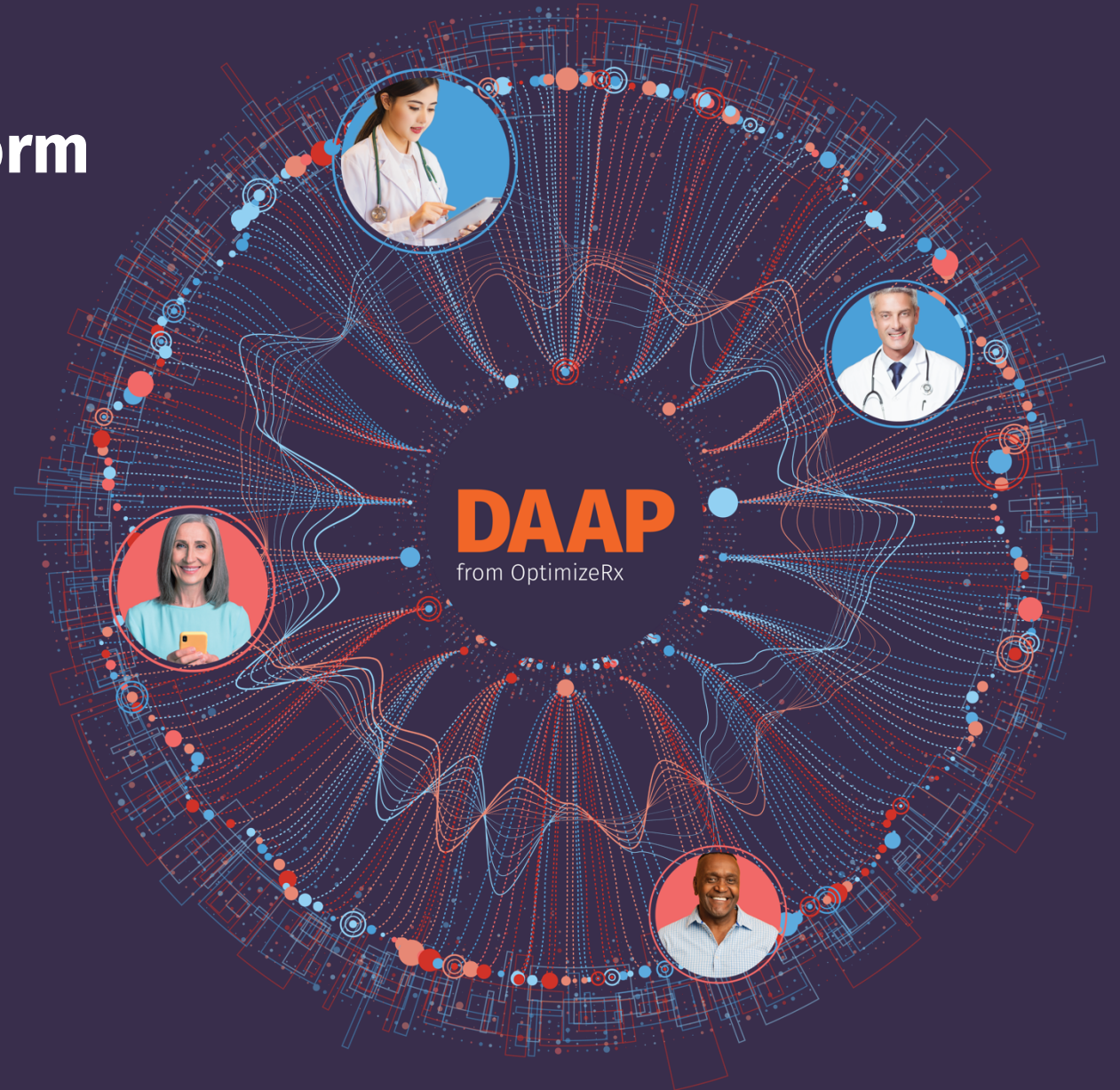


January 2025

Technology Solutions that Inform and Empower the Healthcare Community

Corporate Presentation



OptimizeRx

Important Cautions Regarding Forward Looking Statements

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- This presentation may include certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix.

