

### Leading Digital Health Platform Revolutionizing Pharma Marketing with High ROI

#### OPRX Price & Volume



#### Key Stats (Source: Company, OTC Markets)

Stock Price (5/30/18)	\$8.20
52 Week Low-High	\$1.92-\$8.90
Shares Outstanding	11.5M
Public Float, est.	80%
Market Capitalization	\$94.7M
Avg. Daily Vol. (30 day)	23,455
Mgmt/Board Holdings*	7%
Insider Holdings**	~20%
Strategic Ownership***	~18%
Institutional Holdings	~22%
Employees (@12/31/17)	23
Revenue (ttm)	\$14.1M
Net Loss (ttm)	\$1.4M
Pro Forma Cash (mrq)****	\$12.6M
Debt (mrq)	\$0
Fiscal Year End	Dec. 31



#### OptimizeRx Contacts

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#### About OptimizeRx Corporation

- Digital health company delivering marketing services to major pharma with proven high ROI.
- Exclusive partnerships with electronic health record (EHR) and e-prescription providers creates a unique channel between pharma companies and healthcare professionals (HCPs).
- HCPs can offer patients electronic vouchers and copay coupons conveniently within the ePrescribing process, thereby replacing traditional (and costly) drug samples.
- Services delivered across nation's largest point-of-prescribe promotional network: can reach **50% of the ambulatory market**.
- Highly leverageable/scalable, low fixed costs operating model generates increasing cash flow as revenues grow.

#### Expansive Market Opportunity

- Multiple studies confirm OptimizeRx increases prescription volume with ROI ranging **560% - 1,060%**.
- 2 billion eRx transactions annually, with point-of-care marketing spend by pharma increasing.<sup>1</sup>
- Rx eCoupon market potential: **\$1 billion+ annually**.<sup>1</sup>

#### Major Strategic Investor

- WPP, world's largest marketing firm, acquired 20%+ of OptimizeRx in September 2015.
- WPP leveraging its large network of pharmaceutical clients to help OptimizeRx acquire more brands.

#### Recent News Highlights - 2018

**May 14:** Went global via strategic partnership with London-based Patient Connect

**May 2:** Q1-18 net revenue up **91%** to record \$4.1M. Strong outlook ahead.



Our proprietary technology alerts doctors of prescription savings and automatically sends info to patient's pharmacy.

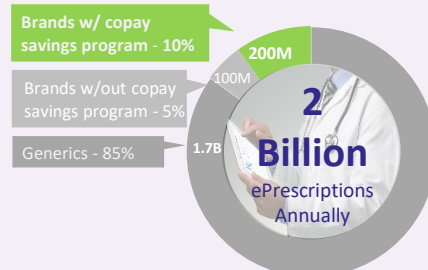
#### Proven High ROI: 560%-1060%

##### OptimizeRx eCoupon ROI for Pharma by Therapeutic Area

Men's Health	1060%
Depression	850%
Diabetics	720%
Smoking Cessation	710%
ADHD	640%
Hematology	610%
Ophthalmology	610%
Bone	560%

#### Large Market Opportunity<sup>1</sup>

##### Volume of ePrescriptions



**\$1 Billion+ Total Market Potential**

#### Growth in Reach to HCPs

Growth in Total Percentage of Ambulatory HCPs Reached with OptimizeRx EHR Network

