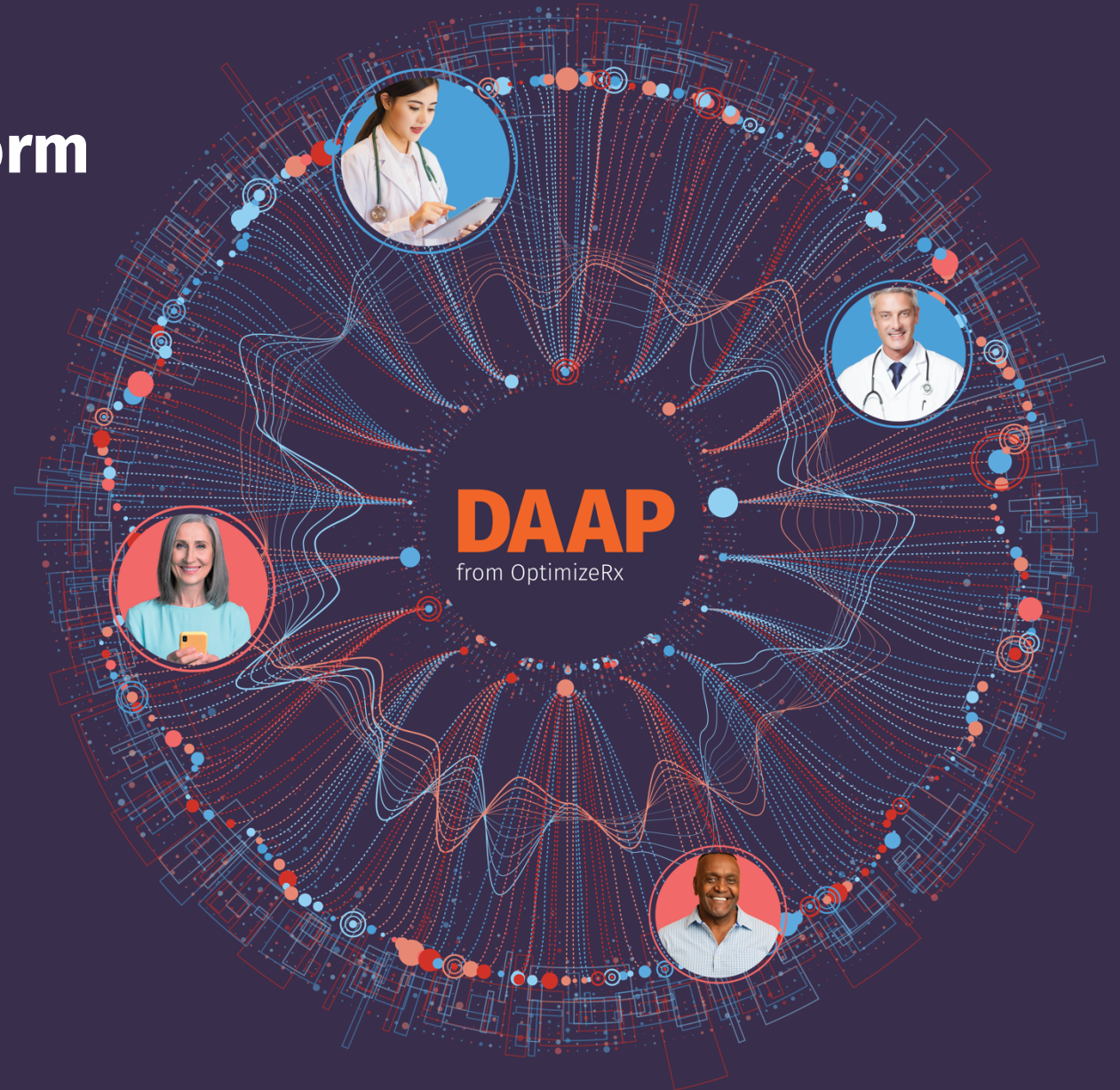


November 2024

# Technology Solutions that Inform and Empower the Healthcare Community

Corporate Presentation



OptimizeRx

# Important Cautions Regarding Forward Looking Statements

- This presentation has been prepared by OptimizeRx Corporation (“we,” “us,” “our,” “OptimizeRx” or the “Company”) and is made for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities, nor shall there be any sale of any securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The information set forth herein does not purport to be complete or to contain all of the information you may desire. Statements contained herein are made as of the date of this presentation unless stated otherwise, and neither this presentation, nor any sale of securities, shall under any circumstances create an implication that the information contained herein is correct as of any time after such date or that information will be updated or revised to reflect information that subsequently becomes available or changes occurring after the date hereof. This presentation contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and such Section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision.
- The words ‘believe,’ ‘expect,’ ‘may,’ ‘strategy,’ ‘future,’ ‘likely,’ ‘goal,’ ‘plan,’ ‘estimate,’ ‘possible’ and ‘seeking’ and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. All statements other than statements of historical facts included in this presentation regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding our expectations related to the size of the market in which we operate, the value of our current and future annual contracts, our growth strategies, our competitive advantage, the scalability of our platform, the plans and objectives of management for future operations, and our financial metrics and performance. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations

