



OptimizeRx

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) REPORT

March 2023

INTRODUCTION & GOVERNING PURPOSE

OptimizeRx is pleased to present the 2023 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.

As the global community exits the COVID-19 pandemic, we remain vigilant in our quest to turn 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. 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 pandemic, and ongoing international conflict and war.

Our commitment to our stakeholders and community remains 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]

It is still incumbent on us as a company to reshape post-pandemic challenges 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 solutions connect the healthcare ecosystem to enable medication access and strengthen relationships and improve the lives of our stakeholders.

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 tenets into every aspect of our work. Our Board of Directors and Executive Team made top-down commitments to Diversity, Equity, Inclusion & Belonging (DEI&B) 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 continue to impact our community through the philanthropic efforts of our Company, including individual contributions from our employees and board members. In 2022 and in 2023 up to the time of this ESG Report, we made charitable donations in the aggregate amount of over US\$88,000 to US-based and international charities to help those stricken by conflict, natural disasters, mental health issues, and social inequities, including to the American Foundation for Suicide Prevention, the Women's & Children's Alliance in Idaho,

Kuća Ljubavi in Croatia, the Academy for Urban School Leadership in Michigan, Hurricane Fiona Relief Efforts in Puerto Rico, the United Nations Association of Greater Boston, and various aid organizations that support individuals and families affected by the war in Ukraine. We have a strong commitment to continuing to support organizations that operate in the communities where we operate.



INTRODUCTION & GOVERNING PURPOSE

[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 sets high standards for our 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 our 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 our 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 & 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 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 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
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	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.

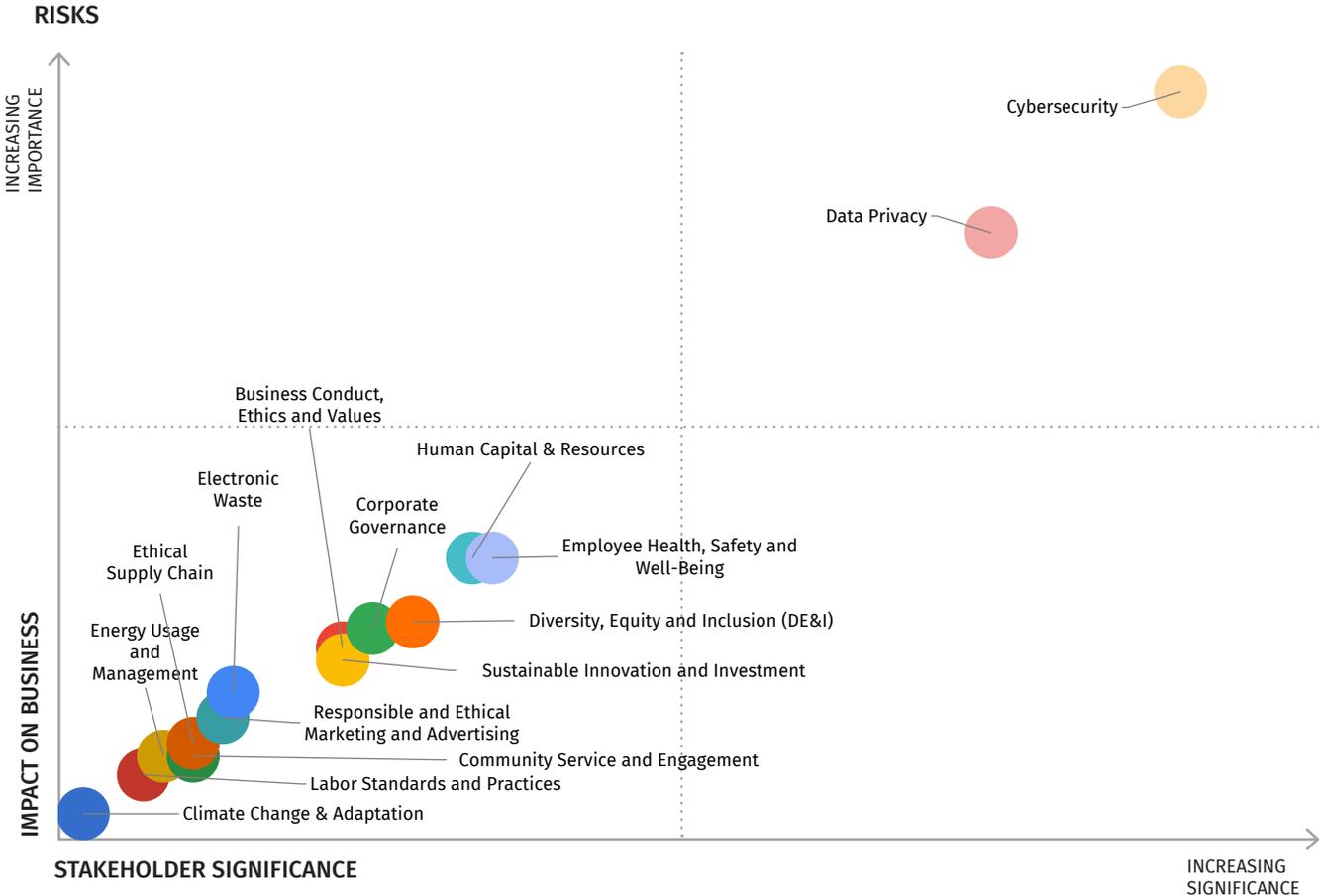
Governance Body Composition [CONTINUED]