At-a-Glance

Leading technology provider for helping patients start and stay on therapy

Corporate Profile

Re-Founded in 2016, OptimizeRx enables engagement between life sciences organizations, physicians and patients

OptimizeRx connects pharma with physicians and patients to help patients start and stay on therapy

Our technology platform coupled with the nation's largest patient point-of-care network connects the majority of U.S. physicians and patients

The Company has grown to ~135 employees across the United States and Croatia with a revenue per FTE at over \$600K

Stock Information

Stock Price (as of 1/3/24)	\$5.49
-------------------------------	---------------

Shares Outstanding (as of 11/8/24)	~18.4M
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Market Cap (as of 11/18/24)	~\$101.1M
--------------------------------	------------------

Cash, Cash Equivalents ¹ (as of 9/30/24)	\$16.1M
--	----------------

Total Debt ² (as of 9/30/24)	\$35.3M
--	----------------

NASDAQ Exchange listed under ticker
(NASDAQ:OPRX)

(1) Includes short-term investments

(2) Debt balance as seen on the Company's consolidated balance sheet

Tackling Some Of Pharma's Toughest Commercial Challenges

Brand Visibility

Crowded market
Limited Face to Face time



Script Abandonment

~50% of patients never fill their scripts
at the pharmacy⁽¹⁾



Interoperability and Scalability

Doctors don't have all the information
readily available



Shift to Specialty Medications



13% see strong HCP-DTC marketing alignment,
and only 16% think patients are well informed⁽²⁾

Daily EHR Use Can Be All-Consuming



HCPs use EHRs an average of 5.9 hour per
day⁽³⁾

Affordability



Specialty medication spending accounts for
half of total drug expenditure in 2021⁽⁴⁾

Our Mission

- At OptimizeRx — we are building a more informed and empowered healthcare community with a technology platform that helps people start and stay on life-impacting therapies.
- Our Dynamic Audience Activation Platform (DAAP) delivers predictive and privacy-safe marketing solutions, designed to connect life sciences, HCPs, and patients across the most robust network of personal and clinical platforms.

