



Optimize **Rx**

**ENVIRONMENTAL, SOCIAL,
AND GOVERNANCE (ESG) REPORT**

April 2024

OPTIMIZERX MISSION & ESG BUSINESS PRACTICES

OptimizeRx Corporation (OptimizeRx) is pleased to present the 2024 update to our Environmental, Social, and Governance (ESG) Report. As a company that provides best-in-class health technology that enables care-focused engagement between life sciences organizations, healthcare providers, and patients at critical junctures throughout the patient care journey, we recognize the paramount importance of making a positive impact on our community, environment, stakeholders and the world in which we live.

We continue to strive to align our goals as a company with our responsibilities as conscientious corporate citizens. We remain vigilant in our quest to turn healthcare challenges into opportunities. Not only do these opportunities present us with new ways to grow and learn, but also to do better for our customers, employees, and the patients we impact.

Our commitment to our stakeholders and community remains guided by our mission statement:

“ *We aim to create a more informed and empowered healthcare community by developing new technology solutions that help people start and stay on life-impacting therapies.* ”



OPTIMIZERX MISSION & ESG BUSINESS PRACTICES [CONTINUED]

We believe that patients and healthcare providers deserve easy access to accurate, actionable information about medications and therapies. With the recent acquisition of Healthy Offers, Inc. (dba Medicx Health), we are in an even stronger position to deliver on our mission statement.

This ESG Report underscores our commitment to the principles of stakeholder capitalism and addressing universal priorities. We are proud to report the significant work we have done thus far to integrate ESG metrics into our governance and business strategy, and how we will continue to integrate these into every aspect of our work. Our Board of Directors and Executive Team remain committed to Diversity, Equity, Inclusion & Belonging (DEI&B) and Parity Pledge commitments made in previous years to foster a diverse and talented workforce. We continue to use efficient technology solutions to keep our electricity usage down and operate almost completely paper-free.

We continue to impact our community through the philanthropic efforts of our Company, including individual contributions from our employees and board members. In 2023 we donated a total of \$29,900 spread across various US-based and international charities to help those affected by natural disasters, mental health issues, and social inequities, including to the American Foundation for Suicide Prevention, Feeding America, the Association of Space Explorers, the United Nations Association of Greater Boston, and Your Gift for the Right Cause (Red Cross) through Archdiocese of Zagreb. We have a strong commitment to continuing to support organizations in the communities in which we live and where we operate.



OPTIMIZERX MISSION & ESG BUSINESS PRACTICES [CONTINUED]

Integrating ESG values into all aspects of our business is a journey. We will continuously evolve to meet the changing needs and circumstances of our world, and report transparently on those efforts. With this ESG Report, we continue to build on our work on the 21 core ESG metrics of the World Economic Forum across four categories: Governance, Planet, People and Prosperity.



Thank you for taking the time to read our ESG Report. We strive to foster an inclusive organization with a strong governing structure that supports long-term sustainability and social responsibility. We will continue to build on our ESG momentum as we refine and measure our impact.

Governance Body Composition

The Board of Directors of OptimizeRx Corporation (the “Board”) sets high standards for our Company’s employees, officers and directors, including sound corporate governance. It is the Board’s duty to serve our stakeholders and to oversee the management of our business.

An overview of our corporate governance standards and documents can be found on our website: <https://investors.optimizerx.com/esg/>.

To exercise its responsibilities and to discharge its duty, the Board follows the procedures and standards in guidelines set forth by our governance documents, including the Corporate Governance Guidelines adopted by the Board in 2021. The Board recognizes that best practices for corporate boards of directors and practical considerations change over time and, as such, the Board continuously monitors developments in these areas and will amend the Guidelines as it deems appropriate in the best interests of our Company and our stakeholders, or as required by applicable laws and regulations.

The Board’s Nominating & Governance Committee is mandated with the task of developing corporate governance policies and reviewing our Company’s strategies and practices regarding ESG competencies. This includes the development and recommendation of criteria for selection of individuals to be considered as candidates for election to the Board, reflecting the Company’s commitment to create a workplace that respects and values diversity in alignment with long-term ESG goals.

OptimizeRx’s Board is committed to, and the Nominating & Governance Committee has prioritized, obtaining equal and diverse representation, as well as diverse backgrounds, skills and experiences among our Board members, with an emphasis on selecting an independent, diverse, and socially inclusive body. The Nominating & Governance Committee and the Board seek to achieve a mix of directors that represents a diversity of attributes, background, experiences (including experience with businesses and other organizations of a comparable complexity), perspectives and skills, including with respect to differences in customs, culture, international background, thought, generational views, race, gender, ethnicity and specialized professional experience. At least annually and when Board vacancies arise, the Nominating & Governance Committee and the Board will review the qualifications, judgment, attributes, background, experiences, perspectives and skills of each director and any director candidate and the interplay of such director’s and director candidate’s qualifications, judgment, attributes, background, experiences, perspectives and skills with those of the Board as a whole.

In 2021, we committed to the Parity Pledge: we will interview and consider at least one qualified woman and one underrepresented minority for every open role for a vice president position or higher. In 2022, the Board officially adopted this Parity Pledge to apply to selection criteria of future Board members as well. In 2023, one board seat opened and we fulfilled this pledge, resulting in an additional female board member.

Governance Body Composition [CONTINUED]

Visit our [website](#) to learn more about our Board of Directors and the qualifications, experience, and composition of its members.

BOARD SKILLS AND EXPERIENCE MATRIX							
[Total Number of Directors: 7]							
	Gus D. Halas (Chair)	Lynn O'Connor Vos	James Lang	Patrick Spangler	Greg Wasson	Cathy Klema	William J. Febbo
Skills and Experience							
Current/Former Public Company CEO	✓	✓		✓	✓		✓
Strategic Planning	✓	✓	✓	✓	✓	✓	✓
Mergers & Acquisition/Joint Ventures	✓	✓	✓	✓	✓	✓	✓
Business Operations	✓	✓	✓	✓	✓	✓	✓
Risk Management	✓	✓	✓	✓	✓	✓	✓
Other Public Company Board Experience	✓	✓	✓	✓	✓	✓	✓
Digital Healthcare Technology	✓	✓	✓	✓	✓	✓	✓
Healthcare Industry	✓	✓	✓	✓	✓	✓	✓
Technology/Information Security/Cybersecurity	✓		✓	✓			✓
Corporate Governance	✓	✓	✓	✓	✓	✓	✓
Sales and Marketing	✓	✓	✓				✓
High Level of Financial Accounting or Financial Expertise	✓	✓	✓	✓		✓	✓
Executive Compensation	✓	✓	✓	✓	✓	✓	✓
Government & Regulatory	✓		✓	✓			
Diversity, Equity, Inclusion & Belonging	✓	✓	✓		✓		✓
Environmental/Sustainability/Climate Change		✓	✓				✓
Human Capital Management	✓	✓	✓	✓	✓	✓	✓
Tenure and Independence							
Years	9	8 ¹	6	5	3	1 ²	7
Independence	✓	✓	✓	✓	✓	✓	

¹ Joined the OptimizeRx Board of Directors in 2015 as a representative director of Grey Healthcare Group; joined as an independent director in 2017.

