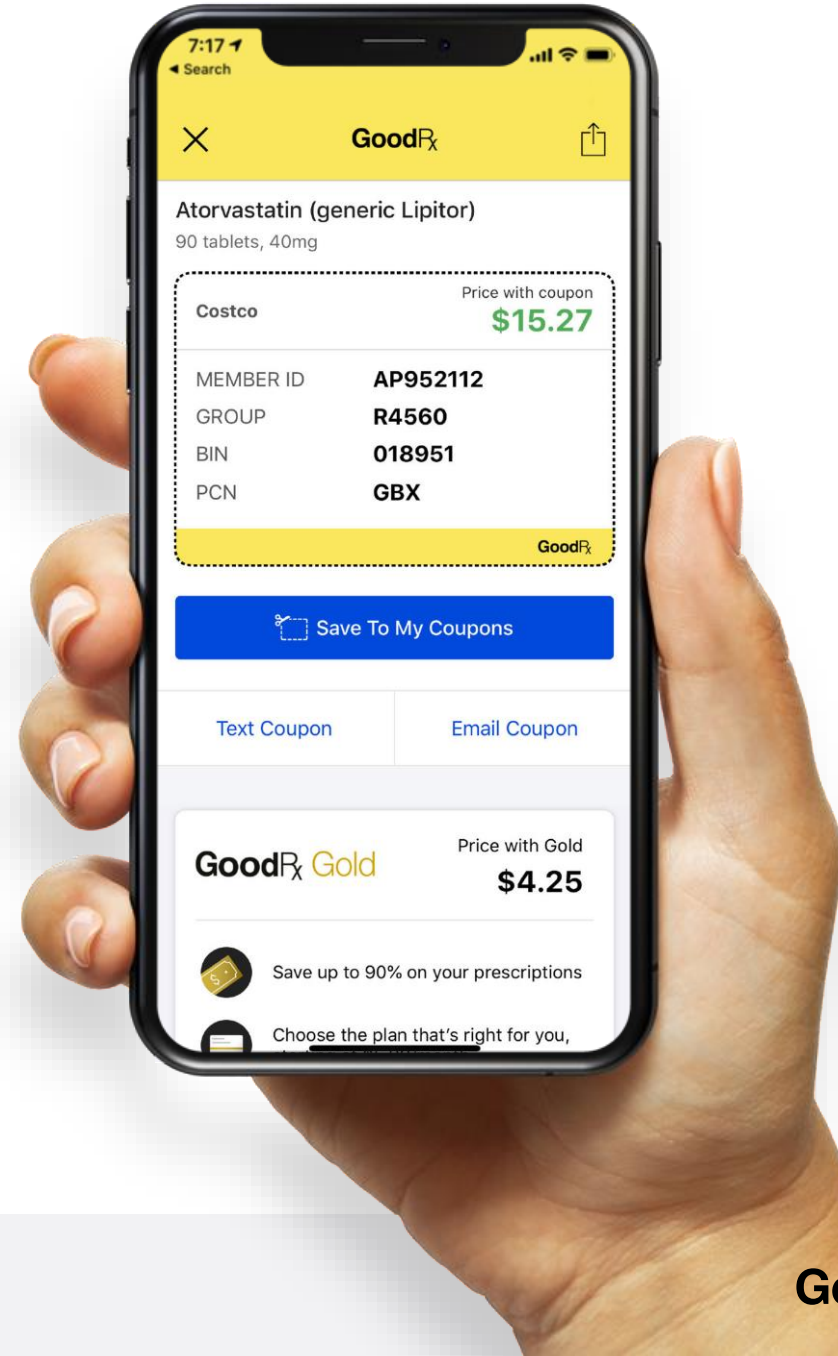
Engine



Simple and powerful

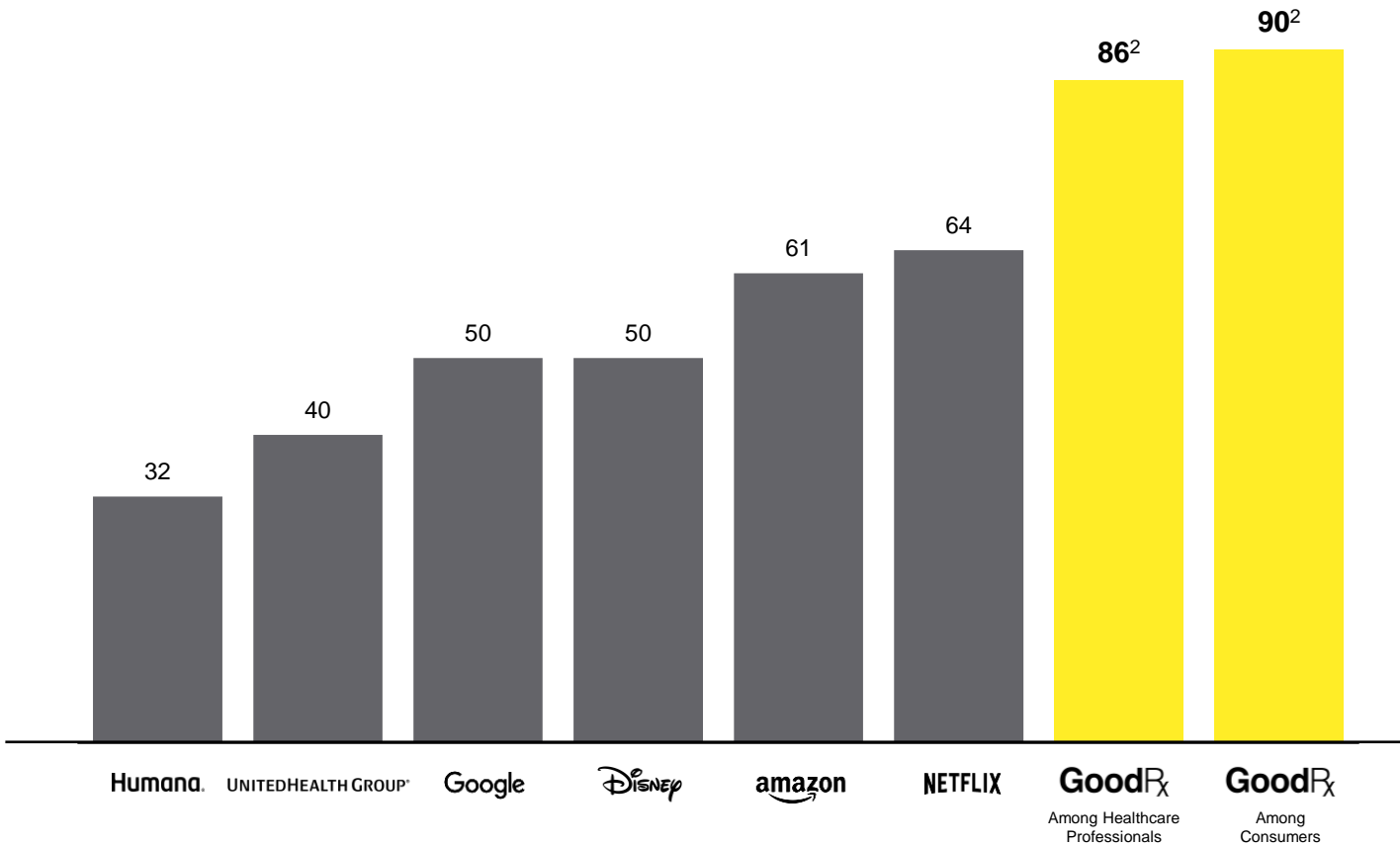


-  **Free** to use
-  **Significant** consumer savings
-  Improves **consumer health**
-  Benefits **industry stakeholders**
-  **Value-added** adjacencies



Consumers and healthcare providers love us

NPS Scores¹



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

Marguerite Duane, MD

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

KT, Patient³



4.8 Stars on >700K reviews⁴



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

