

Technology Solutions that Inform and Empower the Healthcare Community

Corporate Presentation

June 2026

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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

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 ~130 employees across the United States and Croatia with average revenue per FTE at over \$800K

Stock Information

Stock Price (as of 6/1/26)	\$5.38
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Shares Outstanding (as of 4/29/26)	~18.8M
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Market Cap (as of 6/1/26)	~\$101.0M
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Cash, Cash Equivalents¹ (as of 3/31/26)	\$20.2M
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Total Debt² (as of 3/31/26)	\$23.6M
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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



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 hours per day⁽³⁾



AFFORDABILITY

- > Specialty medication spending accounts for over half of total drug spend⁽⁴⁾



INTEROPERABILITY AND SCALABILITY

- > Doctors don't have all the information readily available



SCRIPT ABANDONMENT

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

(1) Center for Disease Control, "Prescription Medication Adherence". (2) Whitepaper, "Conversations that convert: Physician survey on opportunities for HCP and DTC marketing synchronization". (3) Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations. (4) *Insights Into the 2023 U.S. Pharmaceutical Market*. Scott Biggs, Doug Long. IQVIA. July 24, 2023

Our Mission

To combine human ingenuity, artificial intelligence, and technology to help life-science marketers evolve their approach, transform their customer relationships, and connect patients with the best possible treatments.