² Joined the OptimizeRx Board of Directors in as an independent director January 2024.

Governance Body Composition [CONTINUED]

BOARD DIVERSITY MATRIX [Total Number of Directors: 7]							
	Gus D. Halas (Chair)	Lynn O'Connor Vos	James Lang	Patrick Spangler	Greg Wasson	Cathy Klema	William J. Febbo
Demographic Information							
Age	73	68	59	68	65	65	55
Gender							
Male	✓		✓	✓	✓		✓
Female		✓				✓	
Non-Binary							
Background							
African American or Black							
Alaskan Native or Native American							
Asian							
Hispanic or Latino							
Native Hawaiian or Other Pacific Islander							
White	✓	✓	✓	✓	✓	✓	✓
Two or More Races or Ethnicities							
LGBTQIA+							

Material Issues Impacting Stakeholders

Since our inaugural 2022 ESG Report, we have made significant progress by developing a materiality matrix to identify the critical issues affecting our business and stakeholders. This year's surveyed stakeholders included representatives from institutional investors, shareholders, the Board of Directors, employees, and key business partners. Now with two years of survey data on a broad variety of ESG topics, we can identify trends as well as present a snapshot view of our stakeholders' priorities.

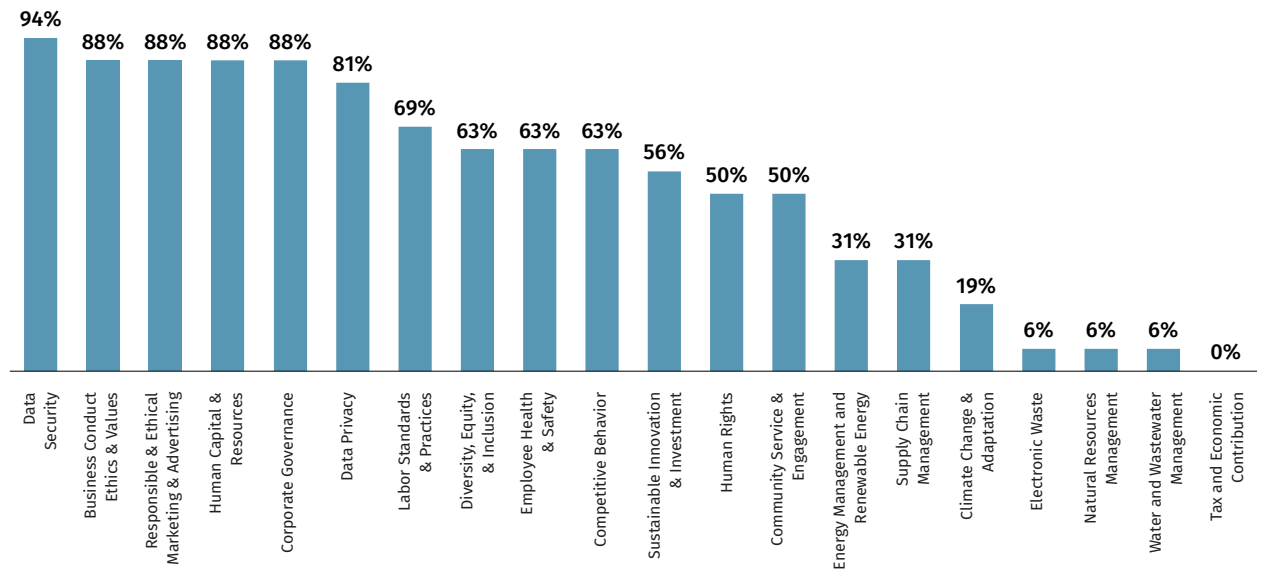
In the survey, stakeholders were asked whether each topic was material to OptimizeRx, and if so, to evaluate how significant the issue was to the stakeholder, as well as the degree of risk or opportunity that topic posed to OptimizeRx's bottom line.

The results revealed that our stakeholders view Data Security; Data Privacy; Business Conduct, Ethics & Values; Human Capital & Resources; Corporate Governance; and Responsible and Ethical Advertising and Marketing as the most critical risks and opportunities for OptimizeRx. Data Security and Data Privacy were the only two topics that were highly ranked in both survey years.

Conversely, stakeholders have consistently ranked supply chain management and environmental topics as not material and therefore not likely to present an opportunity or pose a risk to OptimizeRx's bottom line.

In future surveys, we will omit those topics which respondents have consistently rated as immaterial to our business.