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
Demographic Information						
Age	72	67	58	67	64	54
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

In our inaugural 2022 ESG Report, we took an important step in our sustainability journey by releasing a preliminary materiality matrix to identify the critical issues affecting our business and stakeholders. Over the past year, to collect a more comprehensive range of stakeholder viewpoints, we conducted a formal materiality assessment survey where stakeholders, including investors and shareholders, were asked to select from a list of 21 key ESG topics that they felt posed a risk to, or presented an opportunity for, OptimizeRx. For the topics selected, the stakeholders were asked to order each selection by the level of impact on the business from greatest to lowest significance.

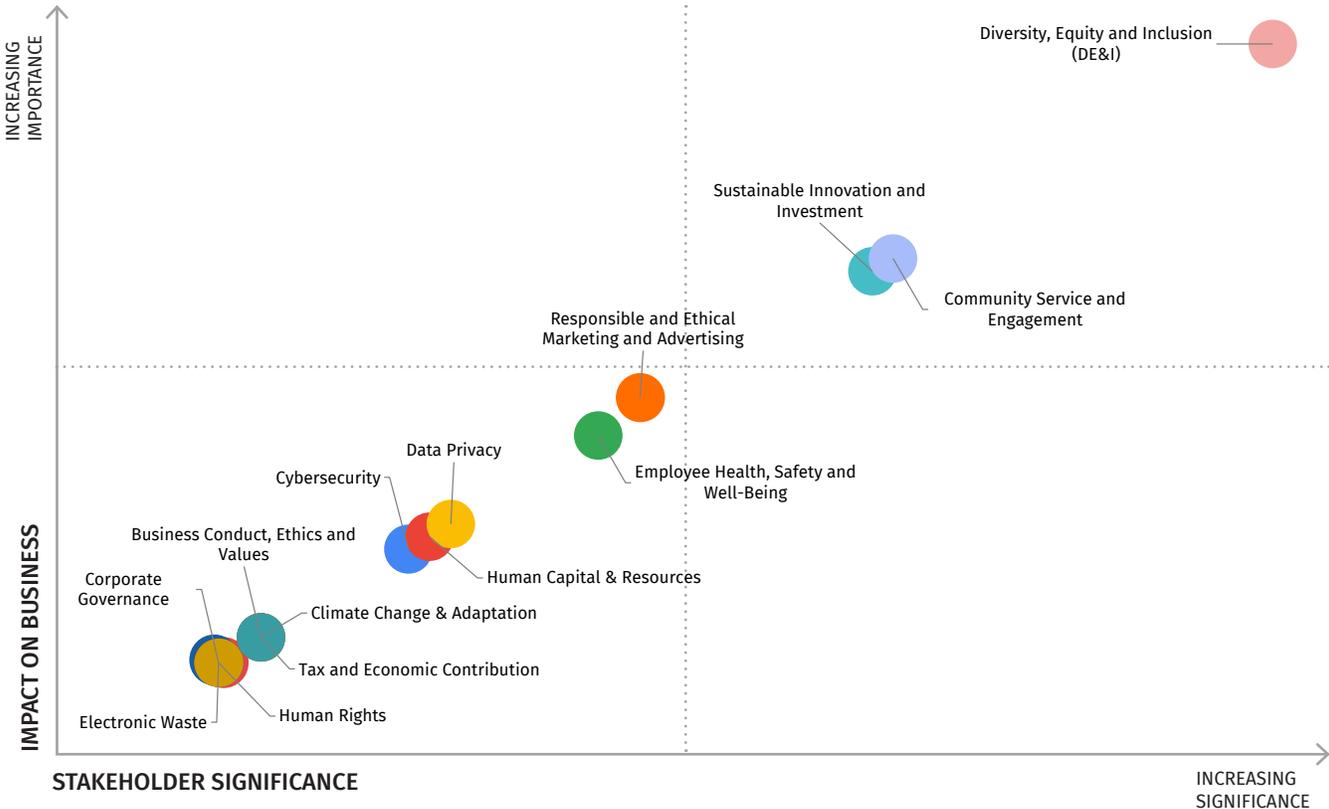
The results revealed that our stakeholders see cybersecurity and data privacy, both governance topics, as the most critical risks posed to our company. Conversely, stakeholders perceived Diversity, Equity, Inclusion & Belonging (DEI&B) and Community Service and Engagement, both social topics, as the best opportunities for OptimizeRx’s business growth.