Growth Leaders | Growth Drivers



EXPERIENCE

20+ Operations, Management, Sales, and Growing Partner Networks



STEVE SILVESTRO
Chief Executive Officer



EXPERIENCE

20+ Senior Financial & Operational Roles



ED STELMAKH
Chief Financial & Strategic Officer



EXPERIENCE

15+ Senior Financial Roles, Business Development & Investor Relations



ANDREW D'SILVA
Chief Business Officer



EXPERIENCE

20+ Legal, Corporate Governance, Compliance and HR



MARION ODENCE-FORD
Chief Legal & Administrative Officer



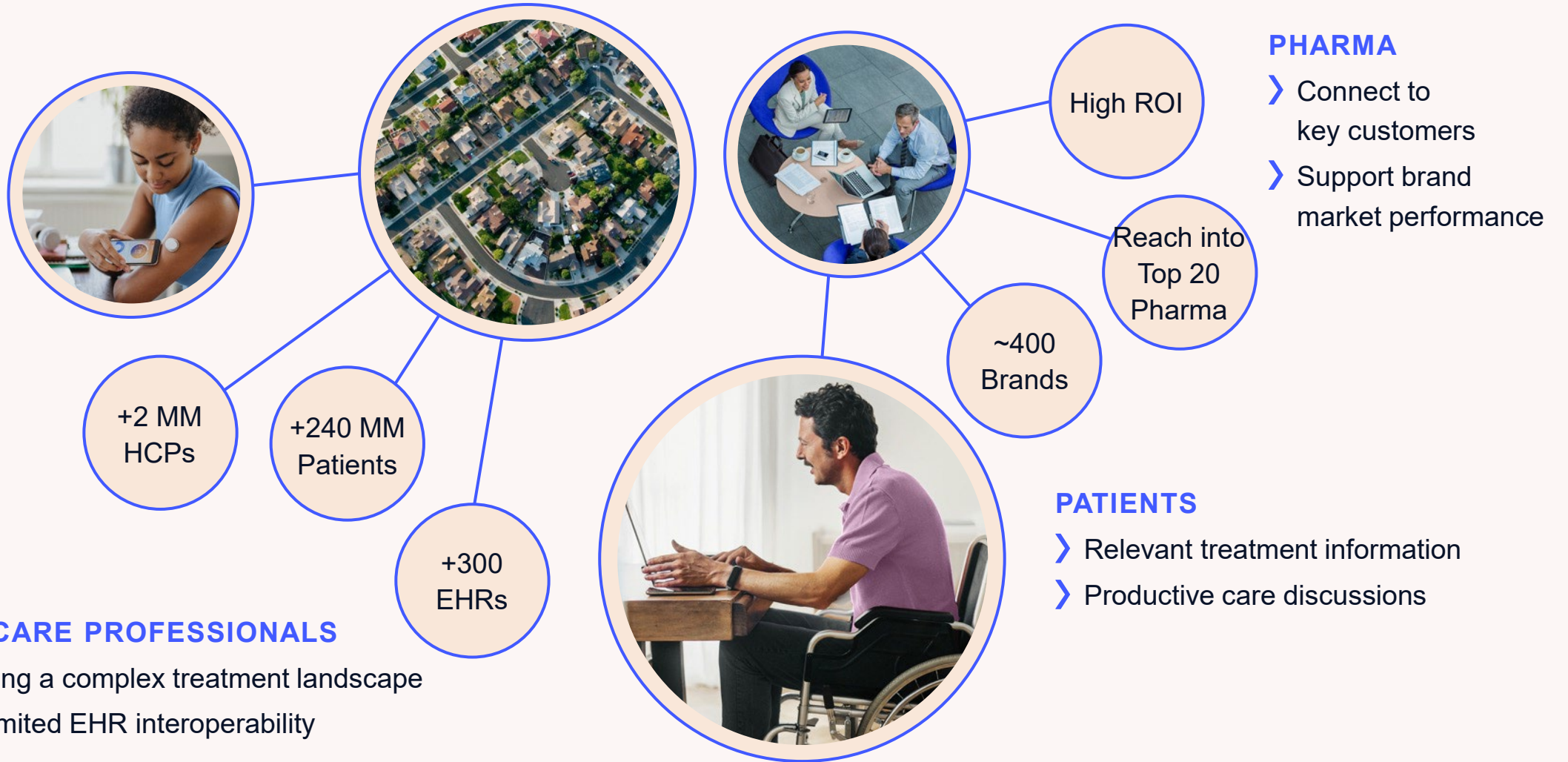
EXPERIENCE

15+ Operations, Management and Sales



BRENDAN MERRELL
Chief Operating Officer

Technology that Connects the Healthcare Community



AI-Enabled Platform Achieves Effective and Efficient Marketing Execution

DAAP deals typically range between ~\$0.5M - \$1.5 million



DIGITAL AUDIO / OOH* **mx**

DIRECT MAIL / EMAIL* **mx**

CTV / ATV / OTT* **mx**

DIGITAL DISPLAY*