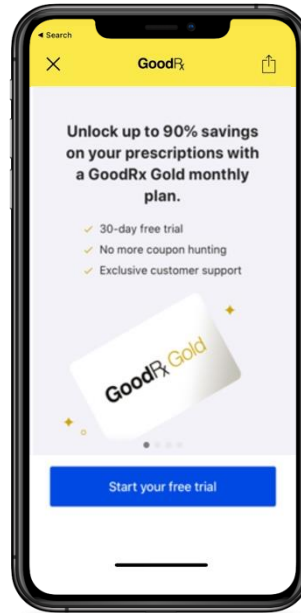
Subscription products deliver more value to consumers and drive higher lifetime value

~2x

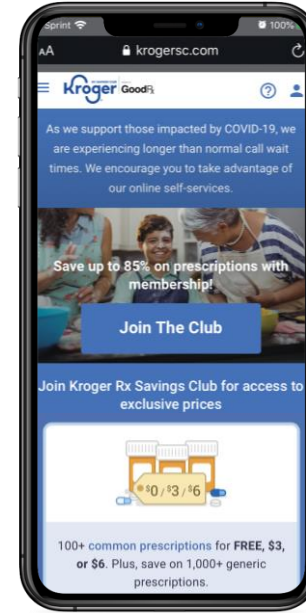
YoY increase in number of subscribers¹

~2x

one-year contribution compared to our prescription offering¹



GoodRx Gold



Kroger Rx Savings Club
Powered by GoodRx

Gold

Monthly Plan

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

Kroger

Annual Plan

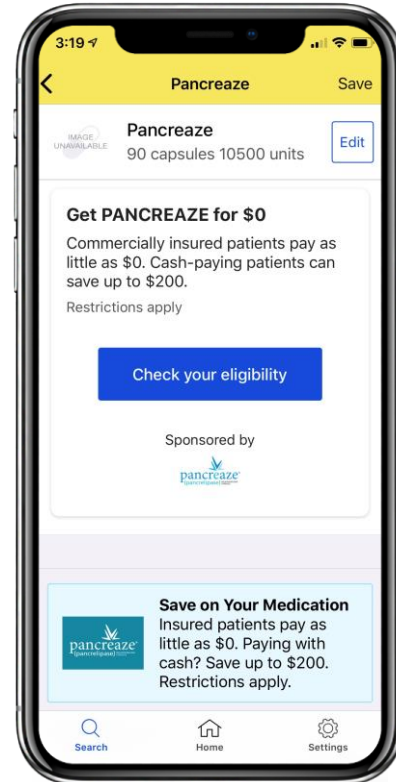
100+ medications for free, \$3, or \$6 and additional discounts on 1,000+ other prescriptions