Play OptimizeRx DAAP Video



DAAP
from OptimizeRx

Growth Leaders | Growth Drivers



Steve Silvestro
Interim CEO

EXPERIENCE
20+
Operations, Sales, and
Growing Partner Networks



Ed Stelmakh
Chief Financial Officer /
Chief Operations Officer

EXPERIENCE
20+

Senior Financial
Roles



Marion Odence-Ford
General Counsel & Chief Compliance Officer

EXPERIENCE
20+
Legal Corporate and
Business Compliance



Andrew D'Silva
SVP Corporate Finance

EXPERIENCE
10+

Healthcare Analysis
Business Development
and Investor Relations



Technology that Connects the Healthcare Community

- Connect to key customers
- Support brand market performance



HEALTHCARE PROFESSIONALS

- Navigating a complex treatment landscape
- Offset limited EHR interoperability

+2 MM HCPs

+240 MM Patients

+300 EHRs

High ROI

100% Top 20 Pharma

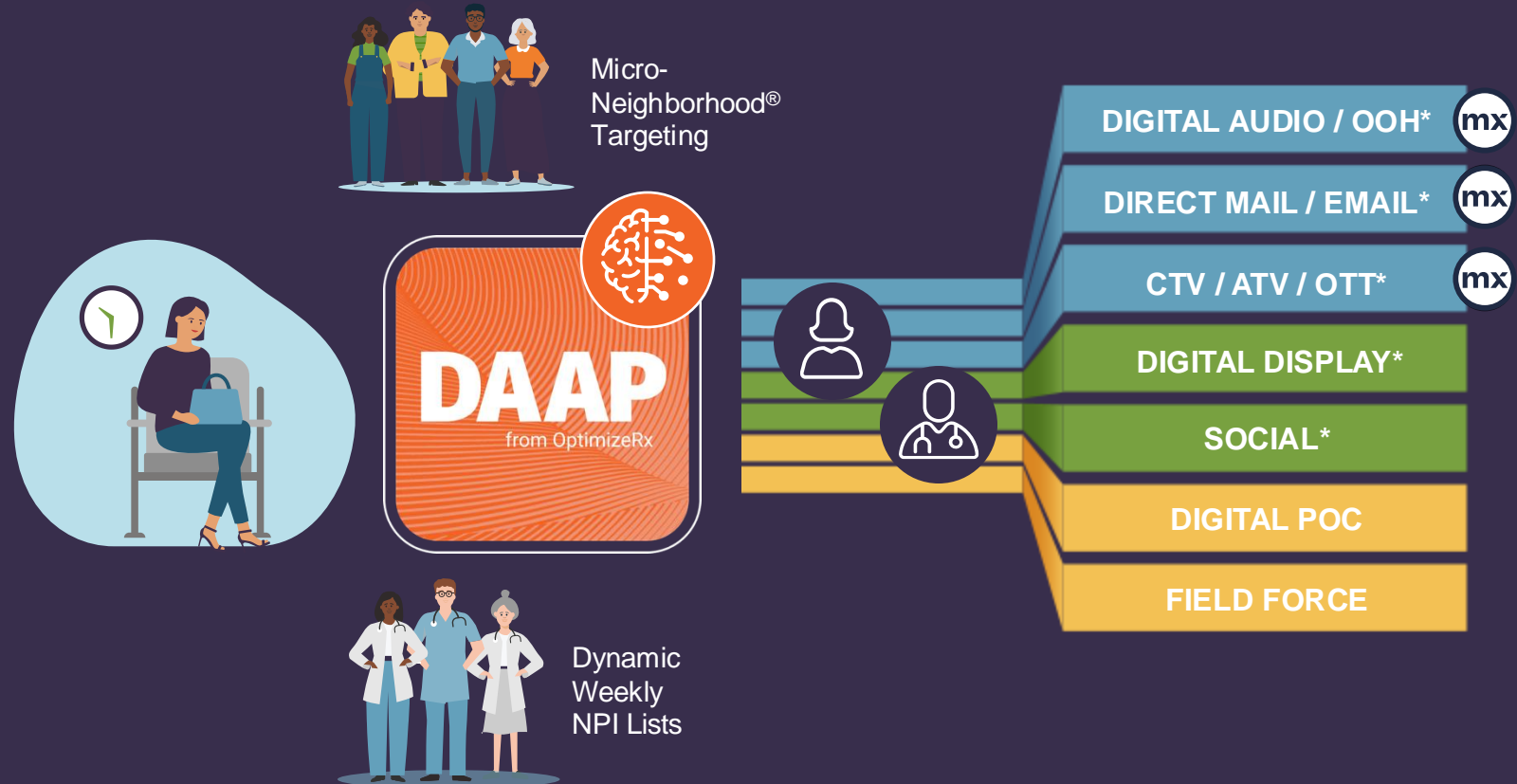
+300 Brands

PATIENTS

- Relevant treatment information
- Productive care discussions

AI-Enabled Platform Achieves Effective and Efficient Marketing Execution

DAAP deals currently have a ~\$1.0 million ACV



Recent Acquisition of Medicx Health Positions OPRX for Significant Growth and Margin Expansion

The combined entity is positioned to provide true omnichannel access for pharma brands to effectively reach potential patients.



- **True omnichannel access to patients** for pharmaceutical companies
- **Powerful AI engine that can provide pharma access to key patients** using a wide variety of criteria
- **Significant scale and brand footprint** in all corners of the pharma manufacturing space



Driving Brand Demand Through AI-Driven Platform



CLIENT GOAL

A brand sought to increase awareness among physicians treating newly diagnosed and relapsing rare disease patients.



CLIENT CHALLENGES

- Creating awareness among physicians likely to see patient population earlier in the patient journey-immediately after diagnosis.
- Reaching physicians when already diagnosed patients were showing signs and symptoms of relapse and in need of brand to improve quality of life.



RESULTS

Within a five-month initial program, OptimizeRx generated:

16%

of exposed HCPs writing **BRAND PRESCRIPTIONS**

50

NEW HIGH-VALUE SCRIPTS, increasing incremental brand demand

9%

DEMAND LIFT per HCP of physicians exposed to the program



Increasing Brand Touchpoints and Script Lift with Platform



CLIENT GOAL

Increase the number of oncology brand touchpoints by capitalizing on HCP social media presence.



CLIENT CHALLENGES

- Multi-indication therapy needed to keep suitability for numerous diseases top-of-mind.
- Oncologists highly present on social media, but untapped opportunity for brand engagement.