Material Issues Impacting Stakeholders

[CONTINUED]

OPPORTUNITIES



We intend to use these stakeholder insights to guide our future ESG priorities and reporting. For future ESG reports, we plan to expand our stakeholder consultation approach to include a wider range of perspectives and are exploring innovative methods of stakeholder engagement to do so.

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. 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 have implemented a formal learning management system (LMS) 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 act 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 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. 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 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 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.

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 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 IT networks and systems,



Risk Opportunity and Oversight [CONTINUED]

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.

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. 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.



Among efforts to mitigate data protection and cybersecurity risks, our recent enhancements include upgrades and full documentation of processes and procedures, security implementation, and the adoption of 26 security policies and procedures, including Acceptable Use and Access Control policies and Secure Coding Guidelines, that have resulted in full Enterprise HITRUST Certification in 2022.

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

- **Inflation and Other Adverse Economic Conditions:** Recently, inflation has increased throughout the

- **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, 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 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.

Risk Opportunity and Oversight [CONTINUED]

- Health-related risks and COVID-19:** Although many economies around the world have started to rebound from the severe impact of COVID-19, the healthcare industry in which we operate remains impacted. The emergence and spread of new variants and resurgences, or other epidemics or pandemics, actions taken by governmental authorities and others in response to the pandemic, the acceptance, and the ability of pharmaceutical manufacturers and other life sciences companies to develop effective and safe treatment, and global economic conditions could affect the desire and/or need for our solutions. We are prepared to take steps to modify our business practices and mitigate the impact of the emergence and spread of new variants and resurgences, or another pandemic or epidemic; however, there can be no assurance that such steps will be successful, or that our business operations, or the operations of our customers or partners will not be materially and adversely affected by the consequences of such pandemic or epidemic, which could materially impact our results of operations, cash flows, and financial condition.
- 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.

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 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 hundreds of pounds of wood, water, carbon and waste.

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 establishing a baseline to measure our environmental impact, identify opportunities for further emission reduction, optimize resource usage, and improve operational efficiency. These efforts can lead to cost savings and enhance our commitment to be an environmentally responsible business.

Greenhouse Gas (GHG) Emissions [CONTINUED]

In 2023, we achieved a significant milestone in our ESG journey by conducting a preliminary review of the Scope 1 and 2 emissions resulting from our US operations that aligns 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.

Determining an initial estimate of Scope 1 and 2 GHG emissions for our Rochester, Michigan office location was not only for the purpose of understanding and disclosing our baseline emissions, but also to identify challenges encountered and establish internal capacity and protocols for repeatable GHG data collection in the future as we continue to grow as a company.

Based on the data collected, we were able to estimate the Scope 2 emissions resulting from electricity consumption at our Rochester, Michigan office (using the EPA's market-based and location-based emissions factors) to be 5.82 metric tons of CO₂ equivalent emissions. Because we do not operate any stationary combustion equipment on site, nor own any mobile combustion equipment such as vehicles, and did not report any fugitive emissions from refrigerant leaks or disposals, we had no Scope 1 emissions to report.

By first addressing Scope 1 and Scope 2 emissions, we have established a strong foundation for sustainability reporting that demonstrates our commitment to reducing environmental impact. We intend to use the insights gained from this review and calculations to improve our data collection processes, maintain tracking and reporting of our GHG emissions in the future, and expand the coverage of our calculations in our future ESG reports. With a solid understanding of our Scope 1 and Scope 2 emissions, we will 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.

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 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.

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 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 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.