SOCIAL*

DIGITAL POC

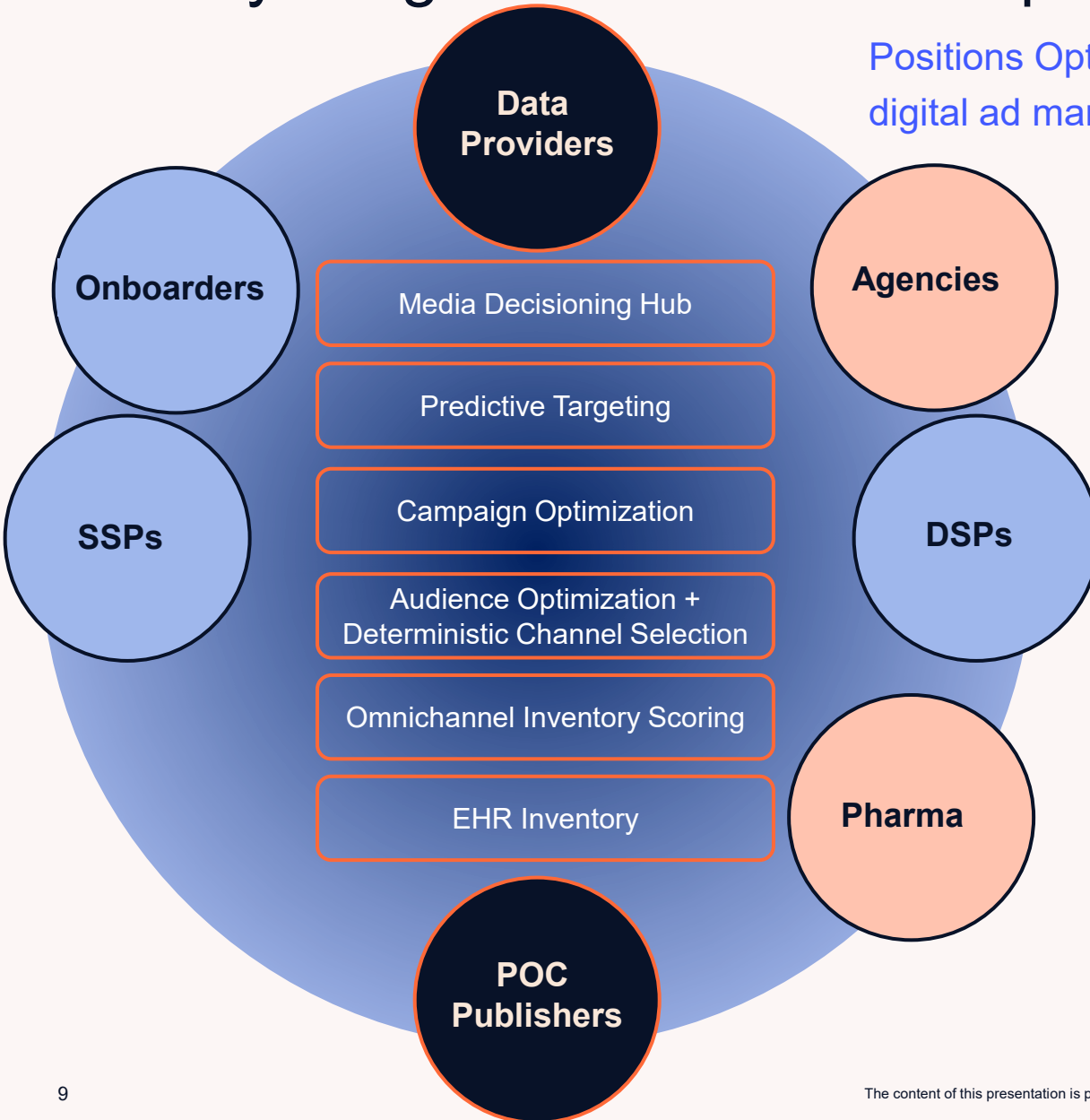
FIELD FORCE

DAAP Helps Deliver on Our Mission

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.

Industry Programmatic Growth Opens Significant Whitespace

Positions OptimizeRx to capture incremental share of the multi-billion \$ pharma digital ad market through new demand channels



- Unlocks access to the ~90% of U.S. digital display spend transacted programmatically—an untapped channel for OptimizeRx
- Represents significant white space expansion beyond managed EHR programs into scalable programmatic demand
- First to enable programmatic buying of authenticated EHR inventory at scale through direct DSP integration
- Bridges point-of-care precision with programmatic efficiency, eliminating historical tradeoffs for media buyers
- Positions OptimizeRx to capture incremental share of the \$19B+ pharma digital ad market through new demand channels