Percentage of Respondents Rating Each Topic Material

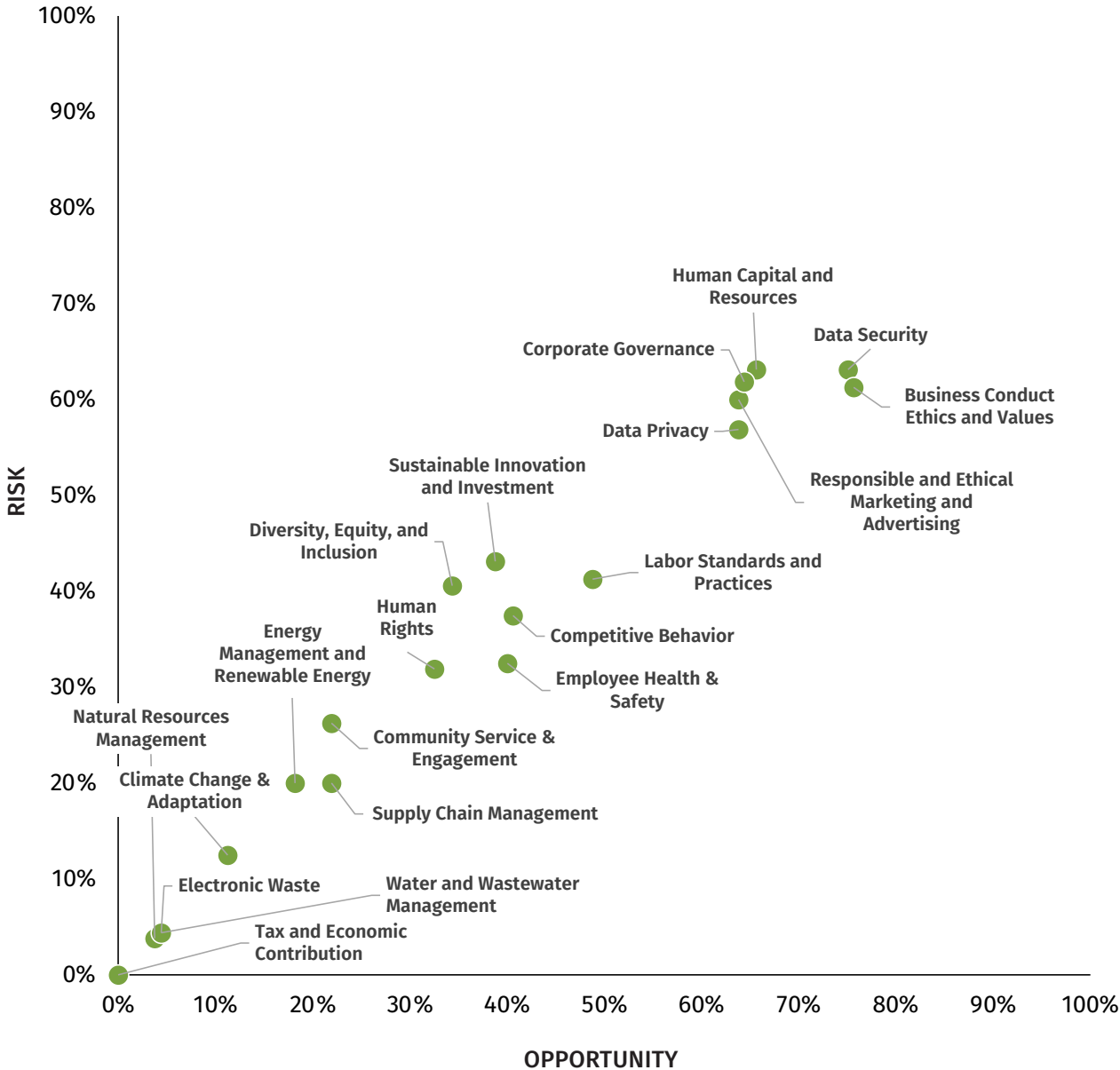


Stakeholders' ratings of topic significance closely tracked their materiality rankings.

Material Issues Impacting Stakeholders

[CONTINUED]

How Respondents Rated the Risk and Opportunity of Each Topic



Anti-Corruption Practices

OptimizeRx operates in the highly regulated industry of life sciences and healthcare, and as such adherence to anti-corruption and anti-bribery policies and practices is paramount to our business. Our continued success depends upon our reputation for professionalism and integrity, which requires us all to maintain high standards of ethical conduct in our operations in the United States and in other countries in which we have employees and contractors. This means being transparent to our stakeholders and demonstrating how our behavior is consistent with our broader governing purpose.

We are committed to conducting our business ethically and in compliance with all applicable laws and regulations governing our operations. We do not tolerate bribery or corruption and are committed to acting professionally, fairly, and with integrity in all of our business activities and relationships in keeping with the highest moral, legal and ethical standards.

OptimizeRx currently has several policies in place requiring ethical and compliant practices, including:

- [Code of Business Conduct and Ethics](#)
- [Corporate Governance Guidelines](#)
- [Stock Ownership Guidelines](#)
- [Global Anti-Bribery and Anti-Corruption Policy](#)
- [Insider Trading Policy](#)
- [Clawback Policy](#)
- [Board Confidentiality Policy](#)
- [Related Person Transaction Policy](#)
- [Regulation FD Policy](#)
- [Human Rights Policy](#)

These policies and others may also be found on our [website](#).

All employees and members of the Board are required to complete anti-bribery and anti-corruption training by reading and explicitly acknowledging these policies as a condition of employment and Board membership. We have implemented a formal learning management system in which anti-corruption, anti-bribery, insider training, and other relevant training to ethical business conduct will be consistently conducted and tracked.

Mechanisms to Protect Ethical Behavior

OptimizeRx expects and requires ethical behavior from its directors, leadership, and employees. Through the Company's [Code of Business Conduct and Ethics](#), we promote honest and ethical conduct, including handling actual or apparent conflicts of interest in an ethical manner and acting with honesty and integrity.

Our Code of Business Conduct and Ethics, however, is not intended to be a comprehensive rulebook and cannot address every situation. If an employee or director is uncomfortable about a situation or has any doubts about whether a situation or behavior is consistent with ethical standards, they are encouraged to seek advice from their immediate supervisor or department manager, Human Resources, or the General Counsel.

In addition to seeking guidance, employees and directors are expected to report any known or suspected unethical behavior, violations of our Code of Business Conduct and Ethics, Company policies or applicable law. In accordance with our [Whistleblower Policy](#), we provide several channels for speaking up without fear of retaliation, including:

- Reporting a known or suspected violation to an immediate supervisor or department manager, Human Resources, or the General Counsel.
- Anonymously reporting a known or suspected violation by going to a dedicated external whistleblower website or phone hotline.

We believe we have created an environment where any employee or corporate stakeholder should feel comfortable reporting perceived unethical or unlawful behavior. We acknowledge that it is not always easy to step forward with information, but doing so ensures that our Company continues to have a safe and respectful work environment, and we have provided several avenues for individuals to do so. Thus, we prohibit any retaliation against anyone who, in good faith, seeks help or reports known or suspected violations. We take all allegations of retaliation seriously and will promptly and thoroughly investigate these matters. If the Company becomes aware of any retaliation, it will take appropriate disciplinary action.

Our Code of Business Conduct and Ethics, Whistleblower Policy and other policies are available on our [website](#).

Risk Oversight & Opportunities

Risk Oversight & Opportunities

OptimizeRx recognizes the imperative for our Company to anticipate and respond to emerging financial and non-financial risks, specifically those related to economic, environmental and social issues. Ultimately, risks arising from ESG issues not only have the potential to negatively impact business financial objectives but may also result in missed opportunities for creating new solutions or cost-savings initiatives, and could harm our key stakeholders, communities, and planet.

As stewards of long-term corporate performance, the Board of Directors has a critical role in ensuring that our Company is aware of, and able to navigate, an ever-evolving risk landscape. The OptimizeRx Board of Directors is ensuring the active identification, management, and ongoing monitoring of these risks and opportunities. OptimizeRx is continuing the process of conducting a company-specific risk materiality analysis, in which specific ESG risks are identified for purposes of determining our ESG priorities and reporting practices. The Company's Board and leadership team will respond to these factors over time, while leveraging our risk response to create sustained stakeholder value.

