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This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding 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.

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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

Attractive Economics
Capitalizing on existing traffic
150%+ Net Revenue Retention⁵

19 Of Top 20 Pharma Manufacturers Work with Us²
100+ Pharma Brands We Work With²
85% of Revenue Substantially Flat Fee Based Model⁶

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.
5. Reflects YTD revenue generated from all clients in the YTD period ending 6/30/21 to total revenue generated from the same clients in the YTD period ending 6/30/20 (i.e., excludes new client relationships beyond 6/30/20). YTD 2Q21 Net Revenue Retention compares total revenue generated from all clients in the YTD period ending 6/30/21 to total revenue generated from the same clients in the YTD period ending 6/30/20 (i.e., excludes new client relationships beyond 6/30/20).
6. Based on internal data. Reflected revenue that is not variable/volume based.

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Our deep provider and consumer relationships position us uniquely with pharma manufacturers

400K+ HCPs and HCP offices distribute GoodRx Materials¹

88% awareness with HCPs & ~80% recommended GoodRx²

17% of platform visitors are HCPs³

2M+ prescribers have a patient who used GoodRx¹

HCP NPS of 86⁴

Access to medication improved according to 93% of HCPs⁵

Patient adherence improved according to 87% of HCPs⁵

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 February 2020.
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 51% 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 an 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.

### 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

$30B
Medical marketing and advertising spend by pharma manufacturers

69%
Of patients have made personal sacrifices to afford medications

70%
Of HCPs say high cost is the number one reason patients don’t pick up prescriptions

1. Medical Marketing in the United States (https://jamanetwork.com/journals/jama/fullarticle/2720029)
4. GoodRx List Price index (https://www.datawrapper.de/_/NeZUf/)
6. Medical marketing and advertising spend published in Journal of the American Medical Association in 2019
7. 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></td>
<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>
</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

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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

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Successfully upselling

- Avg. solutions sold per brand one year ago: 1.5
- Avg. solutions sold per brand today: 3

Innovating our solution set

- Available solutions one year ago: 5
- Available solutions today: 8

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¹ Working with GoodRx for at least one brand.
Conclusion

- Fastest growing offering with the most attractive economics
- Innovative solutions that address HCPs, patients, and pharma manufacturer challenges
- Shifts to digital marketing and solutions by pharma manufacturers create attractive macro tailwinds
- Current relationships with pharma manufacturers are sticky and expanding
- Attractive growth opportunity across the pharma manufacturer universe