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%

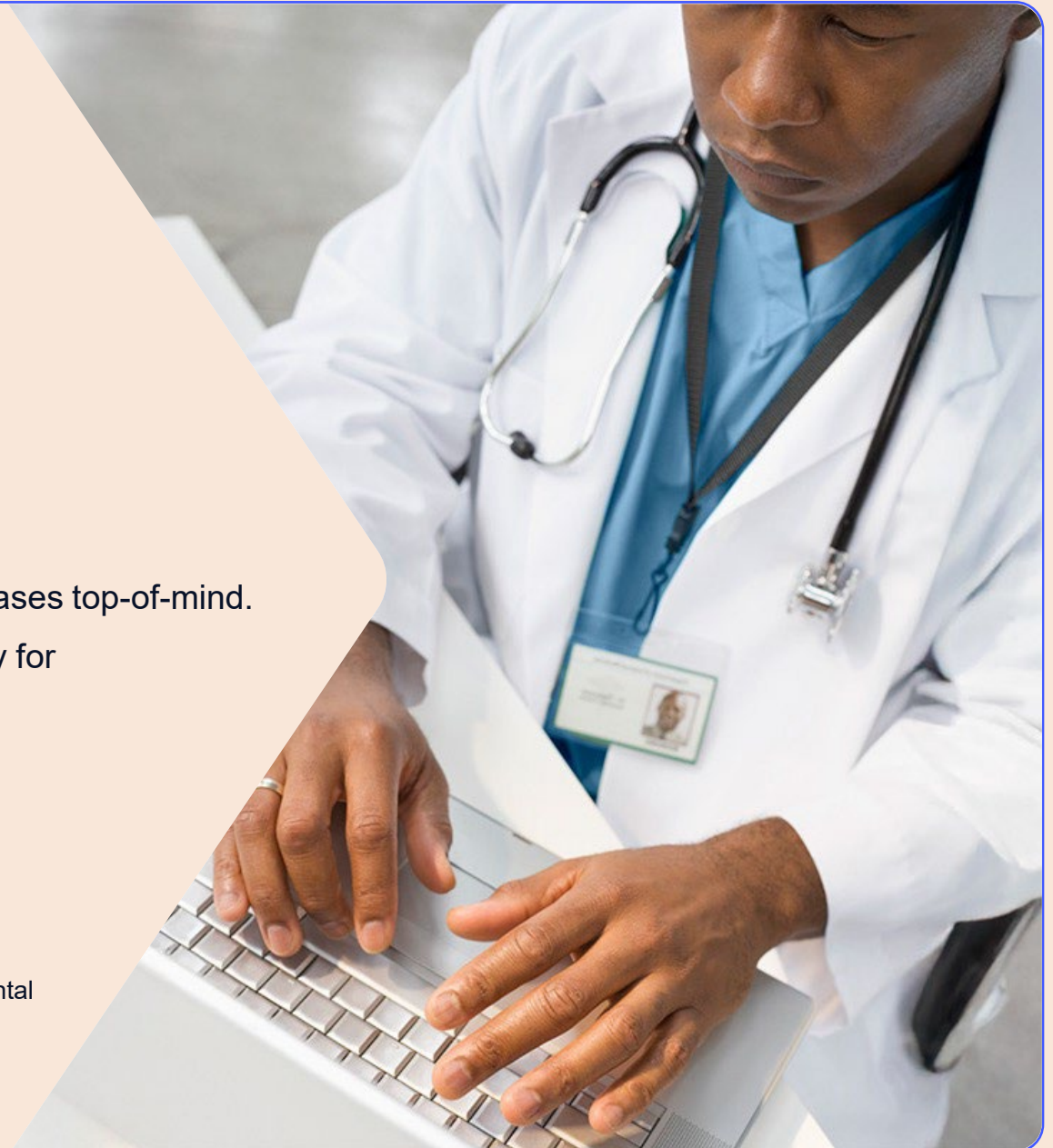
More physicians reached due to social activation