Cybersecurity

As seen from the materiality assessment survey feedback from our stakeholders, among risks that take highest priority at OptimizeRx are those associated with stewardship of personal data and cybersecurity, including the ethical use and governance of artificial intelligence (AI) related to such data. The global data protection landscape is rapidly evolving, and as a company in the life sciences and healthcare industry, we are subject to numerous laws, requirements and regulations governing the collection, use, disclosure, retention, and security of personal information, including sensitive health-related information. This evolution may create uncertainty in our business, affect our ability to operate in certain jurisdictions or to collect, store, transfer, use and share personal information to provide our services. Actual or perceived failures to comply with applicable data protection, privacy and security laws and regulations are risks that could materially affect the reputation of OptimizeRx and the trust of our key stakeholders to be responsible stewards of data. As AI becomes increasingly prevalent in the business landscape, our Company must develop and deploy it ethically and responsibly.



OptimizeRx has not experienced a cybersecurity incident to date; however, cybersecurity incidents pose material risks that could disrupt business operations, result in the loss of critical and confidential information, and adversely impact our reputation and results of operations. Global cybersecurity threats can range from uncoordinated individual attempts to gain unauthorized access to our information technology (IT) systems to sophisticated and targeted measures known as advanced persistent threats. While we employ comprehensive measures to prevent, detect, address and

mitigate these threats (including access controls, insurance,

Risk Oversight & Opportunities [CONTINUED]

vulnerability assessments, continuous monitoring of our IT networks and systems, maintenance of backup and protective systems and user training and education), cybersecurity incidents, depending on their nature and scope, could potentially result in the misappropriation, destruction, corruption or unavailability of critical data and confidential or proprietary information (our own or that of third parties) and damage to our reputation with stakeholders and community.



We maintain an information security and risk management program designed to identify, assess, and manage material risks from cybersecurity threats to our applications, computer networks, third-party hosted services, communications systems, hardware and software, and our critical data, including intellectual property, confidential information that is proprietary, strategic or competitive in nature, personal information, or Personal Health Information (“PHI”) (collectively, “Information Systems”).

Our information security program’s basis is a comprehensive set of policies and procedures covering various information security domains (collectively, “Information Security Policies”). Our risk management process is based on a standard methodology, and risks

are identified based on various assessments and real-world feedback such as penetration tests. All risks are documented in a central Risk Register and tracked for mitigation and other treatment decisions.

Our incident response program consists of an Incident Response Plan document and a cross-functional Incident Response Team, which are defined in our Information Security Policies. All workforce members are trained on incident reporting procedures, and there is a single point of contact for reporting all incidents. Incident response training is conducted annually, followed by a tabletop exercise.

We use third-party service providers to perform a variety of functions throughout our business. Vendor risk assessments are performed before each vendor is engaged, and annual reviews are conducted to ensure vendors continue to meet security requirements.

Among efforts to mitigate data protection and cybersecurity risks, our recent enhancements include an increase in cybersecurity insurance coverage as well as plans to transition from a HIPAA-specific HITRUST certification for our security practices to a more comprehensive and generally-recognized SOC 2 assessment. This SOC 2 assessment is planned for completion in 2024.

Other identified risks related to economic, environmental, social issues include the following:

- Inflation and Other Adverse Economic Conditions:** Recently, inflation has increased throughout the U.S. economy. In an inflationary environment, we may experience increases in the prices of labor and other costs of doing business. Additionally, cost increases may outpace our expectations, causing us to use our cash and other liquid assets faster than forecasted.

Risk Oversight & Opportunities [CONTINUED]

If we are unable to successfully manage the effects of inflation, our business, operating results, cash flows and financial condition may be adversely affected. The occurrence or perception of an economic slowdown or recession, or of a further increase in inflation, may have a negative impact on the global economy and may reduce customer demand for our products and services. In addition, macroeconomic effects such as increases in interest rates and other measures taken by central banks and other policy makers could have a negative effect on overall economic activity that could reduce our customers' demand for our products and services. Adverse changes in demand could impact our business, collection of accounts receivable and our expected cash flow generation, which may adversely impact our financial condition and results of operations.

- **Attracting and retaining key employees:** Our business and growth may suffer if we are unable to attract and retain members of our senior management team and other key employees. Our success has been largely

dependent on the skills and experience of our senior management team and key employees and the loss of the services of any member of our senior management team or any of our other key employees, without a properly executed transition plan, could have an adverse effect on us and stakeholders who are impacted by our services.

- **Operating in international markets:** Operating in international markets requires significant resources and management attention and will subject us to regulatory, economic and political risks that may be different from and incremental to those in the United States. In addition to the risks that we face in the United States, our international operations in Israel and Croatia may involve risks that could adversely affect our business and key stakeholders, including natural or man-made disasters, political, social and economic instability, including wars, terrorism and political unrest, outbreak of disease, boycotts, curtailment of trade, and other societal restrictions.



Environment

The materiality of our ESG disclosure topics is informed by the potential sustainability impacts, risks, and opportunities relevant to our industry and refined by our materiality assessment (see Material Issues Impacting Stakeholders). As a digital messaging technology company, the Sustainable Industry Classification System (SICS) places us in the Internet Media & Services industry.

For companies in the Internet Media & Services industry, Energy Management is generally defined as a material disclosure topic according to the SASB Standards.

By contrast, SASB has not identified other environmental sustainability issues such as GHG Emissions, Air Quality, Water & Wastewater Management, Waste & Hazardous Materials Management, and Ecological Impacts as most likely to impact enterprise value for companies in the Internet Media & Services industry.

We recognize that the SASB Standard is designed for the typical company within a specific industry, with individual companies choosing to report on different sustainability issues based on their unique business model. We have decided to identify GHG Emissions as a disclosure topic on the basis of our stakeholder materiality assessment and pending regulation. However, we have not identified Air Quality, Water & Wastewater Management, Waste & Hazardous Materials Management, and Ecological Impacts as material disclosure topics for this reporting period.

Environmental Policy

This year, OptimizeRx approved its first environmental policy. A copy may be found at <https://investors.optimizerx.com/esg/>.

Environmental Management System

With very limited environmental impacts on our Company, an Environmental Management System falls outside the scope of our sustainability focus. We will review the appropriateness of an Environmental Management System annually, and especially in light of any changes to the relative size and focus of our operations.

