

GoodRx

Pharma Manufacturer Solutions

August 12, 2021



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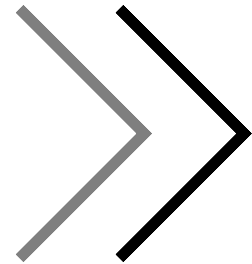
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Pharma Manufacturer Solutions is GoodRx's fastest growing offering with the most attractive economics

~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 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 ending 6/30/20 to total revenue generated from the same clients in the YTD period ending 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

17% of platform visitors are HCPs³

2M+ prescribers have a patient who used GoodRx¹

HCP NPS of 86⁴

GoodRx

GoodRx for Consumers



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.
4. Net Promoter Score. Consumer NPS based on survey run in July 2021. Provider promoter score based on a 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 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.com/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



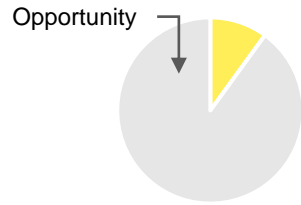
Consumers receive **savings and support** they need to start and stay on therapy



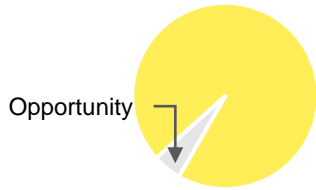
HCPs **drive better patient outcomes and patient satisfaction while saving administrative time**

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

Current relationships¹ with pharma manufacturers

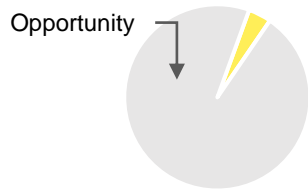


10% of 550
U.S. manufacturers



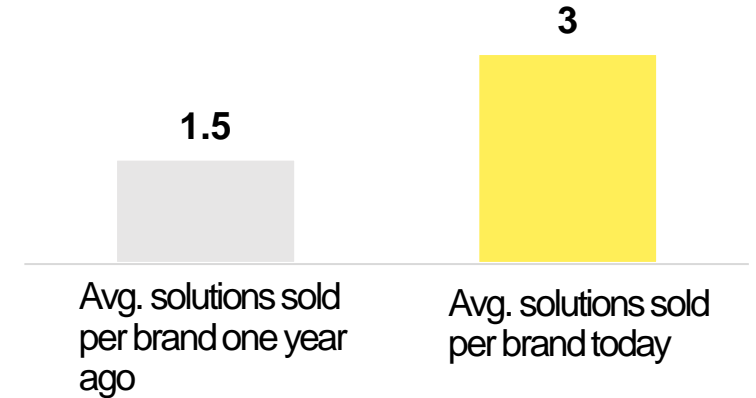
95% of Top 20
U.S. manufacturers

Significant brand expansion runway

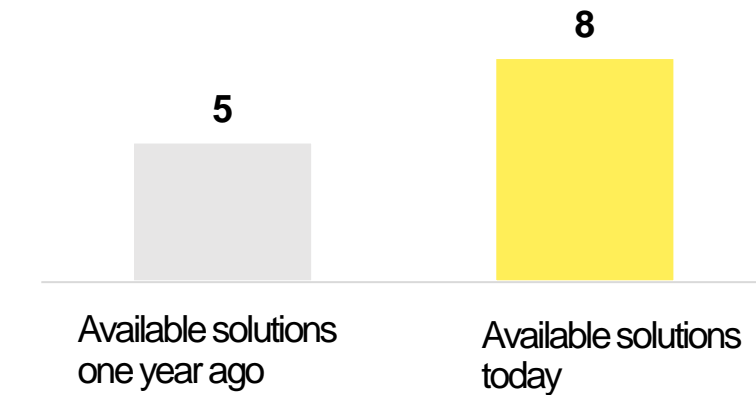


Only 4% of ~1,000
brands of top 20 manufacturers

Successfully upselling



Innovating our solution set



1. Working with GoodRx for at least one brand.

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

GoodRx