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

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

20%
of GoodRx searches
are for Brand Drugs¹

~20M
High intent
Monthly Visitors²



Patient navigation to the best affordability option

Integrated copay assistance

Drives new patient starts and continuing patient adherence

\$30B

Medical marketing and advertising spend by pharmaceutical manufacturers³

Incremental margins capitalizing on existing traffic

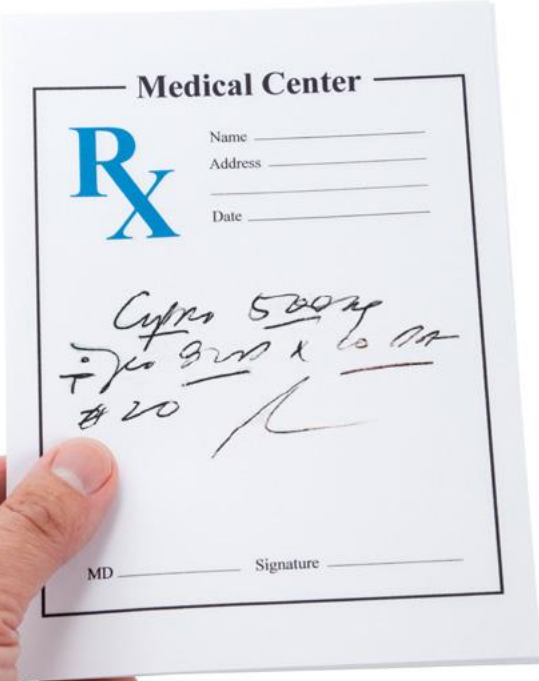
1. Internal data, 2019-2020.

2. 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; March 2021.

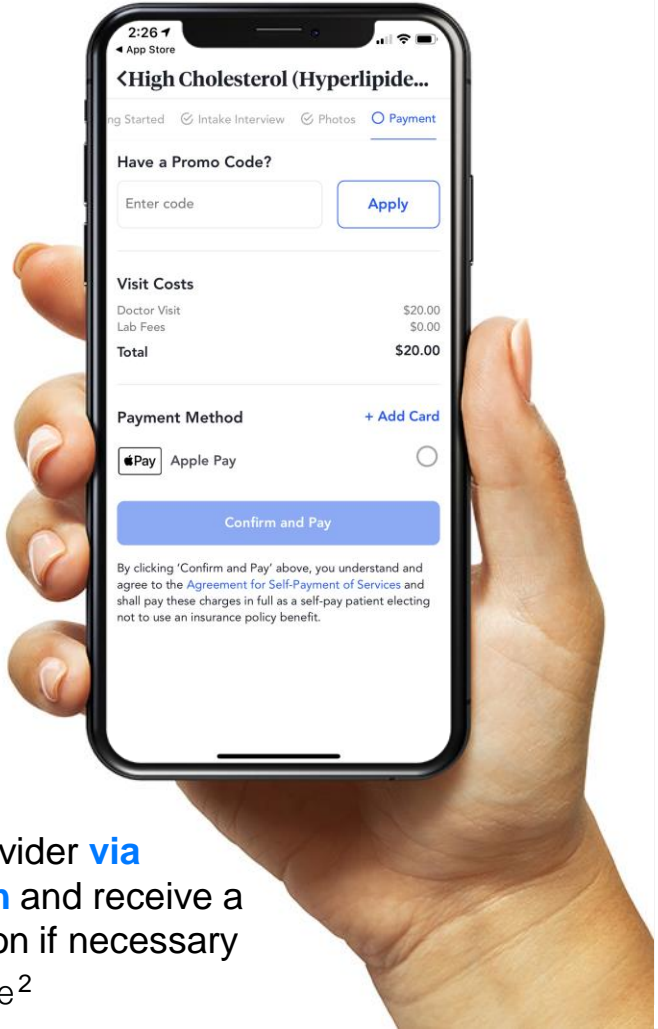
3. Based on 2016 medical marketing and advertising spend published in Journal of the American Medical Association in 2019.

4. 2021 compared with 2020.

