



Optimize **Rx**

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

April 2022

## INTRODUCTION & GOVERNING PURPOSE

It is with great pleasure that we introduce OptimizeRx's first Environmental, Social, and Governance (ESG) report. As the best-in-class health technology company enabling care-focused engagement between life sciences organizations, healthcare providers, and patients, we recognize the paramount importance of making a positive impact on our community, environment, and stakeholders. We have aligned our corporate goals with the larger goals of society as we believe this is the right path forward to deliver on our vision for our company as well as the global community.

With obstacles come opportunities; indeed, recent times have presented many of both. As an organization, we are empowered with the tools to turn societal challenges into opportunities to better the welfare of our communities. The setting in which we now deliver our services has been shaped by challenges such as climate change, social unrest around inclusion and working conditions, a global pandemic, and international conflict and war. By aligning our purpose and operations with the Stakeholder Capitalism Metrics (SCM) of the World Economic Forum (WEF), we are making a broad commitment to long-term, sustainable value creation that embraces the larger demands of people and planet. This first ESG report highlights our initial efforts towards the ultimate path of meeting that commitment.

Our commitment to our stakeholders and community is guided by our purpose 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. ”**



## INTRODUCTION & GOVERNING PURPOSE [CONTINUED]

The COVID-19 pandemic put healthcare at the forefront of our minds and a spotlight on society's response in times of trouble. It is incumbent on us as a company to reshape this crisis into an opportunity to deliver value to our community. We believe that patients and healthcare providers deserve easy access to accurate, actionable information about medications and therapies. Our Company's solutions connect our stakeholders within the healthcare ecosystem to enable medication access, strengthen relationships, and improve their lives. While this is only one piece of the healthcare puzzle, we are in a unique position to make an impact with our solutions that can affect the sustainability of our people and planet.

This ESG report is a critical step in our commitment towards the principles of stakeholder capitalism and addressing universal priorities. While this is an ongoing effort and we have significant work ahead of us, we are proud to report the substantial work we have done thus far to integrate ESG metrics into our governance and business strategy. Our efforts start with our Board of Directors and Executive Team, where we have made top-down commitments to Diversity, Equity, and Inclusion (DE&I) and implemented the Parity Pledge to foster a diverse and talented workforce. We have taken tangible steps towards reducing our greenhouse gas (GHG) emissions and carbon footprint despite being a digital company with relatively low resource consumption. We have significantly reduced our electricity usage through efficient technology solutions and operate almost completely paper-free.

We are also extremely proud to have made direct impacts to our community through the philanthropic efforts of our employees. In 2021, we made charitable donations to US-based and international charities for caregivers and at-risk mothers. Most recently in 2022, with the sudden onset of a major humanitarian crisis in Ukraine, our company of less than 100 employees was able to raise over \$40,000 to donate to the International Committee of the Red Cross, Save the Children, and Global Giving organizations.



# INTRODUCTION & GOVERNING PURPOSE

## [CONTINUED]

Efforts towards integration of ESG values is a continuous process of disclosure and improvement. We expect our business to continuously evolve to meet the changing needs and circumstances of our world. With this first ESG report, we make our initial disclosure on the 21 core ESG metrics across four categories: Governance, Planet, People and Prosperity.



Thank you for taking the time to read our ESG report. Our company strives to foster an inclusive business with strong governing structure that supports long-term sustainability and social responsibility. We look forward to building on this report in the future and embracing the challenges that provide opportunity to make an impact.

## Governance Body Composition

The Board of Directors of OptimizeRx sets high standards for the Company's employees, officers and directors. Implicit in this philosophy is the importance of sound corporate governance. It is the duty of the Board of Directors (the "Board") to serve our stakeholders and to oversee the management of the Company's business.

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 the Company and our stakeholders, or as required by applicable laws and regulations. An overview of our corporate governance standards and documents can be found on our [website](#).

The pursuit towards ESG Principles of Governance at OptimizeRx is a top-down endeavor, beginning with the leadership of our Board. The Board's Nominating and Governance Committee is mandated with the task of developing corporate governance policies and reviewing the 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 obtaining equal and diverse representation, as well as diverse backgrounds, skills and experiences among our Board members, with emphasis on selecting an independent, diverse, and socially inclusive body. The Nominating and 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 and 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 the Board as a whole.