RESULTS

In a three-month pilot, DAAP delivered:

33%

total **SCRIPT LIFT** among HCPs receiving both EHR+Social messages

44%

MORE PHYSICIANS REACHED due to social activation

142%

GREATER SCRIPT IMPACT from combined EHR+Social execution, compared to single-tactic execution

1K+

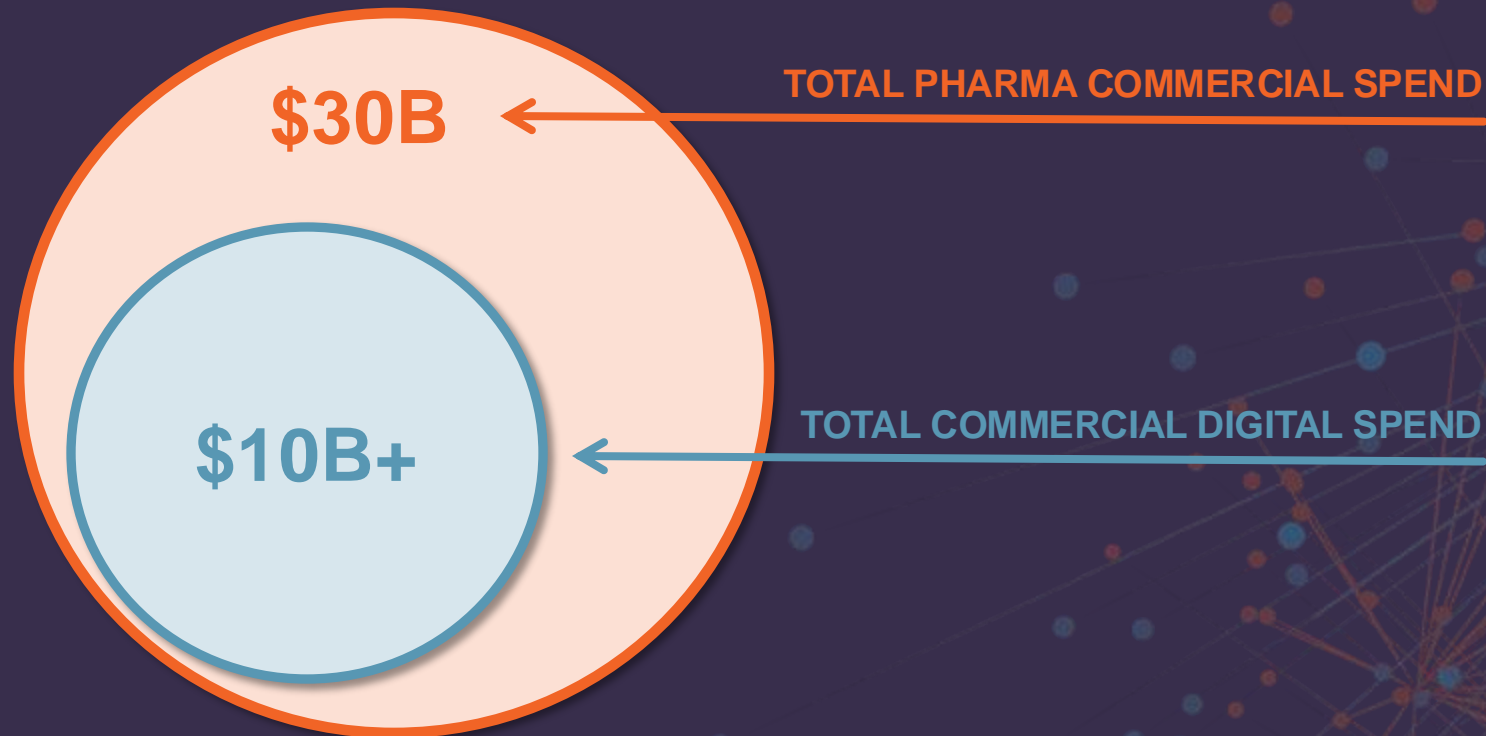
incremental **SCRIPTS**



Large, Under Penetrated Market With Tailwinds Driven by Increased Pharma Advertising Spend on Digital Channels