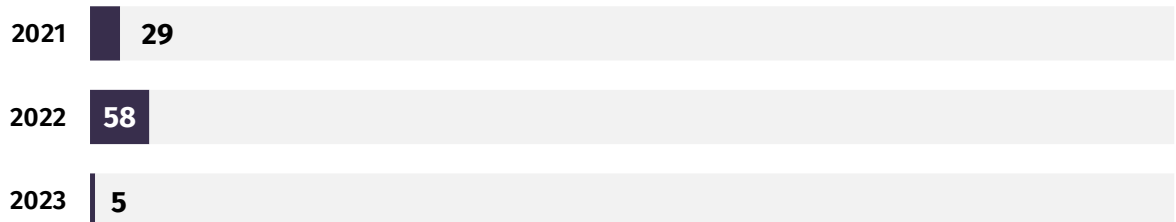
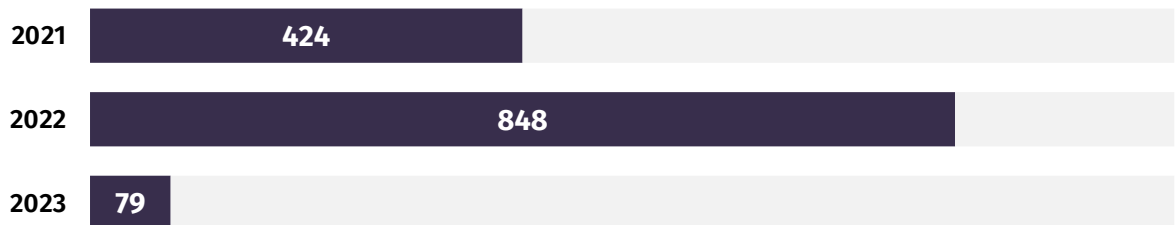
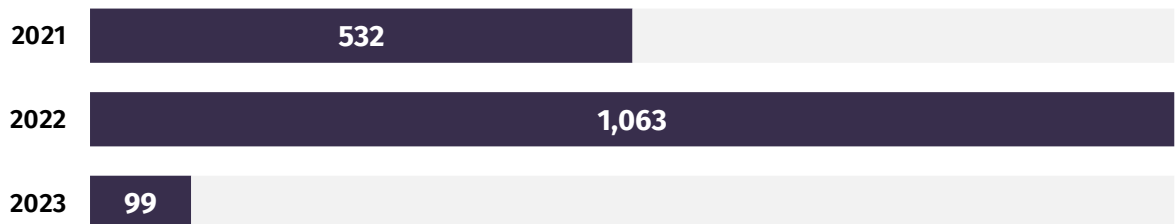
Greenhouse Gas (GHG) Emissions

OptimizeRx has already taken several significant steps in reducing the impact our solutions and operations have on energy usage and the health of the planet, including:

- Establishing a work environment where the majority of our employees work remotely and are geographically distributed across the United States and Croatia, greatly reducing carbon emissions associated with day-to-day work commutes and land usage for office space.
- Programming our cloud platform to “spin up” for optimal energy usage during peak hours and “spin down” to materially reduce energy usage during off-peak hours.
- Moving away from leased space on mainframes to cloud servers hosted by Amazon AWS, resulting in significant reductions to electricity usage associated with our digital services and support.
- Reducing environmental impact associated with business transactions by using a Contract Lifecycle Management (CLM) system, saving wood, and reducing water, carbon, and waste.

Environment [CONTINUED]

OPTIMIZERX'S ENVIRONMENTAL SAVINGS USING A CLM SYSTEM



In addition to the work we have already done to significantly reduce our carbon emissions, we recognize the importance of identifying opportunities for further emission reduction, optimizing resource usage, and improving operational efficiency. These efforts can lead to cost savings and enhance our commitment to be an environmentally responsible business.

Environment [CONTINUED]

Starting in 2023, we completed our initial review of the Scope 1 and 2 emissions resulting from our U.S. operations that aligned with the requirements for reporting Scope 1 and 2 emissions as outlined in the Greenhouse Gas Protocol (standards set by the World Business Council for Sustainable Development and World Resources Institute).

In 2024, we built on this foundation and measured Scope 1 and 2 emissions across all of OptimizeRx's office locations in the United States as well as in Croatia.

OptimizeRx has limited Scope 1 emissions to report, because we do not operate any mobile combustion equipment (such as vehicles) and we have no fugitive emissions from refrigerant leaks or disposals to report. However, OptimizeRx's new office in Clarkston, MI uses natural gas on-site for heat. For the months during which OptimizeRx leased that space, OptimizeRx reports 2.89 metric tons of Scope 1 CO2 equivalent emissions.

We estimate the Scope 2 emissions resulting from electricity consumption at our offices (using the EPA's location-based emissions factors) to be 13.6 metric tons of CO2 equivalent emissions. Market-based factors are not relevant for OptimizeRx because there are no special offtake agreements or purchases of renewable energy.

In calendar year 2023, OptimizeRx added two offices and moved two others. OptimizeRx also reported an estimate of CO2 equivalent emissions from its Croatian locations for the first time in 2023. OptimizeRx's acquisition of Healthy Offers, Inc. (dba Medicx Health) also added a significant number of employees to OptimizeRx's payroll. These factors make it difficult to compare data from 2022 with data from 2023.

Given our current comprehensive overview of our Scope 1 and Scope 2 emissions, we will be able to make comparisons in the future as well as look at a timeframe in which we can begin to address Scope 3 emissions by working with our supply chain partners and identifying areas where we can reduce their indirect emissions. We take pride in commencing this effort not only to demonstrate our dedication to the environment but also to establish the capacity to be well-prepared as environmental regulations continue to evolve.

Environment [CONTINUED]

Scope 1 and 2 Emissions

LOCATION	USAGE	CO2 EQUIVALENT (LBS)
Rochester, Michigan	4,583 kWh	6,560
Clarkston, Michigan	929 kWh	1,330
Clarkston, Michigan	200.5 therm ¹	6,371
Waltham, Massachusetts	6,896 kWh	8,818
Scottsdale, Arizona	4,987 kWh	6,097
Zagreb, Croatia (through June)	883 kWh	430 ²
Zagreb, Croatia (from July)	796 kWh	388 ²
TOTALS	19,078 kWh 200.5 therm	29,993 lbs 13.6 metric tons

¹ For Clarkston, MI, we included a row for therms to reflect the natural gas burned on site.

² For Croatia, the CO2 equivalent for electricity consumed does not include emissions factors for nitrous oxide and methane, because these factors were not available at the time of reporting. This means the CO2e estimate for Croatia is somewhat low.

Air Quality

While nitrous oxide (NOx) and sulfur oxides (SOx) are potent greenhouse gases, they are predominantly generated by industrial activities, such as the combustion of fossil fuels and solid waste as well as the treatment of wastewater.