142%

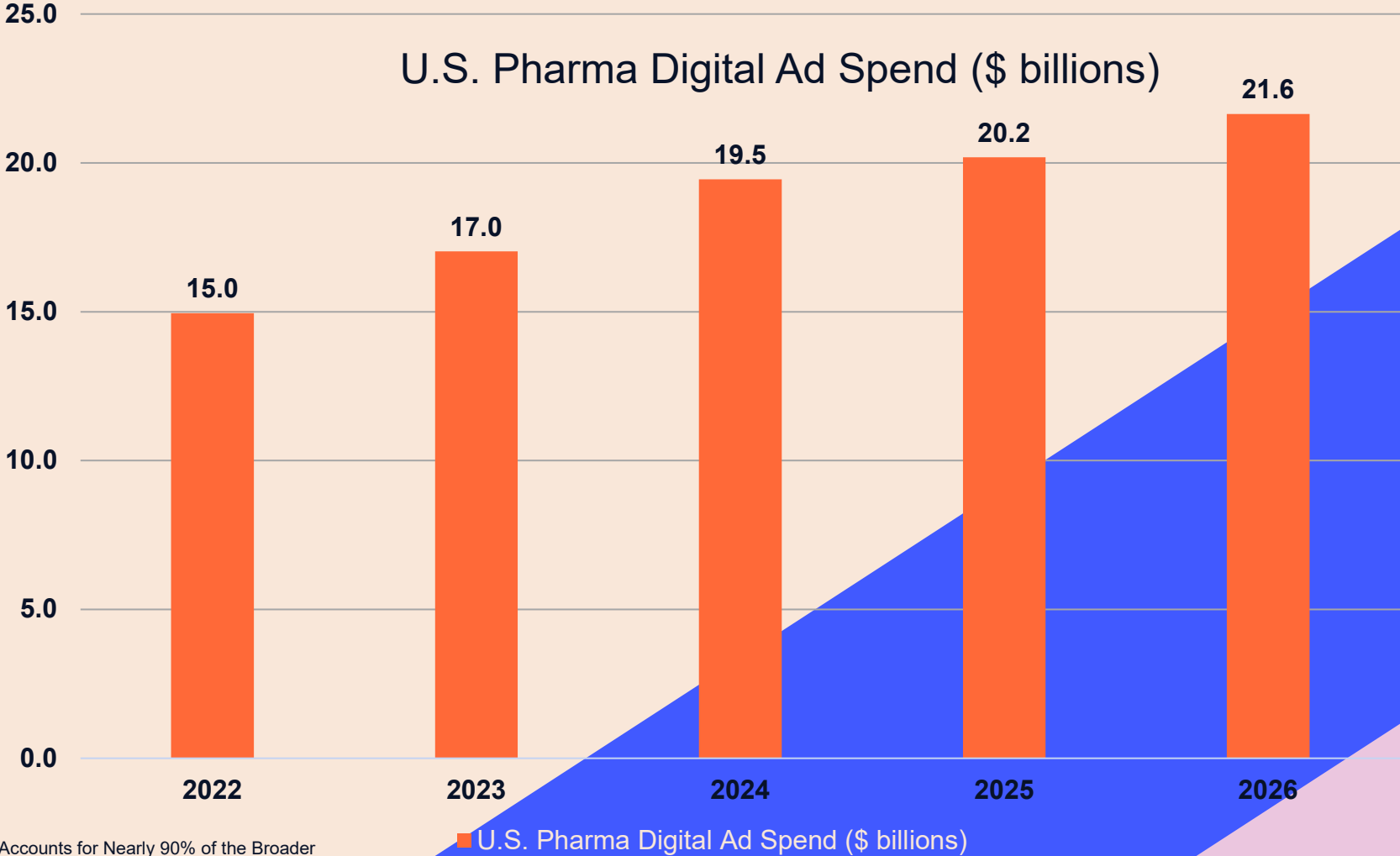
Greater script impact from combined EHR+Social execution, compared to single-tactic execution

1K+

Incremental **scripts**



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



Source: Leventhal, Rajiv. "Pharma Accounts for Nearly 90% of the Broader Industry's Digital Ad Spending." eMarketer, 30 Oct. 2024.

Unique Capabilities of the Dynamic Audience Activation Platform (DAAP)

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



DAAP

Dynamic Audience
Activation Platform

~**350 Brands** supported
with **45% coverage**
of the top 200 brands

Current opportunity with
existing brands represents
a **\$2B - \$3B opportunity**

~**10%** Solution
Penetration Rate

~**10%** of brands utilize
DAAP – significant ACV
lift.

Source: EvaluatePharma.

*OptimizeRx specific Data is based on CY25

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	
	March 31, 2026	March 31, 2025
Average revenue per top 20 pharmaceutical manufacturer	\$2.8M	\$3.0M
% of total revenue attributable to top 20 pharmaceutical manufacturers	52%	63%
Net revenue retention	110%	114%
Revenue per average full-time employee	\$801K	\$710K

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 2025 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