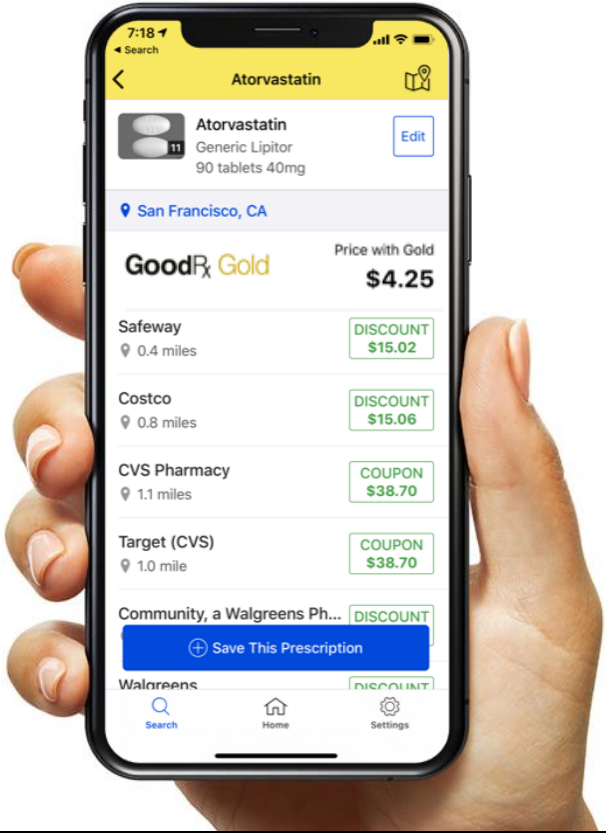
Telehealth expands our offerings



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



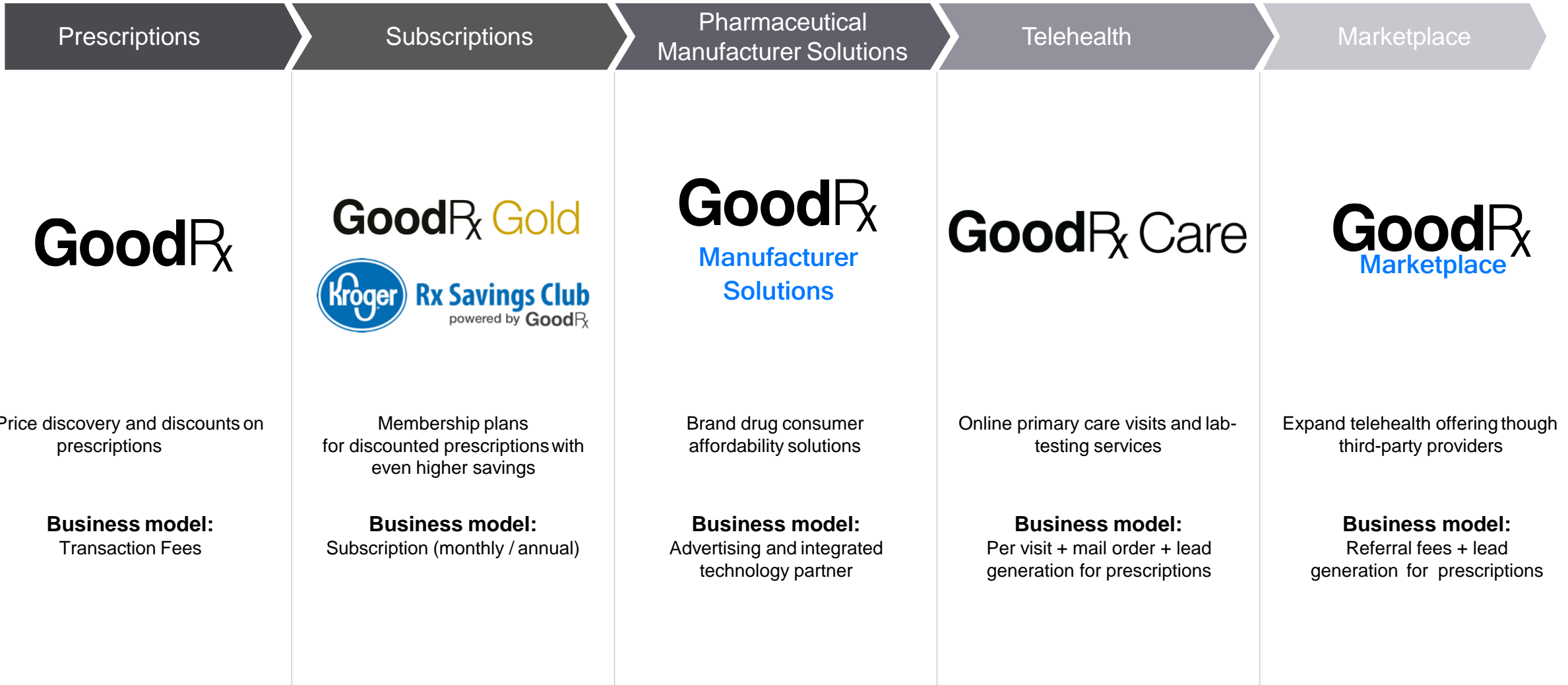
See a provider **via telehealth** and receive a prescription if necessary **GoodRx Care**²