and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, any synergies and other anticipated benefits of an acquisition or merger may not be realized or may take longer than anticipated to be realized and integration of the businesses may be more expensive or more difficult than expected, including as a result of unexpected factors or events, competition within the industries in which we operate, the timing, cost and success or failure of new product and service introductions and developments, our ability to attract and retain qualified personnel, maintaining our intellectual property rights and litigation involving intellectual property rights, legislative, regulatory and economic developments, and the other risks and uncertainties described in our most recently filed Annual Report on Form 10-K and any subsequently filed Quarterly Report(s) on Forms 10-Q and 8-K. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

- 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 11/18/24)	<b>\$4.20</b>
---------------------------------	---------------

Shares Outstanding (as of 11/8/24)	<b>~18.4M</b>
---------------------------------------	---------------

Market Cap (as of 11/18/24)	<b>~\$77.4M</b>
--------------------------------	-----------------

Cash, Cash Equivalents <sup>1</sup> (as of 9/30/24)	<b>\$16.1M</b>
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Total Debt <sup>2</sup> (as of 9/30/24)	<b>\$35.3M</b>
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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<sup>(1)</sup>



## 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<sup>(2)</sup>

## Daily EHR Use Can Be All-Consuming



HCPs use EHRs an average of 5.9 hour per  
day<sup>(3)</sup>

## Affordability



Specialty medication spending accounts for  
half of total drug expenditure in 2021<sup>(4)</sup>