As a digital messaging technology company, OptimizeRx's operations do not have a significant impact on air quality, air emissions, or air pollution. Therefore, air quality issues are not considered to be material disclosure topics for OptimizeRx.

Where data is available, NOx and SOx are included as emissions factors in OptimizeRx's greenhouse gas emissions inventory.

Waste Management and Recycling Policy

We do not generate any waste that is classified as hazardous by the U.S. Environmental Protection Agency (EPA), and our business has a small operational footprint that produces very limited amounts of non-hazardous waste.

With very limited amounts of waste, there is at present insufficient reason to implement any waste management programs. We do endeavor to commence reporting the total quantity of non-hazardous waste produced by our business, split out by geography as well as percentage recycled, incinerated, and landfilled.

We are exploring which relevant and existing recycling schemes and programs the business can adopt as well as any consumer recycling programs we can promote and recommend to our employees.

Environment [CONTINUED]

Electronic Waste

OptimizeRx recognizes that the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal aims to minimize the generation of hazardous wastes, including Waste Electrical and Electronic Equipment (“WEEE” or “e-waste”), and ensure their environmentally sound management. We observe that the United States is not a party to the convention, however it serves as a global framework that promotes responsible e-waste management. The EPA supports the Government’s National Strategy for Electronics Stewardship under which the Sustainable Management of Electronics is being implemented. Under this approach, two certified e-waste recycling schemes are generally available to U.S. businesses: Responsible Recycling (R2) and the e-Stewards Standard.

Our primary source of e-waste is our company-issued laptops. In the U.S., we use a vendor who disposes of them in accordance with the R2 standard. In Croatia, when laptops are retired, we reset, wipe, and resell them.

Product Design and Lifecycle Management

OptimizeRx does not design and produce any physical products, which means our business does not require lifecycle management, disposal, and recycling of packaging materials.

TCFD Implementation

While use of the Task Force on Climate-related Financial Disclosures (TCFD) framework is currently voluntary in the United States, OptimizeRx recognizes the increasing importance to stakeholders and the community that businesses assess and disclose climate-related risks. As such, we are investigating early disclosure of climate risk in accordance with the recommendations of the TCFD framework as they relate to both physical and transitional risks and opportunities.

Nature Loss

The majority of our employees work remotely and are geographically distributed across the United States and Croatia. OptimizeRx leases office space exclusively (in Clarkston Michigan, Waltham Massachusetts, Scottsdale Arizona, and Zagreb, Croatia). As such, our Company does not currently measure impact on land use and key biodiversity areas.

Freshwater Availability

Water consumption (including full value chain) is considered immaterial at the current time. This may change as OptimizeRx continues to grow and expand its operations.



Diversity and Equality

We are dedicated to maintaining an environment where everyone feels valued, and we celebrate both the differences and similarities among our people. We also believe that diversity in all areas, including cultural background, experience and thought, is essential in making our Company stronger.

Equality in employment practices is an essential part of our business and is necessary to contribute to a culture of respect. We have a collective responsibility to foster a culture of fairness, respect, and inclusion that drives us to value and embrace differences. We provide equitable opportunities to all individuals without regard to age, race, color, national origin, ancestry, citizenship, religion, gender, sexual orientation or gender identity.



In 2021 we introduced a Diversity, Equity & Inclusion Committee, which was subsequently changed in 2023 to the Diversity, Equity, Inclusion & Belonging (DEI&B) Committee – to underscore our commitment to not only prioritizing diversity, equity and inclusion, but to ensure our employees that it is equally important that they feel valued, seen and celebrated. The DEI&B Committee is actively engaged in improving our culture, hiring practices and education. We have also committed to the Parity Pledge – pledging for the Company to interview and consider at least one qualified woman and one underrepresented minority for every open role, vice president or higher, and for our Board of Directors to interview and consider the same when selecting future Board Members.

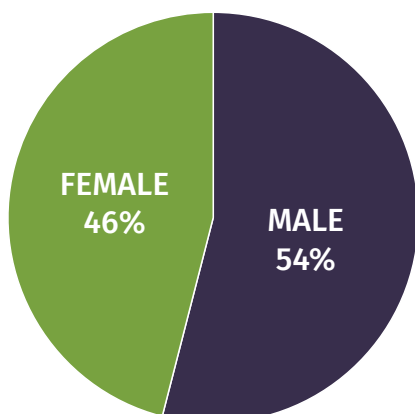
Our other DEI&B initiatives recently undertaken by our Company include:

- Implementing tracking of gender and ethnicity of prospective employees applying for jobs at the Company.
- Providing ways for all employees to self-identify on their Ethnicity, Gender Identity, Sexual Orientation, Disability and Veteran status and to include preferred gender pronouns on all email correspondence.
- Executing processes to interview and consider at least one candidate who self-identifies as female and one who self-identifies as an underrepresented minority for all job positions of vice president and above in accordance with our Parity Pledge.
- Launching affinity groups (employee resource groups) to encourage employees with similar backgrounds and interests to organically start and participate in groups that are of interest to them.
- Adding email and correspondence signature taglines highlighting DEI&B awareness topics, which change periodically based on consensus from the DEI&B Committee.
- Expanding the DEI&B Committee to new members within the Company and establishing an Events Subcommittee.
- Hosting quarterly educational and celebratory events that highlight important dates and socially and culturally significant milestones, or that emphasize key DEI&B topics, such as fostering good mental health.

Diversity and Equality [CONTINUED]

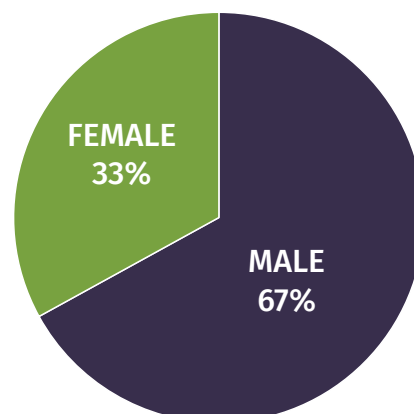
US EMPLOYEES GENDER, AGE AND RACE BREAKDOWN:

Males: 54.07% Females: 45.93%



EXECUTIVE MANAGEMENT TEAM GENDER, AGE AND RACE BREAKDOWN:

Average age of the team is 51.8, with one female identifying as two or more races and one female and four males identifying as white.