In 2021, we committed to the Parity Pledge – pledging to interview and consider at least one qualified woman and 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.

## 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 DIVERSITY MATRIX						
Total Number of Directors: 6						
	Gus D. Halas (Chair)	Lynn O'Connor Vos	James Lang	Patrick Spangler	Greg Wasson	William J. Febbo
<b>Skills and Experience</b>						
Strategic Planning and Leadership	✓	✓	✓	✓	✓	✓
Current or Former CEO	✓	✓	✓	✓	✓	✓
Risk Management	✓	✓	✓	✓	✓	✓
Other Company Board Experience	✓	✓	✓	✓	✓	✓
Healthcare Industry	✓	✓	✓	✓	✓	✓
Corporate Governance	✓	✓	✓	✓	✓	✓
Marketing/Sales	✓	✓	✓		✓	✓
High Level of Financial Literacy	✓	✓	✓	✓	✓	✓
Audit Committee Financial Expert				✓		
<b>Tenure and Independence</b>						
Years	8	7	5	4	2	6
Independence	✓	✓	✓	✓	✓	
<b>Demographic Information</b>						
Age	71	66	57	66	63	53
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						
LGBTQ+						

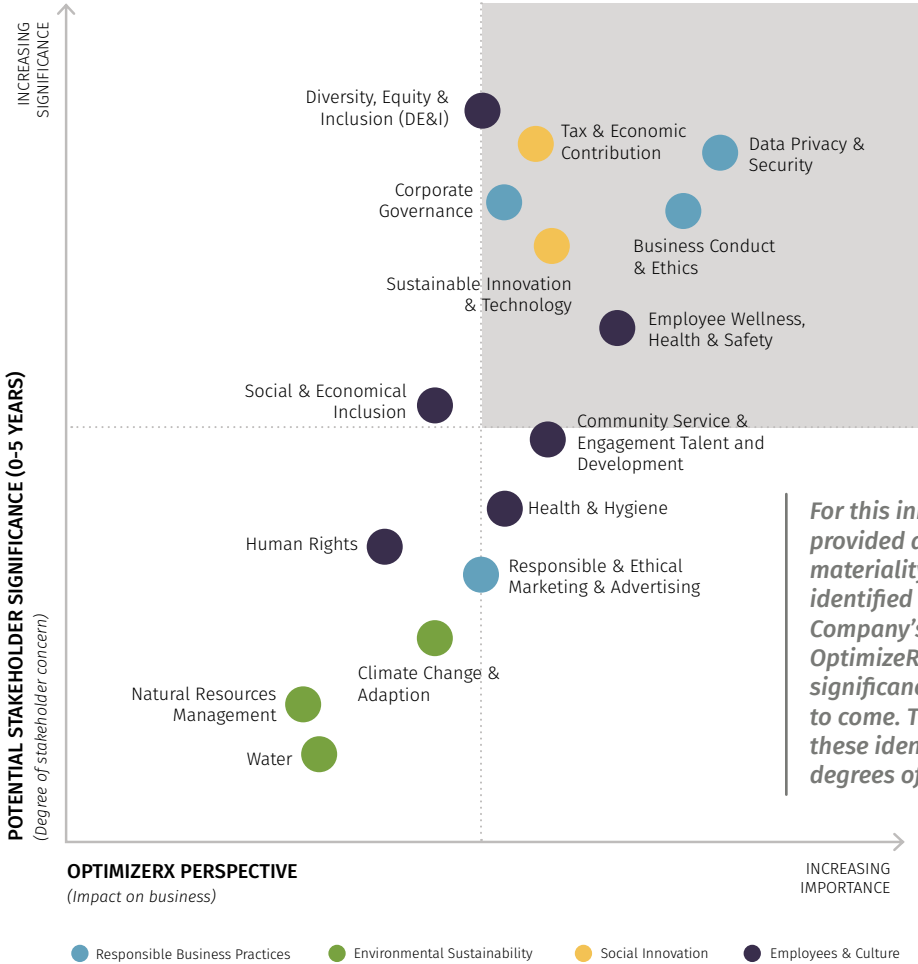
# Material Issues Impacting Stakeholders

OptimizeRx recognizes the growing importance addressing issues beyond the traditional scope of the business purpose of the Company. We wish to address the economic and social issues that serve not only our customers and shareholders, but the larger communities that we impact as a business to create long-term value. A material sustainability issue is an economic, environmental, or social issue which can have significant repercussions on a company, whether positive or negative.