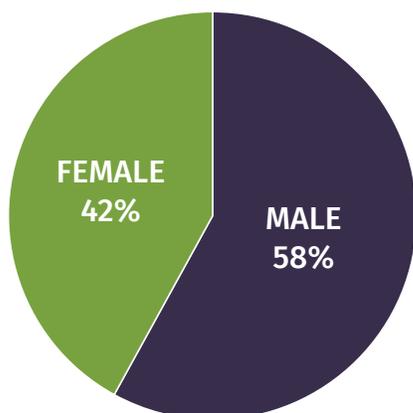
Our other DEI&B initiatives recently undertaken by our Company include:

- 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.
- 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 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.
- Committing to quarterly educational and celebratory events that highlight important dates and socially and culturally significant milestones.

Diversity and Equality [CONTINUED]

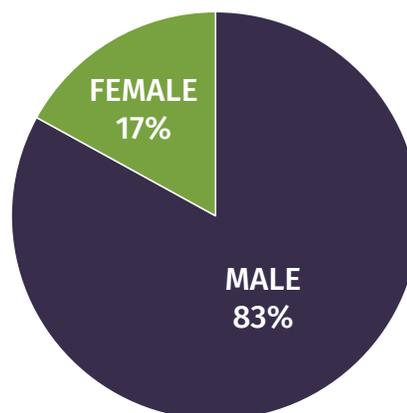
US EMPLOYEES GENDER, AGE AND RACE BREAKDOWN:

Males: 58% Females: 42%



EXECUTIVE MANAGEMENT TEAM GENDER, AGE AND RACE BREAKDOWN:

Average age of the team is 54.2, with one female identifying as two or more races and five males identifying as white.



DIVERSITY BREAKDOWN OF FEMALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQ+
Asian	2	43.5	0
Black or African American	3	29.7	0
Hispanic or Latino	3	35.3	0
White	19	37.8	1
Two or More Races	2	55.5	0
Declined to Identify	10	41	2
TOTAL	39	40.5	3

DIVERSITY BREAKDOWN OF MALE EMPLOYEES (US)

	NUMBER OF EMPLOYEES*	AVERAGE AGE	LGBTQ+
Asian	3	38.7	0
Black or African American	1	25	0
Hispanic or Latino	3	33.7	0
White	29	43.4	2
Two or More Races	2	40.5	0
Declined to Identify	14	43.3	1
TOTAL	52	37.4	3

*This employee count is current as of March 10, 2023 and may show a discrepancy from other employee statistics reflected in this report due to employee attrition.

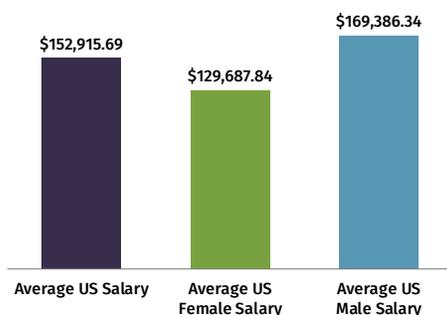
Pay Equality

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

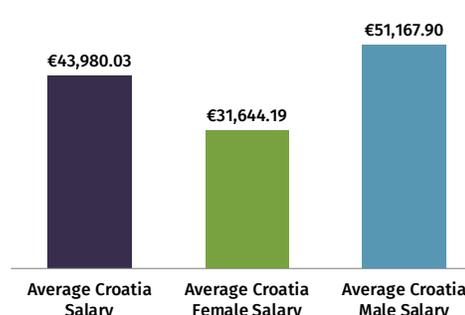
OptimizeRx provides equal employment opportunities to all employees and applicants for employment without regard to age, race (including hair texture and protective hairstyles), color, national origin (including language use and possession of a driver's license issued to persons unable to prove their 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	\$606,500.16	\$151,625.04
Black or African American	\$560,100.00	\$93,350.00
Hispanic or Latino	\$656,719.92	\$109,453.32
White	\$7,947,303.84	\$162,189.87
Two or More Races	\$737,200.00	\$184,300.00
Declined	\$3,866,250.96	\$154,650.04
LGBTQ+	\$608,135.76	\$121,627.15

Wage Level

US FEDERAL MINIMUM WAGE:

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

ENTRY WAGE FOR OPTIMIZERX:

\$50K
US DOLLARS

€20K
EURO

- CEO Base Salary: \$450,000
- Average US Base Salary: \$152,915.69
- Average Croatia Base Salary: €43,711.01



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.

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. The average cost of training and development expenditure per employee is approximately \$500 per employee per year.

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 the company and the employee.



