





Corporate Profile

June 2018

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.¹
- Rx eCoupon market potential: **\$1 billion+** annually.¹

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



Large Market Opportunity¹

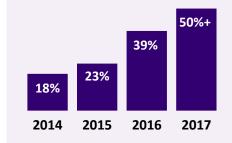
Volume of ePrescriptions



\$1 Billion+ Total Market Potential

Growth in Reach to HCPs

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



mrg = most recent quarter, tim = trailing 12 months. Note: this documents does not constitute an offer to sell, or a solicitation of an offer to buy, any security and may not be relied upon in connection with the purchase or sale of any security. Any such offer would only be made by means of formal documents, the terms of which would govern in all respects. You should not rely on this presentation as the basis upon which to make any investment decision. "Management/Board Holdings also includes management policy ownership = WPP (LSE:WPP):""The por forma result presents the company's cash as if the net proceeds of the \$8.3 million raised on May 8, 2018 was completed on March 3, 2018. To the second port of cash as if the net proceeds of the \$8.3 million raised on May 8, 2018 was completed on March 3, 2018 was completed on March 3, 2018 was completed on March 3, 2018 was as if the net would be assumptions. "Strategies of the second on presenting expecting as a second on presentation as the second on presentation as the would be not imply any projections or expected performance. Total estimated market potential based on pricing per transaction, setup fees and monthly reporting fees assumptions."