With OptimizeRx’s broad suite of solutions serving key players throughout the life sciences and healthcare community, we exist to serve a diverse set of stakeholders, which we have identified as:

- SHAREHOLDER / INVESTORS
- CUSTOMERS
- PARTNERS
- PATIENTS / HEALTHCARE PROVIDERS
- HEALTH PLANS / PHARMACY BENEFIT MANAGERS (PBMs)

It is critical to engage with a diverse set of stakeholders who are interested in or directly affected by our business and services. OptimizeRx has identified the following as potential material issues that may impact our business and key stakeholders to varying degrees of importance.



OptimizeRx is in the process of merging existing procedures into a formal stakeholder engagement plan, whereby we proactively solicit feedback from our identified key stakeholders, who are then consulted on material issues for purposes of determining our ESG priorities and reporting practices. For our future ESG reports, this materiality matrix will reflect the data and consensus obtained from our stakeholder engagement plan.

## 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. 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. OptimizeRx does not tolerate bribery or corruption and is 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](#)

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. We are currently in the process of implementing a formal learning management system (LMS) in which anti-corruption, anti-bribery, and other relevant training to ethical business conduct will be consistently conducted and tracked.

Additionally, as part of our stakeholder engagement plan, OptimizeRx will solicit feedback and input from our stakeholders, including key customers and partners in the life sciences industry, for purposes of improving our broader operating environment, training, and culture to combat corruption.



## 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 act with honesty and integrity.

Our Code of Business Conduct and Ethics 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 it 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, 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, the Company's Human Resources Business Partner, or General Counsel.
- Making complaints anonymously by going to a dedicated external whistleblower website or phone hotline.

We should all feel comfortable reporting perceived unethical or unlawful behavior. 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. Thus, we prohibit any retaliation against anyone who, in good faith, seeks help or reports known or suspected violations. OptimizeRx takes 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 full Whistleblower Policy and other policies are available on our [website](#).

## Risk Opportunity and Oversight

OptimizeRx recognizes the imperative for our Company to anticipate and respond to emerging financial and non-financial risks, and 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 in 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.

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 is a risk 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.

Cybersecurity incidents 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, vulnerability assessments, continuous monitoring of our



## Risk Opportunity and Oversight [CONTINUED]

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.



Among efforts to mitigate data protection and cybersecurity risks, recent enhancements at our Company include upgrades and full documentation of processes and procedures and security implementation in support of full Enterprise HITRUST Certification in 2022. At the time of this report we have adopted 26 security policies and procedures, including Acceptable Use, Secure Coding Guidelines, and Access Control policies.

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

- **Health-related risks and COVID-19:** The recent pandemic has had, and continues to have, a severe impact on economies around the world, in particular in the healthcare industry in which we operate. We

have taken steps to modify our business practices and mitigate the impact of the pandemic on us and may take further precautions as required by government authorities or to protect the health of our employees, stakeholders, and overall community.

- **Attracting and retaining key employees:** Our business and growth may suffer if we are unable to attract and retain key employees, with proactive efforts on maintaining a workforce composed of diverse backgrounds and skills. Our success has been largely dependent on the skills and experience of our key employees and the loss of the services of any these 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:** Our presence internationally 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 (such as the recent outbreak of the novel coronavirus, or COVID-19), boycotts, curtailment of trade, and other societal restrictions.

As the risk landscape continues to evolve, OptimizeRx will continue the process of risk identification, assessment, and mitigation in the context of ESG-specific risks that materially impact our key stakeholders.

## Greenhouse Gas (GHG) Emissions

OptimizeRx strives to provide relevant information to our stakeholders and contribute to advancing the measurement and management of critical environmental issues. Though the nature of our digital solutions inherently leaves a comparatively low carbon footprint, OptimizeRx recognizes the role it can play in the growing opportunities surrounding global efforts to reduce carbon emissions to net-zero by 2050.