# 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



EXPERIENCE

20+

Leading Health Services and Financial Businesses



**Will Febbo**  
Chief Executive Officer



EXPERIENCE

20+

Senior Financial Roles



**Ed Stelmakh**  
Chief Financial Officer /  
Chief Operations Officer



EXPERIENCE

20+

Operations, Sales, and Growing Partner Networks



**Steve Silvestro**  
President



EXPERIENCE

20+

Legal Corporate and Business Compliance



**Marion Odence-Ford**  
General Counsel & Chief Compliance Officer



EXPERIENCE

10+

Healthcare Analysis Business Development and Investor Relations



**Andrew D'Silva**  
SVP Corporate Finance

# 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

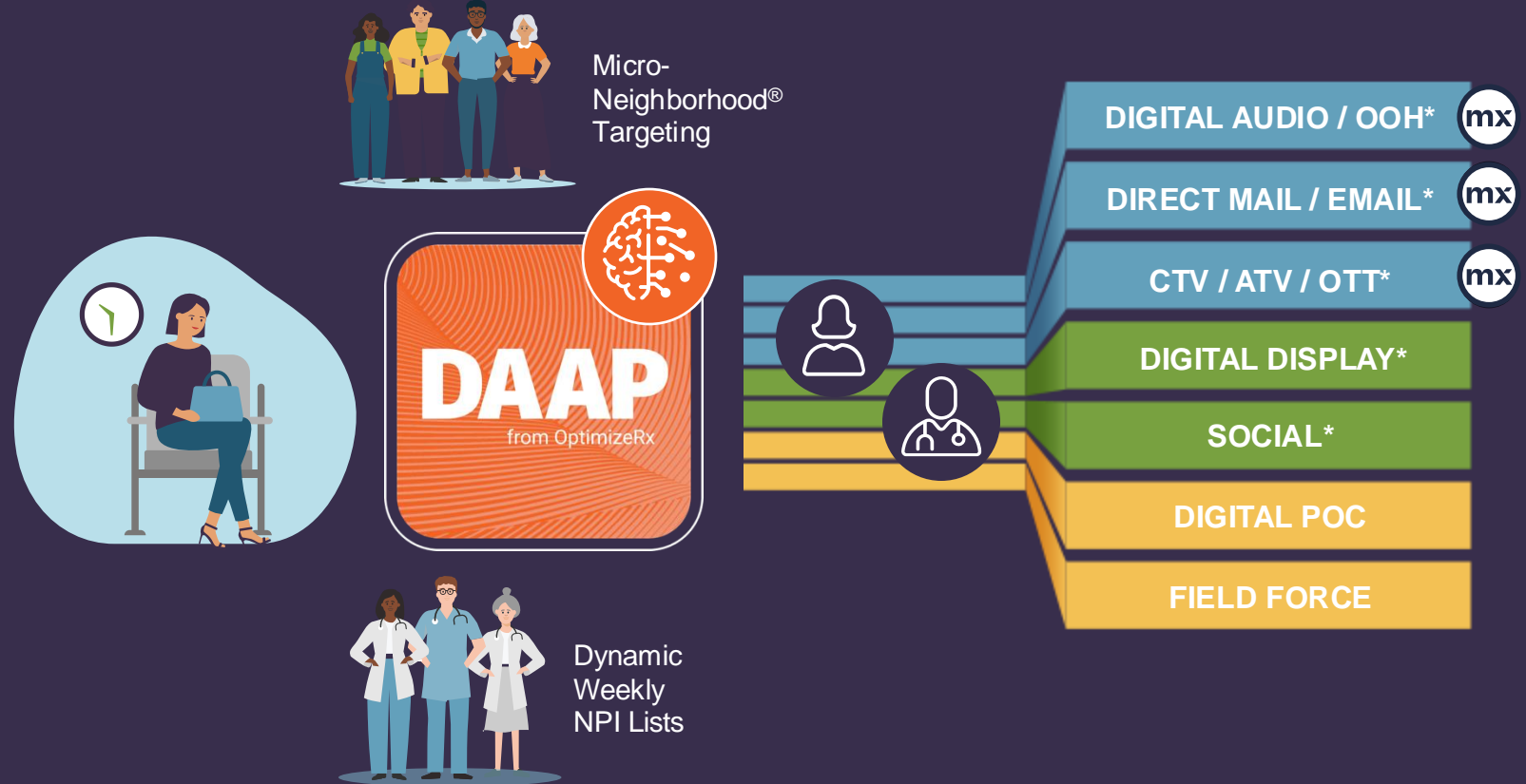
## PATIENTS

- 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%

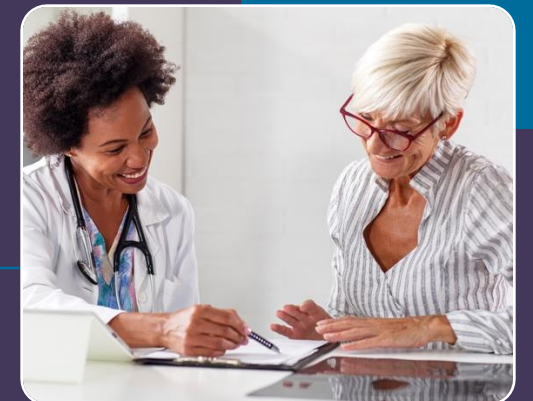
of exposed HCPs writing **BRAND PRESCRIPTIONS**