Strong Financial Momentum

Q1 2026 RESULTS

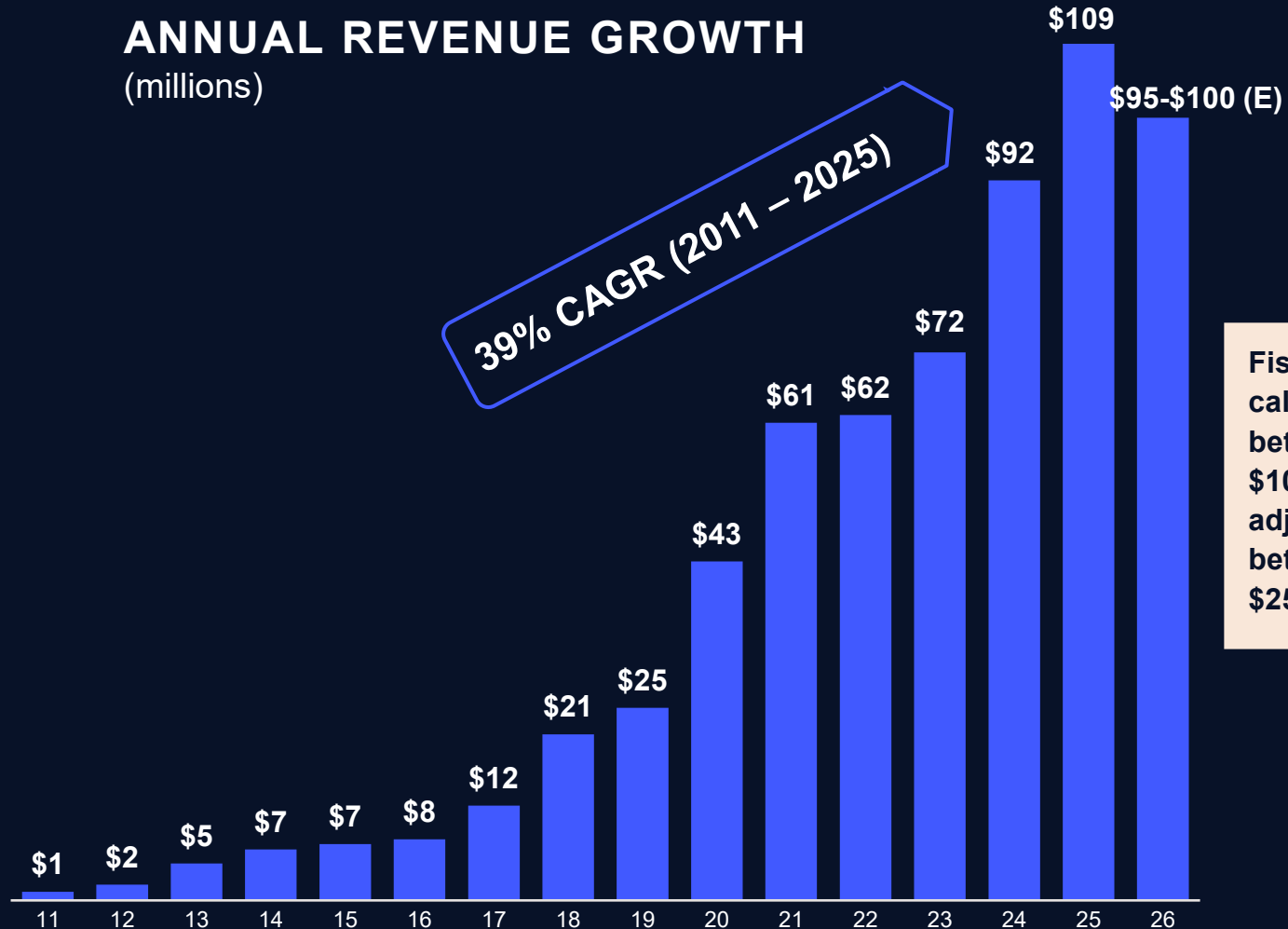
\$19.8M
Revenue

\$(0.5)M
GAAP Net
Income

\$3.3M
Adjusted EBITDA

ANNUAL REVENUE GROWTH

(millions)



Fiscal 2026 guidance calls for revenue between \$95M and \$100M with an adjusted EBITDA between \$21M and \$25M.

Key Takeaways