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:

- Established a work environment where the majority of our employees work remotely and are geographically distributed across the United States, Israel and Croatia, greatly reducing carbon emissions associated with day-to-day work commutes and land usage for office space.
- Moved 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.
- Programmed 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 in recognition that there is significantly more CPU electricity usage during daytime hours versus night time hours.
- Reduced environmental impact associated with business transactions through using a Contract Lifecycle Management (CLM) system, saving hundreds of pounds of wood, water, carbon and waste.

### OPTIMIZERX'S ENVIRONMENTAL SAVINGS USING A CLM SYSTEM



OptimizeRx leadership has reviewed the Greenhouse Gas (GHG) Protocol and its implications as it relates to the Company's ongoing operations. In addition, OptimizeRx has started investigating how to measure, monitor, and report our Scope 1 and Scope 2 emissions, as well as Scope 3 emissions for long-term value creation.

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## 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. With the ongoing and growing expectations of key stakeholders, OptimizeRx is 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.

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## Nature Loss

The majority of our employees work remotely and are geographically distributed across the United States, Israel and Croatia. OptimizeRx only leases two physical office locations in Rochester, Michigan and Zagreb, Croatia. As such, our Company does not currently measure impact on land use and key biodiversity areas.

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## 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 (DE&I) Committee, which is actively engaged in improving our culture, hiring practices and education. We have also committed to the Parity Pledge – pledging to interview and consider at least one qualified woman and underrepresented minority for every open role, vice president or higher. In 2022, we extended our Parity Pledge to apply to our Board of Directors when selecting future Board Members.**

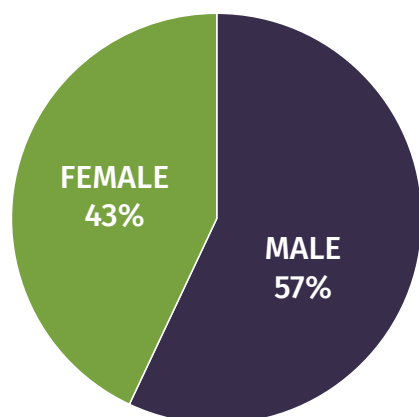
Our other Diversity, Equity and Inclusion initiatives recently undertaken by our Company include:

- Implementing the tracking of gender and ethnicity of prospective employees applying for jobs at the Company.
- Providing opportunity to all employees for self-identification of Ethnicity, Gender Identity, Sexual Orientation, Disability and Veteran status and for including preferred gender pronouns on all email correspondence.
- Implementing 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.
- Initiating discussions around forming and encouraging affinity groups (employee resource groups) to encourage employees with similar backgrounds and interests to start groups organically.
- Adding email and correspondence signature taglines highlighting DE&I awareness topic, which change periodically based on consensus from the DE&I committee.
- Expanding the DE&I Committee to new members within the Company and established an Events Subcommittee.
- Committing to quarterly educational and celebratory events that highlight important dates and socially and culturally significant milestones.

## Diversity and Equality [CONTINUED]

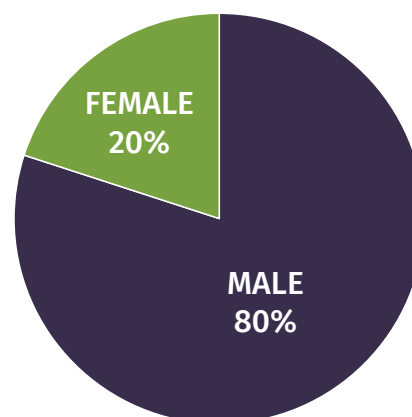
### US EMPLOYEES GENDER BREAKDOWN:

Males: 57% Females: 43%



### EXECUTIVE MANAGEMENT TEAM GENDER BREAKDOWN:

Average age of the team is 54.75, with one female identifying as two or more races and four males identifying as white.



### DIVERSITY BREAKDOWN OF FEMALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQ+
Asian	1	29.0	0
Black or African American	1	28.5	0
Hispanic or Latino	3	34.0	0
White	9	35.9	1
Two or More Races	3	51.8	0
Declined to Identify	19	40.6	0
<b>TOTAL</b>	<b>36</b>	<b>39.1</b>	<b>1</b>

### DIVERSITY BREAKDOWN OF MALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQ+
Asian	3	36.5	0
Black or African American	2	27.0	0
Hispanic or Latino	1	28.0	0
White	17	41.3	3
Two or More Races	0	-	-
Declined to Identify	25	42.5	0
<b>TOTAL</b>	<b>48</b>	<b>41.2</b>	<b>3</b>

\*This employee count is current as of March 31, 2022 and may show a discrepancy from other employee statistics reflected in this report due to employee attrition.