# 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+**

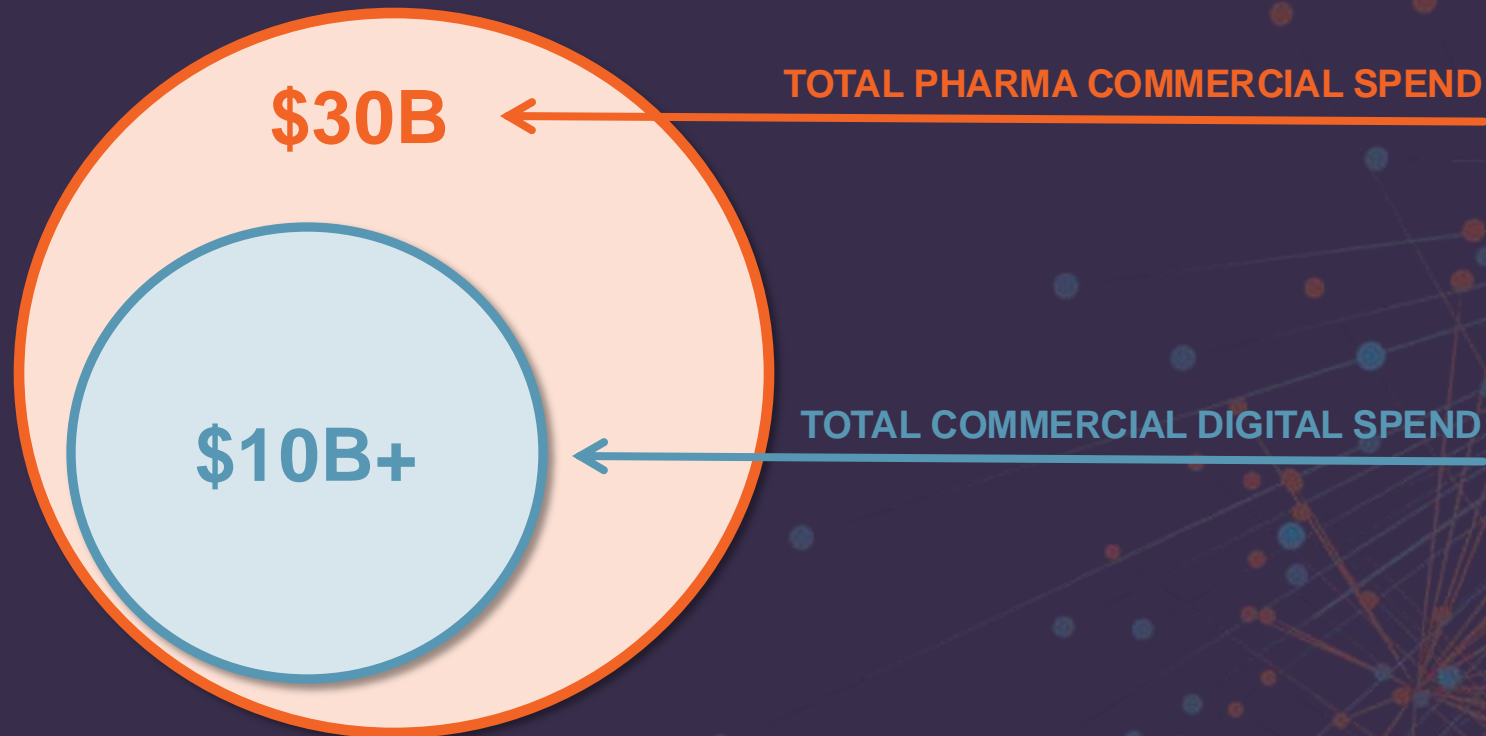
incremental **SCRIPTS**



# 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 SPEND<sup>1</sup>



Source: EvaluatePharma.