Total U.S. Commercial Digital Spend is Approximately \$10B

BREAKDOWN IN DIGITAL SPEND¹



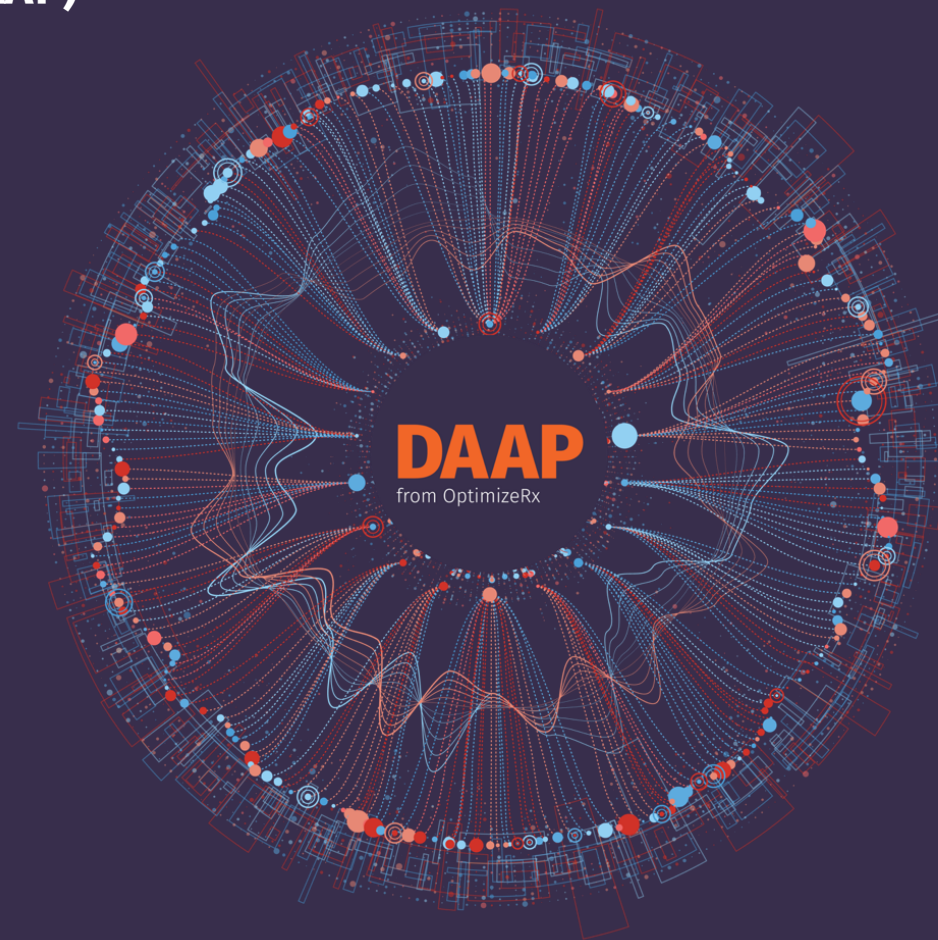
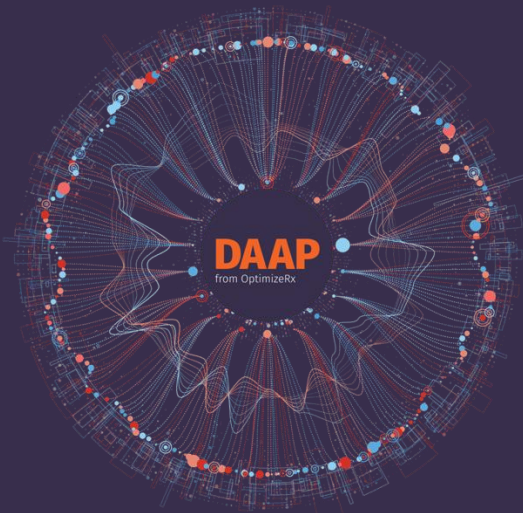
Source: EvaluatePharma.

1. IQVIA 2019 US ChannelDynamics and Kantar Media Intelligence, US Healthcare Ad Spend; IQVIA Medicine Use and Spending in the US: A Review of 2016 and Outlook to 2021; Medical Marketing in the United States (<https://jamanetwork.com/journals/jama/fullarticle/2720029>). IQVIA ChannelDynamics Global Reference 2021.