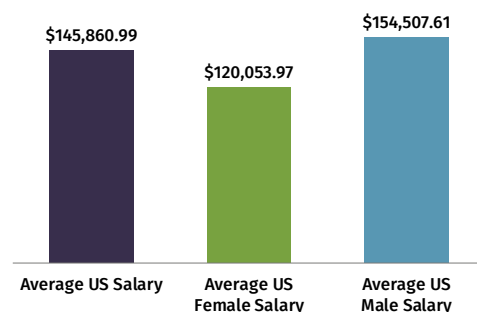
## Pay Equality

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

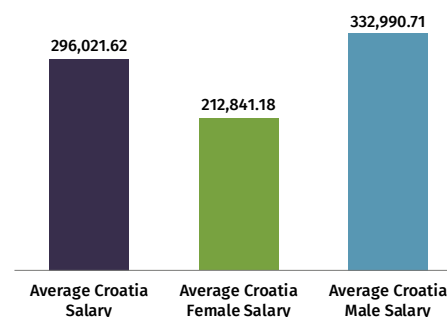
OptimizeRx provides equal employment opportunities to all employees and applicants for employment without regard to age, race (including hair texture and protective hairstyles), color, national origin (including language use and possession of a driver's license issued to persons unable to prove their 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 [HRK]:



	TOTAL SUM OF BASE SALARIES	AVERAGE BASE SALARY
Asian	\$518,749.92	\$129,687.48
Black or African American	\$340,000.08	\$113,333.36
Hispanic or Latino	\$549,625.20	\$109,925.04
White	\$3,694,949.84	\$142,113.46
Two or More Races	\$415,000.08	\$138,333.36
Declined	\$6,011,087.04	\$143,121.12
No Response	\$428,950.08	\$142,983.36
LGBTQ+	\$525,650.00	\$131,412.50



## Wage Level

US FEDERAL MINIMUM WAGE:

\$15,080 annually  
or \$7.5/hr

ENTRY WAGE FOR OPTIMIZERX:

**\$45K**  
US DOLLARS

**123K**  
CROATIAN KUNA

- CEO Base Salary: \$450,000
- Average US Base Salary: \$145,860.99
- Average Croatia Base Salary: 296,021.62 HRK



## Child Labor

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 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.

## 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 90% of each employee's medical insurance premiums and the entire employee premium for dental and vision insurance.

OptimizeRx also pays the entire cost of workers' compensation insurance. The insurance provides coverage for related 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 two 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. We offer learning and development opportunities and other 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 the company and the employee.

We are in the process of implementing a Learning Management System (LMS) in 2022 where current and future training modules will be presented and tracked for reporting purposes. The average anticipated cost of training and development expenditure per employee is approximately \$500 per employee per year.



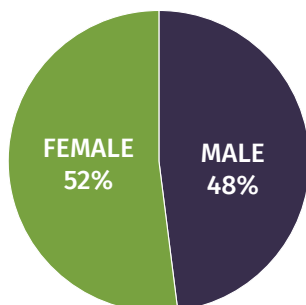
## Employment and Wealth Generation

OptimizeRx strives to create significant economic value to 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 2021 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	LGBTQ+
Asian	5	35.0	0
Black or African American	1	24.0	0
Hispanic or Latino	3	36.6	-
White	24	40	2
Two or More Races	3	52	0
Declined to Identify	4	43.75	0
<b>TOTAL</b>	<b>40</b>	<b>39.0</b>	<b>2</b>

### GENDER BREAKDOWN OF NEW HIRES IN 2021 (US)



### RATE OF TURNOVER IN 2021 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQ+
Males	2	43	White	0
Females	3	32.7	White	0

### RATE OF TURNOVER IN 2021 (CROATIA)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQ+
Males	3	37	Undisclosed	Undisclosed
Females	0	-	-	-

## Economic Contribution

Disclosures relating to revenues, operating costs, wages & benefits, payments to providers of capital, as well as other components related to our economic contribution appear in our quarterly and annual financial filings. Information on these disclosures can also be found on our [website](#).

