

Leading Digital Health Platform Revolutionizing Pharma Marketing with High ROI

OPRX Price & Volume



Key Stats (Source: Company, OTC Markets)

Stock Price (12/1/17)	\$1.56
52 Week Low-High	\$0.63-\$1.60
Shares Outstanding	29.3M
Public Float, est.	73%
Market Capitalization	\$45.7M
Avg. Daily Vol. (30 day)	32,331
Insider Holdings*	~27%
Strategic Ownership**	~21%
Institutional Holdings	~15%
Employees (mrq)	23
Revenue (ttm)	\$10.4M
Net Loss (ttm)	\$2.2M
Cash (mrq)	\$5.0M
Debt (mrq)	\$0
Fiscal Year End	Dec. 31

Revenue Growth

\$Millions



OptimizeRx Contacts

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About OptimizeRx Corporation

- Digital health company delivering marketing services to major pharma with proven high ROI.
- Exclusive partnerships with electronic health record (EHR) and e-prescription providers creates a unique channel between pharma companies and healthcare professionals (HCPs).
- HCPs can offer patients electronic vouchers and copay coupons conveniently within the ePrescribing process, thereby replacing traditional (and costly) drug samples.
- Services delivered across nation's largest point-of-prescribe promotional network: **370+ EHR systems reaching >500K HCPs.**
- Highly leverageable/scalable, low fixed costs operating model generates increasing cash flow as revenues grow

Expansive Market Opportunity

- Multiple studies confirm OptimizeRx increases prescription volume with ROI ranging **560% - 1,060%.**
- Opportunity: 2 billion eRx transactions annually, with point-of-care marketing spend increasing.
- Rx eCoupon est. market potential: **\$1 billion+ annually¹**

Major Strategic Investor

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

Recent News Highlights - 2017

Nov 20: Launched real-time financial messaging directly within another **top 20 EHR, Amazing Charts**

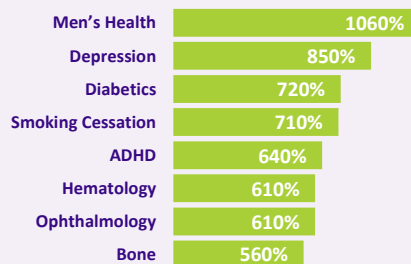
Nov. 2: Net revenue up **74% to a record \$3.1M** in Q3 2017



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

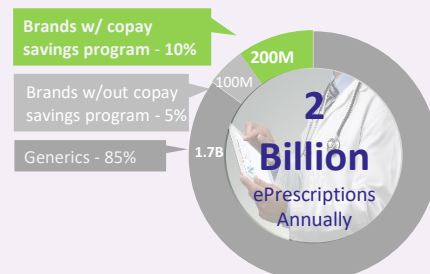
Proven High ROI: 560%-1060%

OptimizeRx eCoupon ROI for Pharma by Therapeutic Area



Large Market Opportunity¹

Volume of ePrescriptions



\$1 Billion+ Total Market Potential

OptimizeRx Channel Growth

Growth in Brands, Channel Partners & HCPs on OptimizeRx EHR Network²