Unique Capabilities of the Dynamic Audience Activation Platform (DAAP)

Accessible Market Opportunity for Combined Solution Set (HCP/DTC)

- 368 Brands at the start of 2024 with 47% coverage of the top 200 brands
- 4% Solution Penetration Rate
- Current opportunity with existing brands represents a \$2.8B opportunity
- 10% of existing brands have converted to DAAP – significant ACV lift.



Deeply Embedded Customer Base

Supporting 90% of all top Pharma Manufacturers

abbvie

AMGEN

AstraZeneca 

 BD



Lilly

Medtronic

 NOVARTIS


novo nordisk®

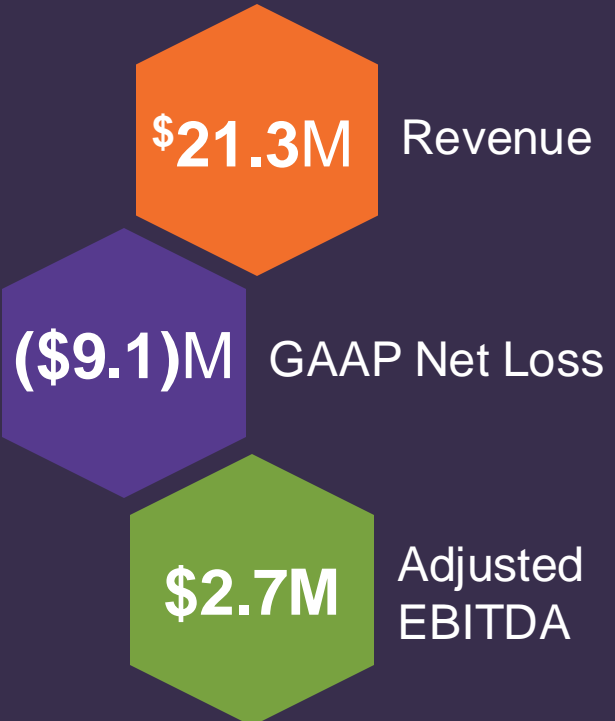
 Pfizer

SANOFI 

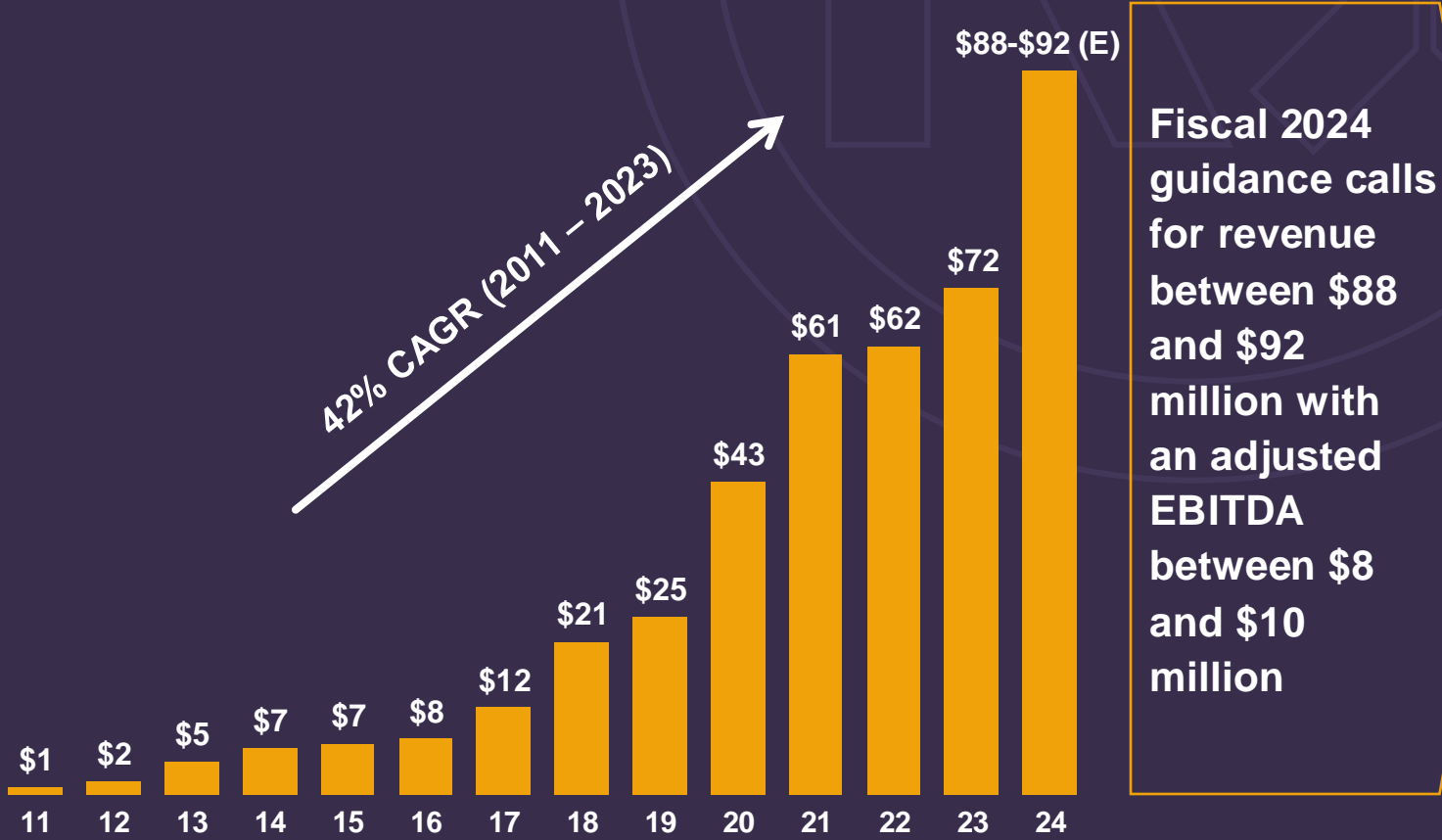
DRIVING LONG-TERM, SUSTAINED MARKETING RETURN ON INVESTMENT

Strong Financial Momentum

Q3 2024 RESULTS



ANNUAL REVENUE GROWTH (millions)



Includes the October 24, 2023, acquisition of Medicx Health

Key Performance Indicators

Our footprint in the top 20 pharmaceutical manufacturers positions us well to compete and win our share of the largest category of addressable commercial spend

KPIs	Trailing Twelve Months	
	September 30, 2024	September 30, 2023
Average revenue per top 20 pharmaceutical manufacturer	\$2.8M	\$1.9M
% of top 20 pharmaceutical manufacturers that are customers	100%	100%
% of total revenue attributable to top 20 pharmaceutical manufacturers	64%	61%
Net revenue retention	127%	93%
Revenue per average full-time employee	\$630K	\$568K

Definition of Key Performance Indicators (KPIs)

- **Top 20 pharmaceutical manufacturers:** Top 20 pharmaceutical manufacturers are based on Fierce Pharma’s [“The top 20 pharma companies by 2023 revenue.”](#)
- **Net revenue retention:** Net revenue retention is a comparison of revenue generated from all customers in the previous period to total revenue generated from the same customers in the following year (i.e., excludes new customer relationships for the most recent year).
- **Revenue per average full-time employee:** We define revenue per average full-time employee (FTE) as total revenue over the last 12 months (LTM) divided by the average number of employees over the LTM .

Includes the October 24, 2023, acquisition of Medix Health

Key Takeaways

HIGHLY
SCALABLE
PLATFORM



PROVEN
HEALTHCARE
TECHNOLOGY



LARGE &
EXPANDING
MARKET
OPPORTUNITY



SUSTAINABLE
COMPETITIVE
ADVANTAGE





OptimizeRx

Reconciliation of GAAP to NON-GAAP Financial Measures (Unaudited)