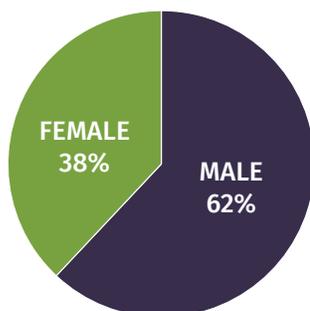
Employment and Wealth Generation

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 2022 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	LGBTQ+
Asian	3	41	0
Black or African American	5	36	0
Hispanic or Latino	1	28	0
White	18	40	2
Two or More Races	1	33	0
Declined to Identify	1	57	0
TOTAL	29	39	2

GENDER BREAKDOWN OF NEW HIRES IN 2022 (US)



RATE OF TURNOVER IN 2022 (US)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQ+
Males	12	41	White, Asian, Declined to Identify	0
Females	13	40	Asian, Two or More, Hispanic or Latino, White, Declined to Identify	0

RATE OF TURNOVER IN 2022 (CROATIA)

	NUMBER OF EMPLOYEES	AVERAGE AGE	ETHNICITY	LGBTQ+
Males	2	29.5	White	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.

	FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER	TOTAL YEAR
Revenues	\$13,731,530	\$13,978,665	\$15,085,504	\$19,654,457	\$62,450,156
Cost of Revenues	5,629,858	4,988,716	5,664,733	7,200,029	23,483,336
Gross Profit	8,101,672	8,989,949	9,420,771	12,454,428	38,966,820
Operating Expenses	11,862,773	12,898,479	13,177,530	13,318,776	51,257,558
Income (Loss) from Operations	(3,761,101)	(3,908,530)	(3,756,759)	(864,348)	(12,290,738)
Other Income (Expense)	3	23,816	289,967	538,512	852,298
Income (Loss) Before Taxes	(3,761,098)	(3,884,714)	(3,466,792)	(325,836)	(11,438,440)
Income Tax Benefit	-	-	-	-	-
Net Income (Loss)	(3,761,098)	(3,884,714)	(3,466,792)	(325,836)	(11,438,440)
Earnings (Loss) Per Share					
Basic	\$(0.21)	\$(0.21)	\$(0.19)	\$(0.02)	\$(0.64)
Diluted	\$(0.21)	\$(0.21)	\$(0.19)	\$(0.02)	\$(0.64)

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.

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 \$100,322 and \$81,005 in 2021 and 2022, respectively. When subtracting depreciation from capital expenditures, the Company's CapEx was negative at \$(5,038) and \$(4,720) for 2021 and 2022, 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 2020 and 2022 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, we have not yet consistently achieved profitability due to these investments and non-cash expenses.

As a result of our incurred losses in 2020 and 2022, 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. In 2022, under a share repurchase program, the Company repurchased 1,214,398 shares of our common stock, at an average price of \$16.49 per share, for a total of \$20,024,258, including commissions paid on repurchases, resulting in additional shareholder value of our common stock. In 2023, our Board of Directors has authorized another share repurchase program under which the Company may repurchase up to another \$15 million in shares of our common stock. Our current intent is 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](#).

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 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 streamline disease identification and treatment, facilitate patient access to therapy, and support patients through their doctor-recommended course of treatment.

We currently connect over 60% of U.S. healthcare providers and millions of their patients through a proprietary point-of-care network, using our integrated Therapy Initiation and Persistence Platform. This powerful digital healthcare solutions platform is transforming market and patient access within 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.
- Streamlining communication and processes around therapy initiation to reduce abandonment through simplified enrollment.
- Personalizing, 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, 2022, 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.

In 2022, we began to see the lasting impacts of COVID-19 on healthcare engagement models cement themselves in the commercial models of our customers. The innovations we made in 2020 and 2021 to open new digital connections between healthcare stakeholders have been adopted by our customers and emulated by competitors. Our patents will serve to protect the most competitive aspects of our innovation in the coming years, as we see our customers' appetites to invest in digitization and automation of commercial processes continuing to rise.

Focus on Innovation [CONTINUED]

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 HCPs and patients in the complex US healthcare ecosystem. Our innovations in real-world data and artificial intelligence (AI) have progressed to help our clients better understand where to focus health information resources for both HCPs and patients.

This year, we have incorporated new social technology to our platform, becoming the first technology company to enable intelligent HCP engagement at-scale in major social networks. We also expanded our reporting capabilities to align with future industry needs as they relate to 'next-best-action' which is the next frontier for omni-channel engagement in healthcare. This approach is particularly well-suited to healthcare and ripe for innovation given the access to large, underutilized healthcare data sets for the purpose of supporting the care delivery process.

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, 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, as well as the disconnectedness of the US 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, as well as with 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, 2022, its subsequent Quarterly Reports on Form 10-Q, and its other filings with the Securities and Exchange Commission.

OptimizeRx

www.OptimizeRx.com