Drives traffic to prescriptions platform

1. Internal data, 2020 as of August.
2. HeyDoctor by GoodRx rebranding as GoodRx Care.

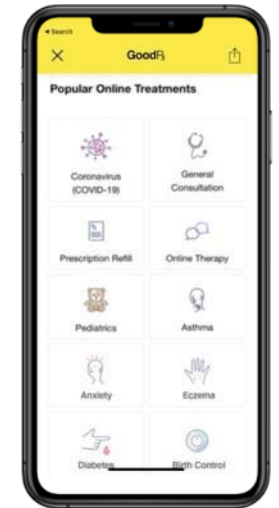
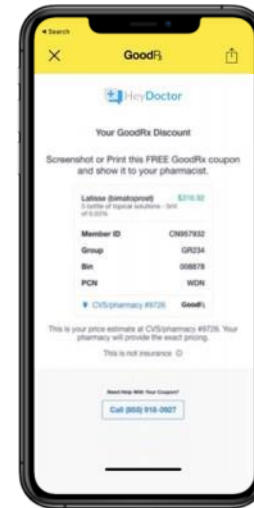
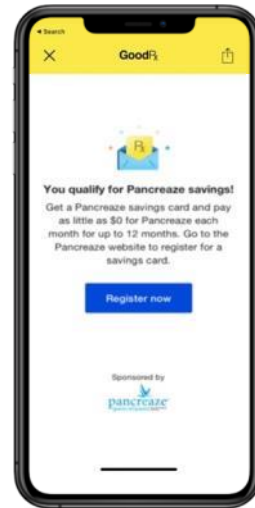
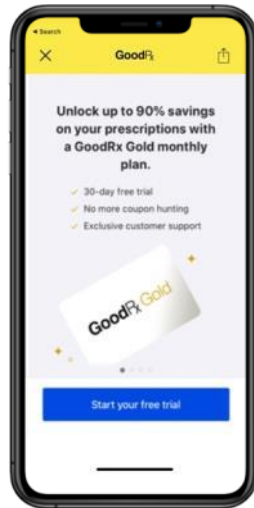
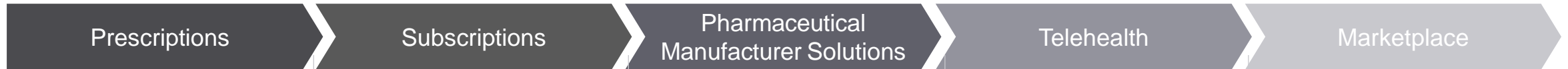
Prescriptions provide platform to expand flywheel of adjacent services



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

2. HeyDoctor by GoodRx rebranding as GoodRx Care.

Growing consumer value over time



Increased consumer value

Strong standalone unit economics

Upsell increases consumer savings and LTV

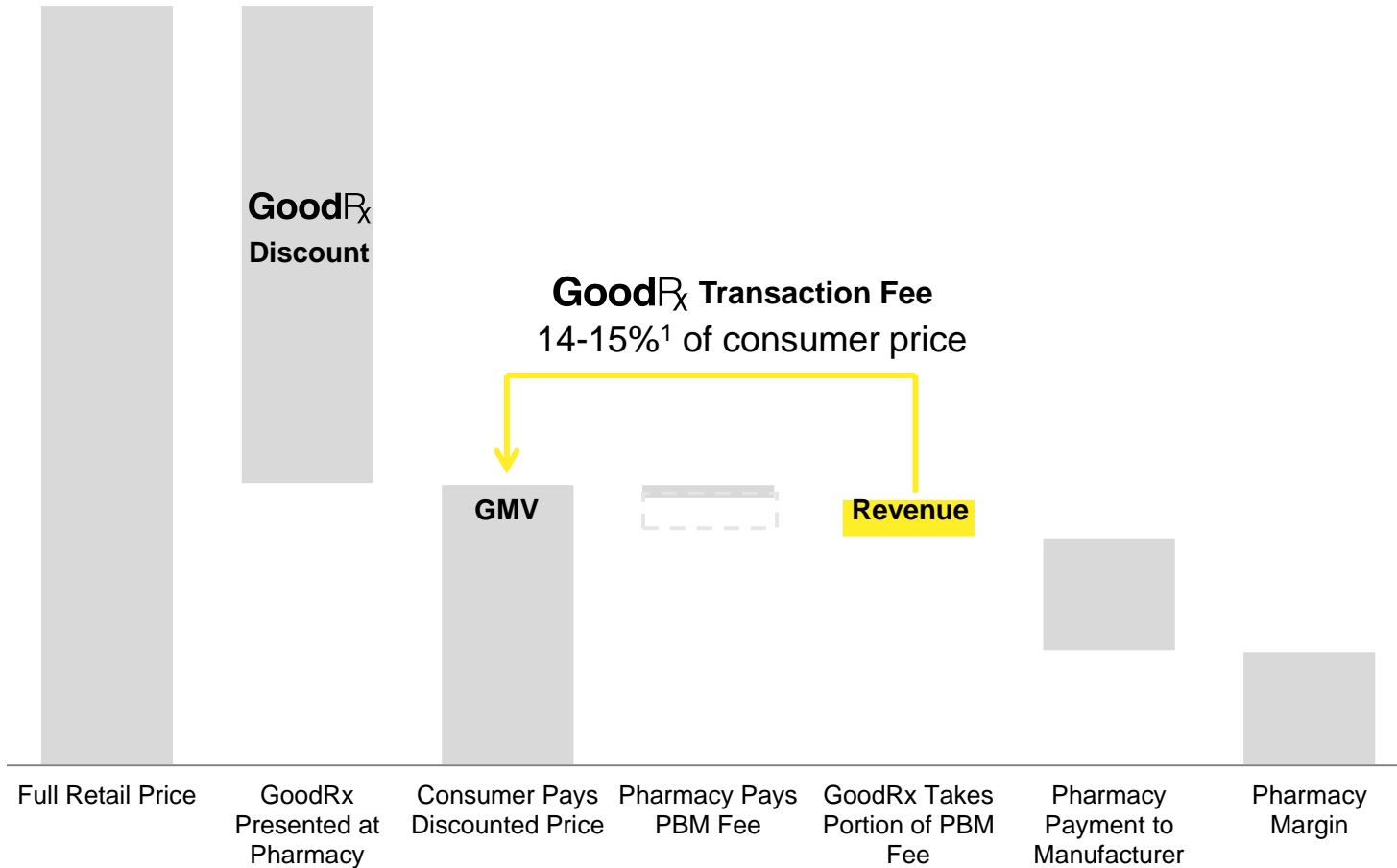
20% of GoodRx searches are for brand drugs¹