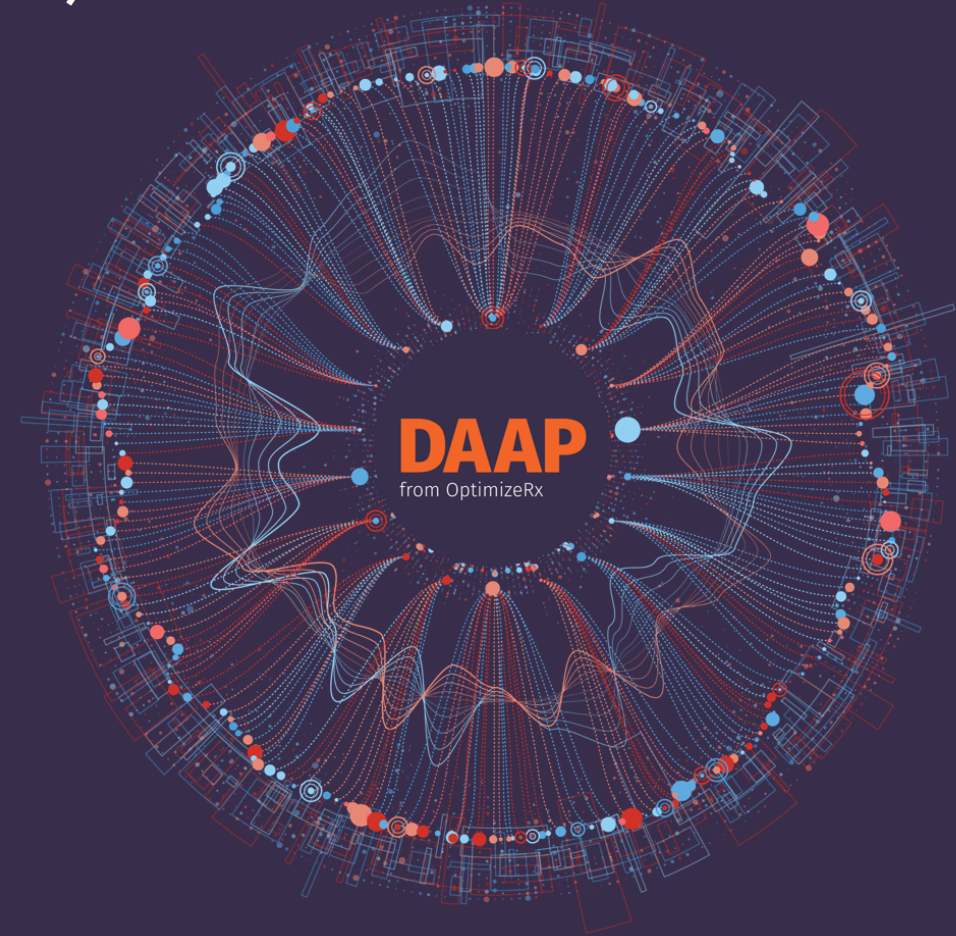
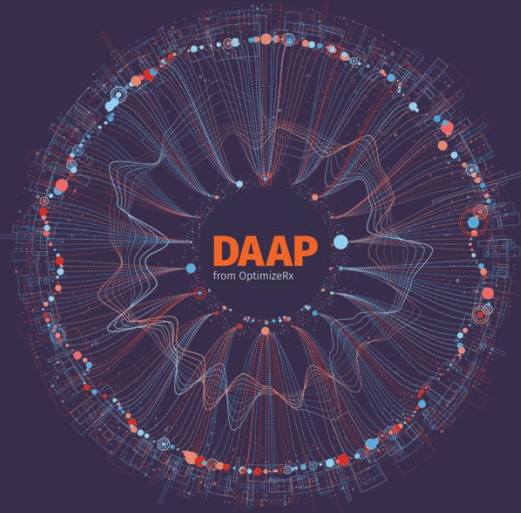
1. IQVIA 2019 US ChannelDynamics and Kantar Media Intelligence, US Healthcare Ad Spend; IQVIA Medicine Use and Spending in the US: A Review of 2016 and Outlook to 2021; Medical Marketing in the United States (<https://jamanetwork.com/journals/jama/fullarticle/2720029>). IQVIA ChannelDynamics Global Reference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