DIVERSITY BREAKDOWN OF FEMALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQIA+
Asian	1	40.0	0
Black or African American	2	29.5	0
Hispanic or Latino	3	39.5	0
White	26	36.6	3
Two or More Races	2	52.6	0
Declined to Identify	4	43.7	1
TOTAL	38	39.4	4

DIVERSITY BREAKDOWN OF MALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQIA+
Asian	3	37.4	0
Black or African American	0	–	0
Hispanic or Latino	3	36.0	0
White	35	43.2	5
Two or More Races	1	41.5	0
Declined to Identify	12	43.1	1
TOTAL	54	42.0	6

*This employee count is current as of December 31, 2023 and may show a discrepancy from other employee statistics reflected in this ESG Report due to employee attrition and/or employees not responding to demographic surveys.

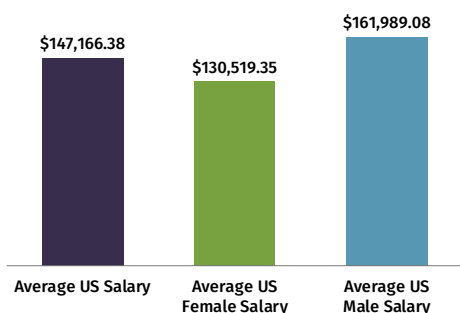
Pay Equality

We prioritize recruiting, retaining, and incentivizing a highly qualified, diverse workforce and we incentivize high-performing employees through competitive salaries, granting of stock-based awards, as well as cash-based bonus awards.

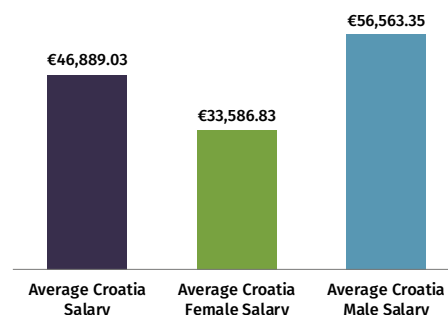
OptimizeRx provides equal employment opportunities to all employees and applicants for employment without regard to age, race (including hair texture and protective hairstyles), color, national origin (including language use and possession of a driver's license issued to persons unable to prove their presence in the United States is authorized under federal law), ancestry, citizenship, religion (including religious dress and grooming practices), gender, sexual orientation, gender identity, pregnancy (including childbirth, lactation, and related medical conditions), physical or mental disability (including HIV and AIDS), medical condition (including cancer and a record or history of cancer), requests or approved protected medical leaves, genetic information (including testing and characteristics), veteran status, uniformed service member status, domestic violence victim status, political affiliation, or any other status protected by federal, state, or local laws.

Equal employment opportunity applies to all aspects of employment, including, but not limited to, recruiting, hiring, placement, promotion, transfer, leave of absence, compensation, training, and all other terms, conditions and privileges of employment. OptimizeRx complies with all local, state, and federal regulations related to hiring practices, including verifying employment eligibility for all successful applicants.

BASE SALARY FOR EMPLOYEES IN THE US [USD]:



BASE SALARY FOR EMPLOYEES IN CROATIA [EUR]:



	TOTAL SUM OF BASE SALARIES	AVERAGE BASE SALARY
Asian	\$990,986.16	\$141,569.45
Black or African American	\$504,124.32	\$168,041.44
Hispanic or Latino	\$1,017,691.92	\$113,076.88
White	\$14,453,812.56	\$147,487.88
Two or More Races	\$836,587.80	\$167,315.76
Declined	\$2,505,766.32	\$156,610.40
LGBTQIA+	\$653,672.40	\$130,734.48

Wage Level

US FEDERAL MINIMUM WAGE:

\$15,000 annually
or \$7.25/hr

ENTRY WAGE FOR OPTIMIZERX:

\$50K
US DOLLARS

€17K
EURO

- CEO Base Salary: \$450,000
- Average US Base Salary: \$166,821.87
- Average Croatia Base Salary: €46,889.03



Modern Slavery Mitigation

Modern slavery is a heinous crime and a morally reprehensible act that deprives a person's liberty and dignity for another person's gain. It is a real problem for millions of people around the world, including many in developed countries, who are being kept and exploited in various forms of slavery. Every company is at risk of being involved in this crime through its own operations and its supply chain.

OptimizeRx has a zero-tolerance approach to modern slavery and is fully committed to preventing slavery and human trafficking in any aspect of our operation and with our partners and vendors. As a health technology company selling sophisticated digital solutions, we do not have an extensive supply chain or sourcing partners that would make use of forced and child labor and therefore risks and ripple effects of the crime in our overall value chain relative to other companies is small. Nevertheless, this does not diminish the importance of the issue to our Company.

We ensure that our own workforce is free of any such crimes; and, therefore at the point of recruitment, appropriate checks in accordance with relevant laws are carried out on prospective employees, and our HR team works closely with the relevant teams in the local territories to make sure that pay and conditions are appropriately managed.

In accordance with our commitment to acting ethically and with integrity in all our business relationships, we intend to implement effective systems and controls to ensure Modern Slavery is not taking place in our supply chains.

A key part of supporting ethical standards is enabling our employees and all of our stakeholders to freely and safely speak up when there are reasonable grounds to suspect that our Company or our employees are not acting ethically or in accordance with laws and obligations. Concerns about compliance or ethical issues or illegal or unethical activities are to be reported in accordance with our Whistleblower Policy.

This year, OptimizeRx adopted a Human Rights Policy, available at <https://investors.optimizerx.com/esg/>.

Health and Safety

Implementing and maintaining strong standards as they relate to the health, safety, and labor rights of our employees are of critical importance. OptimizeRx recognizes that physical, mental, and emotional wellbeing of our people is only becoming more important as we evolve and drive innovation that is reliant on human capital.

Our Company supports employees by offering a comprehensive and competitive benefits program which includes the following components:

- Medical, Dental, and Vision Insurance
- Group Life Insurance
- Short-Term and Long-Term Disability plans
- Employee Assistance Program (EAP) providing confidential and experienced counseling for employees dealing with issues that affect the lives and quality of their job performance

OptimizeRx pays approximately 87% of each employee's medical insurance premiums and the entire employee premium for dental and vision insurance.

In 2022, we expanded our healthcare benefits for all employees and their families, subject to eligibility requirements, to include travel coverage to access needed healthcare that is not afforded to employees or their family members in their home States or where the necessary healthcare is only available 100 miles or more from where they reside.

Our workers' compensation insurance provides coverage for medical and rehabilitation expenses and a portion of lost wages to employees who sustain an injury on the job. As a company with low risk of work-related injuries, OptimizeRx has had no reported fatalities or workers' compensation claims filed resulting from injuries sustained at the workplace in the last three years.