20% of consumers don't have a prescription²

Expanding services and solutions

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

Prescription transaction example



Consumer Seeks New Prescription
Shelf prices vary widely across pharmacies



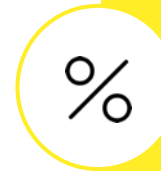
GoodRx Presented at Pharmacy
GoodRx becomes benefit of record



Consumer Pays Discounted Price
Discount of over 70%



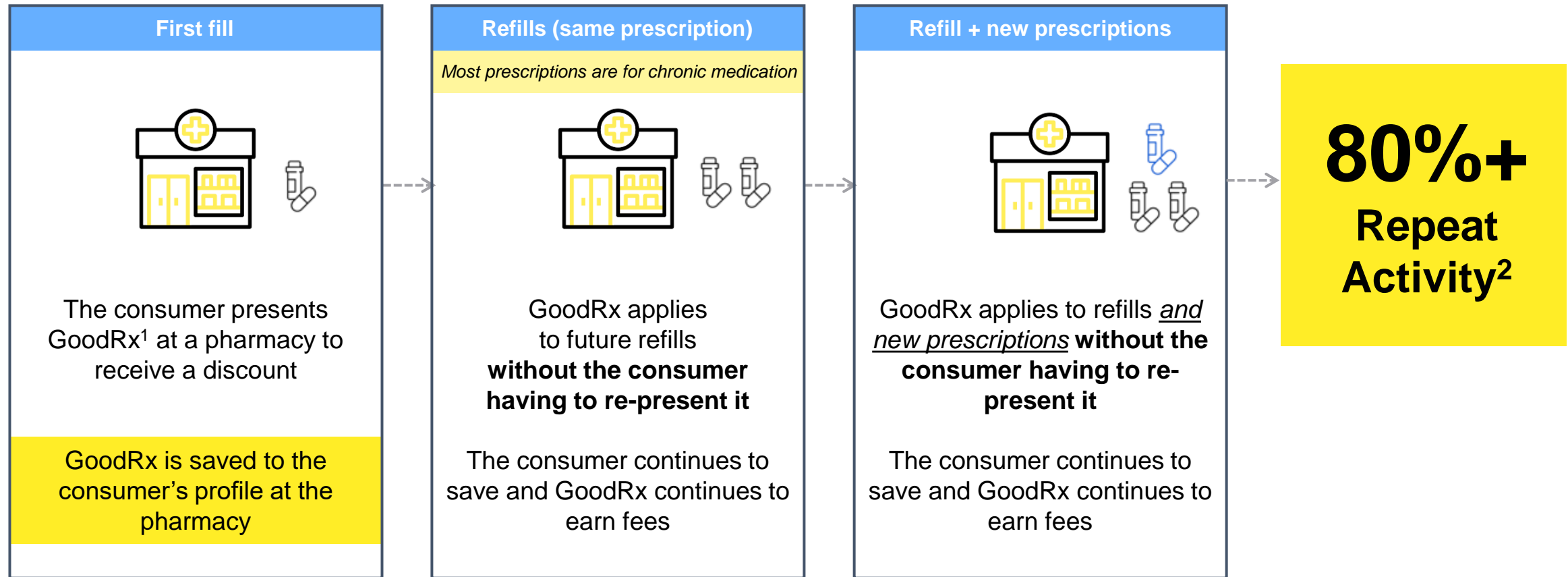
Pharmacy Pays PBM Fee
PBM receives fee



GoodRx Takes Portion of PBM Fee
This is revenue

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