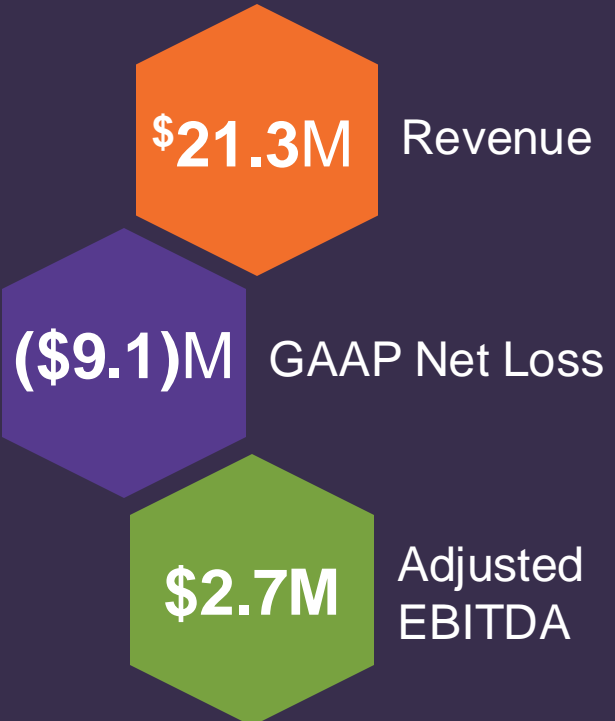
 Pfizer

SANOFI 

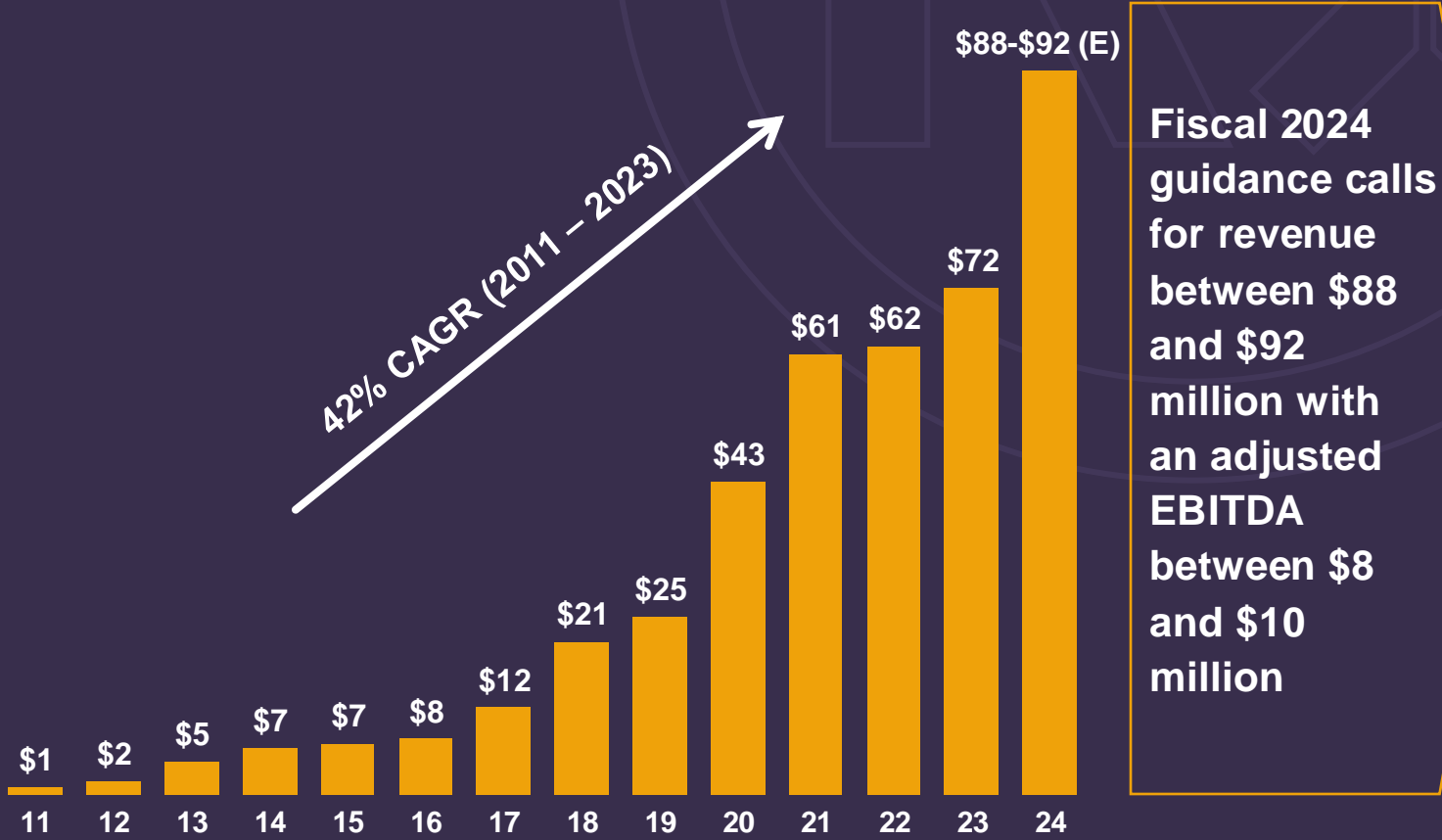
**DRIVING LONG-TERM, SUSTAINED MARKETING RETURN ON INVESTMENT**

# Strong Financial Momentum

## Q3 2024 RESULTS



## ANNUAL REVENUE GROWTH (millions)



Fiscal 2024 guidance calls for revenue between \$88 and \$92 million with an adjusted EBITDA between \$8 and \$10 million

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)