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

	FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER	TOTAL YEAR
Revenues	\$11,229,211	\$13,625,639	\$16,124,951	\$20,312,797	\$61,292,598
Cost of Revenues	5,104,603	5,580,964	7,047,832	7,920,985	25,654,384
Gross Profit	6,124,608	8,044,675	9,077,119	12,391,812	35,638,214
Operating Expenses	6,762,916	7,704,536	9,038,929	11,770,733	35,277,114
Income (Loss) from Operations	(638,308)	340,139	38,190	621,079	361,100
Other Income (Expense)	931	11,961	1,704	2,383	16,979
Income (Loss) Before Taxes	(637,377)	352,100	39,894	623,462	378,079
Income Tax Benefit	-	-	-	-	-
Net Income (Loss)	(637,377)	352,100	39,894	623,462	378,079
Earnings (Loss) Per Share					
Basic	\$(0.04)	\$0.02	\$0.00	\$0.04	\$0.02
Diluted	\$(0.04)	\$0.02	\$0.00	\$0.03	\$0.02

Sum of four quarterly per share amounts does not equal annual total due to rounding and the mechanics of the weighted average shares outstanding calculation.

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## Financial Investment Contribution

As a percent of sales, OptimizeRx invests a limited amount in capital expenditures (CapEx) tied to property and equipment, which amounted to \$42,981 and \$100,256 in 2020 and 2021, respectively. When subtracting depreciation from capital expenditures, the Company's CapEx was negative at \$(27,159) and \$(5,036) for 2020 and 2021, respectively. While we were profitable for the full year of 2021, since the inception of our business we have historically incurred losses as a result of investing in future growth. We incurred losses in 2019 and 2020 as a result of our increased spending to build the organization to support expected future growth – both through additional new hires, as well as through acquisitions. While we have increased revenues significantly, we have not yet consistently achieved profitability due to these investments and non-cash expenses.

We incurred losses in 2019 and 2020 and, as a result, the Company's income tax liabilities have been offset by net losses, resulting in zero taxes paid to any federal, state or local governments. At this time, OptimizeRx is not subject to any other governmental tax for its operations or services provided.

We do not expect to pay dividends in the foreseeable future and any return on investment is based on appreciation in the value of our common stock. We currently intend to retain all available funds and future earnings to fund our future growth. OptimizeRx is in a high-growth industry, and believe our shareholders invested in the Company due to the opportunity at hand and their belief that OptimizeRx can capture market share, execute against its strategy while growing both our revenue and earnings per share.

For detailed information on our total capital expenditures, please refer to our annual 10-K filing available on our [website](#).

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## Community and Social Vitality

We incurred losses in 2019 and 2020 and as a result, the Company's income tax liabilities have been offset by net losses, resulting in zero taxes paid to any federal, state or local governments. At this time, OptimizeRx is not subject to any other governmental tax for its operations and services provided.

## 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 US health system, and anticipate future need, as they relate to patient care journeys. We are committed to enabling quality care, playing a role in driving positive outcomes through the application of new technologies. We will invest in development to streamline disease identification and treatment, patient access to therapy, and support patients through their doctor-recommended course of treatment.

Currently connecting over 60% of U.S. healthcare providers and millions of their patients through a proprietary point-of-care network, connectivity is facilitated via our integrated Therapy Initiation and Persistence Platform. This powerful digital healthcare solutions platform is transforming market and patient access with the life sciences market by unlocking:

- AI-directed, real-time healthcare provider marketing to raise awareness of treatment benefits to give patients a timely start on therapy.
- Streamlined communication and processes around therapy initiation to reduce abandonment through simplified enrollment.
- Personalized, successful adherence programs to help patients stay on their doctor-recommended course of therapy.

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, 2021, we held three patents and several pending patent applications, including foreign counterpart patents and foreign 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.

We 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, equitable access to therapy and medication non-adherence. 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. Our technology helps life sciences organizations communicate with healthcare providers about treatment efficacy and directly connects patients with financial assistance opportunities, as well as therapeutic support, to increase their ability to access and stay on life-impacting therapies.



## Important Cautions Regarding Forward Looking Statements

This report release 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, 2021, its subsequent Quarterly Reports on Form 10-Q, and its other filings with the Securities and Exchange Commission.



# OptimizeRx

[www.OptimizeRx.com](http://www.OptimizeRx.com)