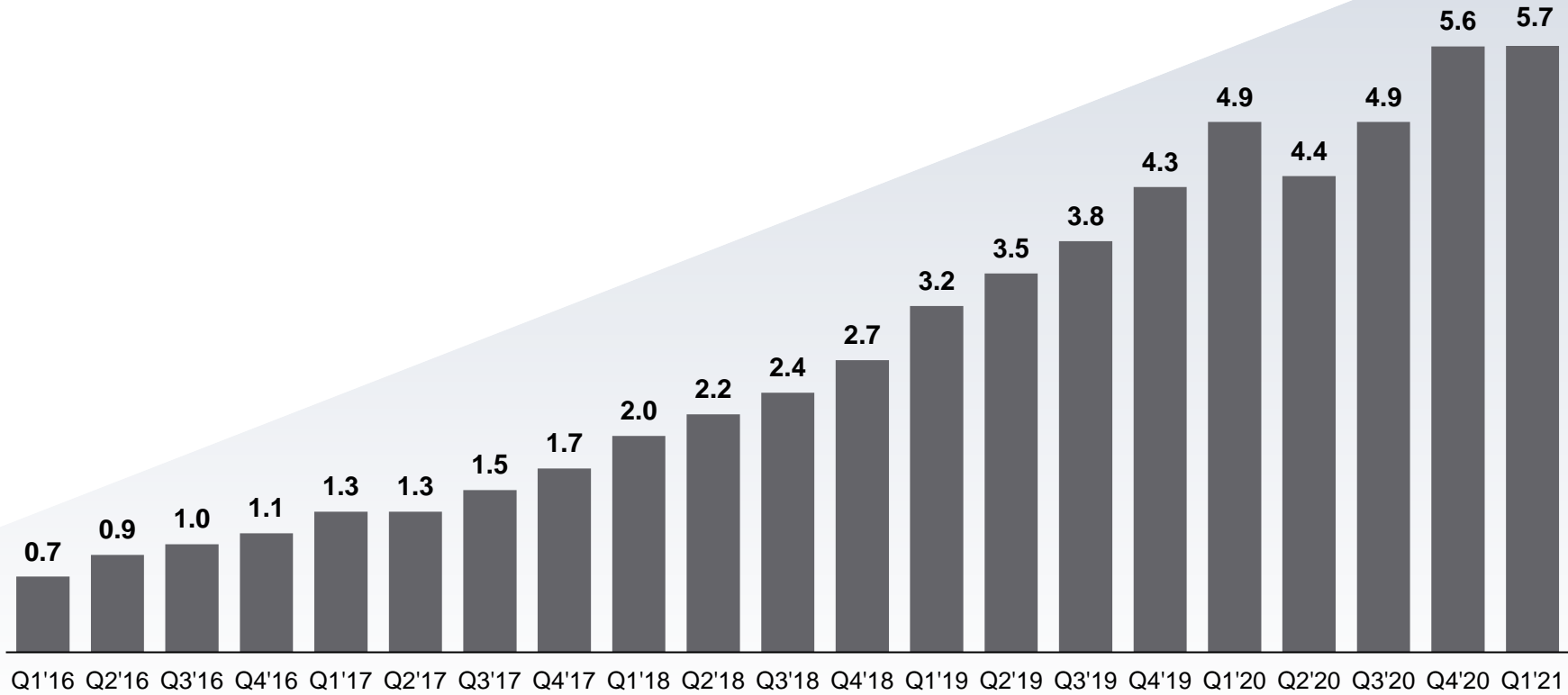
Multi-fill recurring usage drives repeat activity



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

Strong consumer growth at scale

Monthly Active Consumers¹ (M)



931K

Subscription Plans²
+96% YoY

~7M+

Individuals between
MACs and Subscribers³

~20M

Monthly Visitors⁴

20%+

Brand Searches

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.

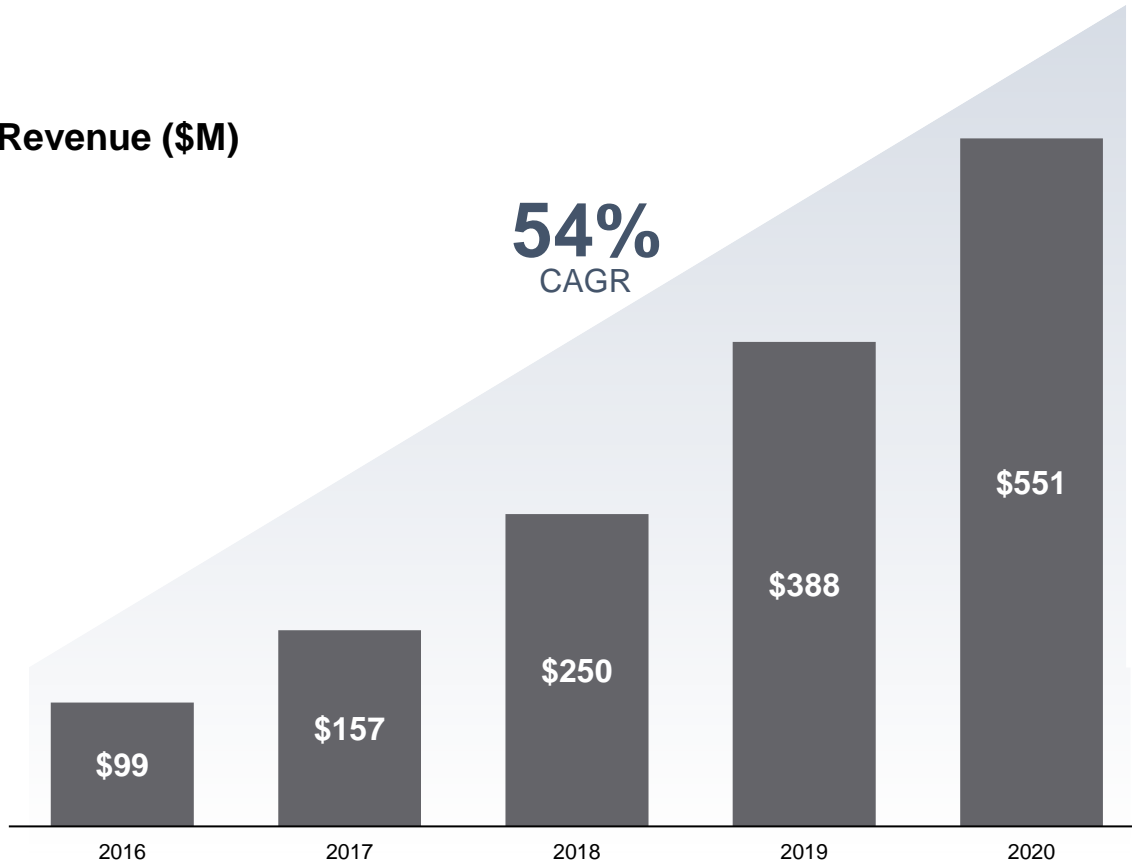
2. Represents the ending subscriber balance across both our subscription plans, GoodRx Gold and Kroger Savings Club as of March 31, 2021.