This presentation includes non-GAAP net loss and non-GAAP net loss per diluted share or non-GAAP EPS, and Adjusted EBITDA, all of which are non-GAAP financial measures. The Company defines non-GAAP net income (loss) as GAAP net loss with an adjustment, as applicable, to add back depreciation, amortization, amortization of debt issuance costs, stock-based compensation, acquisition expenses, severance expenses, income or loss related to the fair value of contingent consideration, gain or loss from the disposal of a business, asset impairment charges, other income (loss), and reversal of deferred tax valuation allowance. Non-GAAP EPS is defined as non-GAAP net income (loss) divided by the number of weighted average shares outstanding on a diluted basis. Adjusted EBITDA is defined as GAAP net loss with an adjustment, as applicable, to add back depreciation, amortization, interest, stock-based compensation, acquisition expenses, severance expenses, income or loss related to the fair value of contingent consideration, gain or loss from the disposal of a business, asset impairment charges, other income (loss), and income taxes. The Company has provided non-GAAP financial measures to aid investors in better understanding its performance. Management believes that these non-GAAP financial measures provide additional insight into the operations and cash flow of the Company.

Because of varying available valuation methodologies, subjective assumptions and the variety of equity instruments that can impact a Company's non-cash operating expenses, management believes that providing non-GAAP financial measures that exclude non-cash expenses allows for meaningful comparisons between the Company's business operating results and those of other companies, as well as provides an important tool for financial and operational decision making and for evaluating the Company's business operating results over different periods of time.

The Company's non-GAAP financial measures may not provide information that is directly comparable to that provided by other companies in the Company's industry, as other companies in the industry may calculate such non-GAAP financial results differently. The Company's non-GAAP net loss, non-GAAP EPS and Adjusted EBITDA are not measurements of financial performance under GAAP and should not be considered as an alternative to operating income or as an indication of operating performance or any other measure of performance derived in accordance with GAAP. The Company does not consider these non-GAAP measures to be substitutes for or superior to the information provided by its GAAP financial results.

The table, "Reconciliation of Non-GAAP to GAAP Financial Measures," provides a reconciliation of Non-GAAP net loss, Non-GAAP EPS and Adjusted EBITDA for the three and six months ended June 30, 2024 and 2023. Although the Company provides guidance for Adjusted EBITDA, it is not able to provide guidance to the most directly comparable GAAP measures. Reconciliations for forward-looking figures would require unreasonable efforts at this time because of the uncertainty and variability of the nature and amount of certain components of various necessary GAAP components, including, for example, those related to compensation, acquisition expenses, amortization or others that may arise during the year, and the Company's management believes such reconciliations would imply a degree of precision that would be confusing or misleading to investors. For the same reasons, the Company is unable to address the probable significance of the unavailable information.

OPTIMIZERX CORPORATION RECONCILIATION of GAAP to NON-GAAP FINANCIAL MEASURES (in thousands, except share and per share data) (UNAUDITED)

	For the Three Months		For the Nine Months	
	Ended		Ended	
	September 30,		September 30,	
	2024	2023	2024	2023
Net loss	\$ (9,124)	\$ (2,865)	\$ (20,032)	\$ (13,424)
Depreciation and amortization	1,095	467	3,235	1,395
Stock-based compensation	2,604	3,206	8,530	11,090
Goodwill impairment	7,489	—	7,489	—
Severance expenses	64	206	724	206
Other income	(38)	—	(113)	—
Amortization of debt issuance costs	182	—	547	—
Acquisition expenses	—	555	243	581
Non-GAAP net income (loss)	\$ 2,272	\$ 1,569	\$ 623	\$ (152)
Non-GAAP net income (loss) per share				
Diluted	\$ 0.12	\$ 0.09	\$ 0.03	\$ (0.01)
Weighted average shares outstanding:				
Diluted	18,400,125	16,648,778	18,397,699	16,907,482

	For the Three Months		For the Nine Months	
	Ended		Ended	
	September 30,		September 30,	
	2024	2023	2024	2023
Net loss	\$ (9,124)	\$ (2,865)	\$ (20,032)	\$ (13,424)
Depreciation and amortization	1,095	467	3,235	1,395
Benefit from income taxes	(817)	33	(1,561)	99
Stock-based compensation	2,604	3,206	8,530	11,090
Goodwill impairment	7,489	—	7,489	—
Severance expenses	64	206	724	206
Acquisition expenses	—	555	243	581
Other income	(38)	—	(113)	—
Interest (income) expense, net	1,417	(688)	4,367	(2,074)
Adjusted EBITDA	\$ 2,690	\$ 914	\$ 2,882	\$ (2,127)