In cases where employees need to take a leave of absence due to their own health condition or life circumstances, whether for an accident, injury, illness or pregnancy-related disability, OptimizeRx has multiple paid and unpaid leave and return-to-work policies catered to the locations where employees reside and their applicable laws on non-occupational medical and family leave. Additionally, all U.S. employees are eligible to take four (4) continuous weeks of fully paid family leave for the birth or adoption of a child.

We encourage all employees to take as much time off as reasonably needed to unwind from work. In an effort to promote a healthy work environment, the Company has implemented a paid time off policy which removes any cap on vacation time and allows each employee to take ownership of maintaining their own health and safety by determining how much time the employee might need away from work.



Skills for the Future

The success of OptimizeRx is dependent on the skills, experience and efforts of our employees. A skilled workforce not only improves a company's performance, but also contributes to overall employee satisfaction and enhances human capital.

We have increased our focus on training and development for our current employees and, in 2022, implemented a Learning Management System where current and future training modules will be presented and tracked for reporting purposes. In 2023, we devoted \$79,000 to employee training and development programming.

We offer other learning and development opportunities and resources to support our employees in achieving and enhancing their development objectives. We equip our managers with the skills and tools to provide ongoing coaching and feedback so employees can maximize their performance and potential, delivering success for our company and the employee.



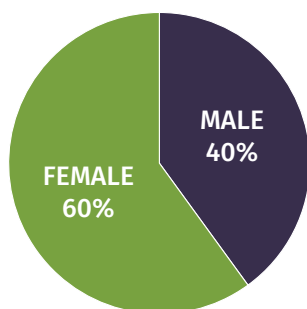
Employment and Wealth Generation

OptimizeRx strives to create significant economic value for our employees, stakeholders, and our communities through job opportunities and contribution to our economy. Employee recruitment and retention and investments in society are critical to our goal of mitigating the risks of job loss and poverty, particularly for those in more vulnerable populations.

DIVERSITY BREAKDOWN OF NEW HIRES IN 2023 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	LGBTQIA+
Asian	1	27	0
Black or African American	1	29	0
Hispanic or Latino	2	46	0
White	9	36	0
Two or More Races	1	48	0
Declined to Identify	1	31	0
TOTAL	15	37	0

GENDER BREAKDOWN OF NEW HIRES IN 2023 (US)



RATE OF TURNOVER IN 2023 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQIA+
Males	15	42	White, Asian, Black or African American, 2 or More Declined to Identify	0
Females	16	39	Asian, Two or More, Hispanic or Latino, White, Black or African American, Declined to Identify	1

RATE OF TURNOVER IN 2023 (CROATIA)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQIA+
Males	0	0	0	0
Females	0	0	0	0

Economic Contribution

Our quarterly and annual financial filings contain disclosures relating to revenues, operating costs, wages & benefits, payments to providers of capital, as well as other components related to our economic contribution. All of our public filings can be found on our [website](#).

OptimizeRx has not received any form of financial assistance from federal, state or local governments during the reporting period.

Focus on Innovation

Innovation is key to our success as a health technology company. Through technology innovation, OptimizeRx aims to create more, and better, digital solutions that respond to the current unmet needs of the U.S. health system and anticipate future needs as they relate to patient care journeys. We are committed to enabling quality care and driving positive outcomes through the application of new technologies. We invest in development to support health care provider identification of patients who may benefit from changes in treatment and facilitate patient access to therapy.

We currently connect over 2 million U.S. healthcare providers and millions of their patients through a proprietary point-of-care network, and digital media channels using our Dynamic Audience Activation Platform (DAAP). This powerful tech-enabled marketing solution for life sciences is transforming the life sciences companies' ability to engage with health care providers and patients to provide treatment information, and connect more qualified patients with life-changing therapies.

We own a number of patents important to our business, and we expect to continue to file patent applications to protect our research and development investments in new products. As of December 31, 2023, we held five patents and two pending patent applications.

For the United States, patents may last 20 years from the date of the patent's filing, depending upon term adjustments made by the patent office. In addition, we hold numerous trademarks in the United States and other countries. We also have licenses to intellectual property for the use and sale of certain of our solutions.

Engagement models are becoming smarter across the board, with omni-channel strategies maturing and supporting large-scale go-to-market shifts within life sciences. Technology advancements such as ours

continue to open the door to more sophisticated methods of supporting health care providers and patients in the complex U.S. healthcare ecosystem. Our innovations in artificial intelligence (AI) and real-time audience identification have progressed to help our clients better understand where to focus health information resources for both health care providers and patients.

In 2023, we sharpened our focus by licensing out our non-core solutions and by acquiring Healthy Offers, Inc. (dba Medicx Health). Medicx's patented Micro-Neighborhood® targeting and MX# technologies allow life sciences organizations to reach healthcare consumers with personalized treatment information in a HIPAA- and privacy-safe manner across all major digital media channels without third-party tracking mechanisms such as cookies. Combining Medicx Health's solutions with OptimizeRx's DAAP, OptimizeRx's unique selling proposition as the premier partner for identifying and engaging life science's brand eligible audiences and their care teams is solidified. As one organization, our integrated solutions have the power to align relevant communications about cutting-edge therapies for doctors and patients in a way that drives meaningful healthcare interactions.

We will continue to invest in research and development efforts that have direct impact on population health challenges, including health communications, patient affordability, cost of care delivery, and equitable access to therapy. Our solutions help to address the growing prevalence of chronic conditions including the resulting cost and logistical challenges presented by the rising volume of specialty therapeutics, as well as the disconnectedness of the U.S. healthcare system—particularly as it relates to technology. Our technology helps life sciences organizations communicate with healthcare providers about treatment efficacy and directly connects patients with financial assistance opportunities to increase their ability to access and stay on life-impacting therapies.

Important Cautions Regarding Forward Looking Statements

This ESG Report contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “anticipates”, “believes”, “estimates”, “expects”, “forecasts”, “intends”, “plans”, “projects”, “targets”, “designed”, “could”, “may”, “should”, “will” or other similar words and expressions are intended to identify these forward-looking statements. All statements that reflect the Company’s expectations, assumptions, projections, beliefs or opinions about the future, other than statements of historical fact, are forward-looking statements, including, without limitation, statements relating to the Company’s growth, business plans and future performance. These forward-looking statements are based on the Company’s current expectations and assumptions regarding the Company’s business, the economy, and other future conditions. The Company disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise, except as required by applicable law. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition, and other risks summarized in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2023, its subsequent Quarterly Reports on Form 10-Q, and its other filings with the Securities and Exchange Commission.

OptimizeRx

www.OptimizeRx.com