3. Represents the sum of March 2021 MAC and the number of individuals across Gold and Kroger as of March 31, 2021.

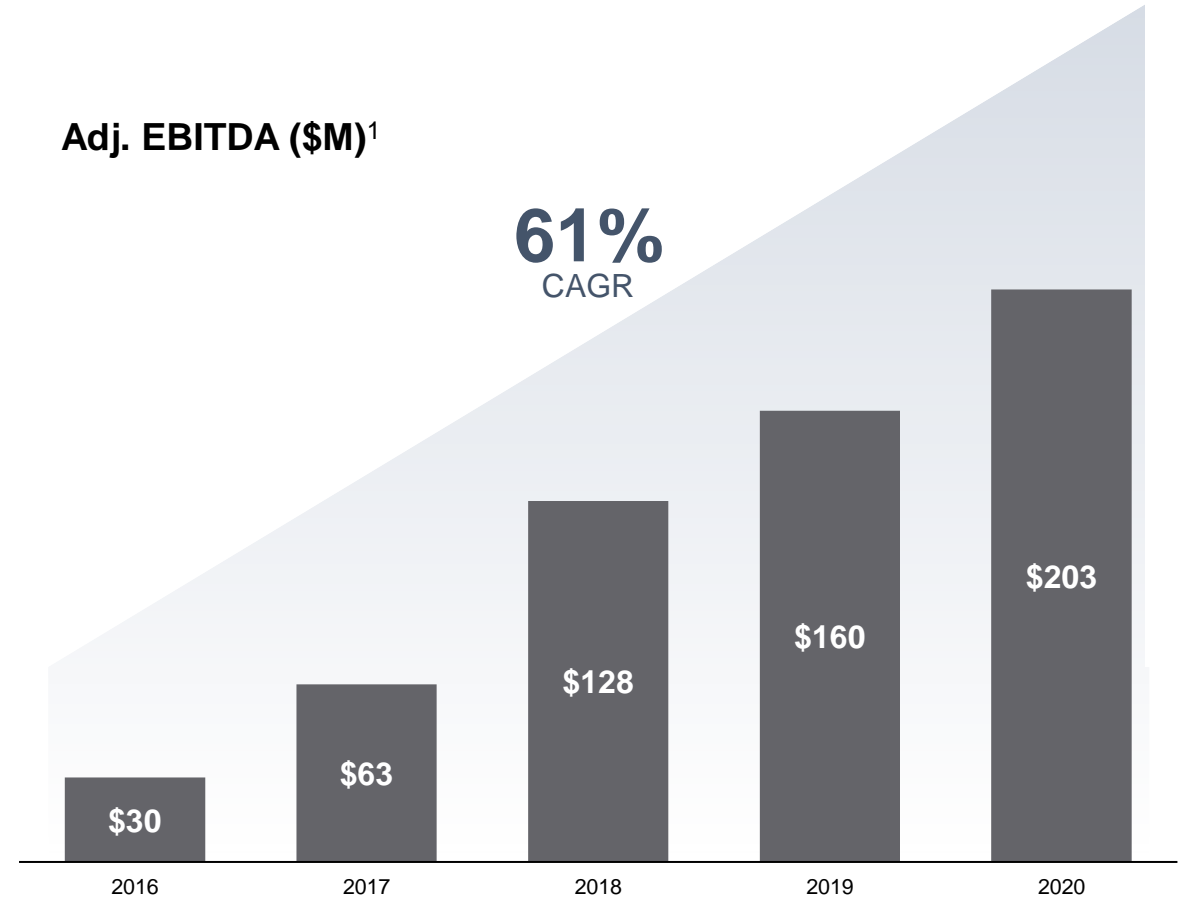
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Strong revenue growth uniquely coupled with high profitability

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.

Building the leading digital platform for consumer healthcare

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

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

Macro trends drive the need for our solutions and technology

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

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

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

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

Thank You

www.goodrx.com



Adjusted EBITDA Reconciliation

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

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.