

Technology Solutions For Life Sciences at the Point-of-Care

Corporate Presentation



Our Mission

At OptimizeRx — we are building a more informed and empowered healthcare community by developing new technology solutions that help people start and stay on life-impacting therapies.



Growth Leaders | Growth Drivers



EXPERIENCE
20+

Leading Health Services and
Financial Businesses



Will Febbo
Chief Executive Officer



EXPERIENCE
20+

Senior Financial
Roles



Ed Stelmakh
Chief Financial Officer /
Chief Operations Officer



EXPERIENCE
20+

Operations, Sales,
and Growing
Partner Networks

CCH* Tagetik prognos



Steve Silvestro
Chief Commercial Officer



EXPERIENCE
30+

Healthcare IT,
Master Data Mgmt



Todd Inman
Chief Technology Officer



EXPERIENCE
20+

Legal
Corporate and Business
Compliance



Marion Odenice-Ford
General Counsel & Chief Compliance Officer

At-a-Glance

A leading provider of point-of-care technology solutions helping patients start and stay on therapy

Corporate Profile

- Re-Founded in 2016, **OptimizeRx** enables engagement between life sciences organizations, physicians and patients
- OptimizeRx **powers drug maker brand awareness with physicians as well as patient treatment initiation, affordability and adherence efforts**
- Our **technology platform** coupled with the nation's largest patient point-of-care **network** connects the majority of U.S. physicians and millions of patients
- The Company has grown to **~110** employees across the United States, Israel and Croatia

Stock Information

| | |
|---------------------------------|----------------|
| Stock Price (as of 11/16/22) | \$21.29 |
|---------------------------------|----------------|

| | |
|---|---------------|
| Shares Outstanding fully diluted (as of 11/3/22) | ~17.2M |
|---|---------------|

| | |
|--------------------------------|------------------|
| Market Cap (as of 11/16/22) | ~\$365.2M |
|--------------------------------|------------------|

| | |
|---|----------------|
| Cash, Cash Equivalents (as of 9/30/22) | \$78.8M |
|---|----------------|

| | |
|------------|---------------|
| Total Debt | \$0.00 |
|------------|---------------|

NASDAQ Exchange listed under ticker
(NASDAQ:OPRX)

The OPRX Opportunity

Operating the largest point-of-care (POC) communications network in the nation



Customer demand shift to enterprise digital POC solutions across multiple commercial budget areas



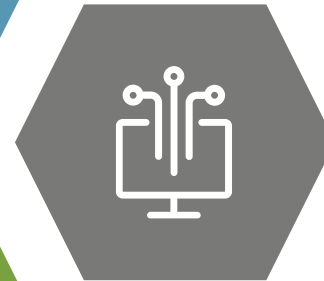
Scalable operating model to achieve \$100's MM in revenue with attractive bottom line



Deeply embedded customer base transitioning to a strategic partner and enterprise contracts

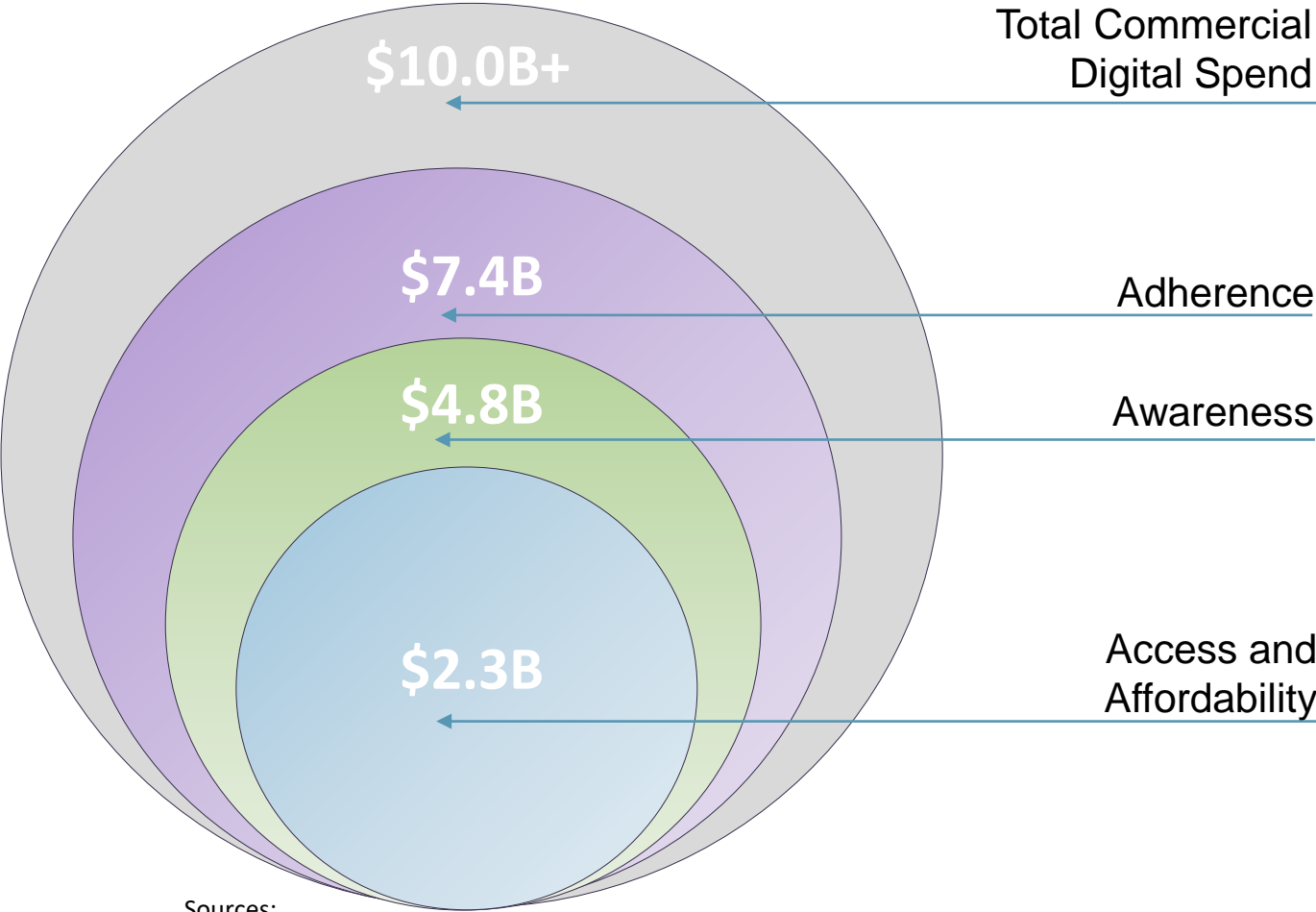


Deep expertise facilitating POC communications technology in a highly complex and well-regulated area of healthcare



\$10B+ Digital Commercial Spend in Healthcare

Breakdown in Digital Spend



Sources:

1. IQVIA 2019 US ChannelDynamics and Kantar Media Intelligence, US Healthcare Ad Spend
2. IQVIA Medicine Use and Spending in the US: A Review of 2016 and Outlook to 2021
3. Medical Marketing in the United States (<https://jamanetwork.com/journals/jama/fullarticle/2720029>)
4. OptimizeRx internal data
5. OptimizeRx surveyed 102 physicians across five different specialties

OPRX Physician Survey Results

78%

of physicians find prescription benefit information useful for finding affordable medication options for patients

71%

of physicians who have access to affordability information check it before writing specialty scripts

4

hours per day spent by physicians and staff in getting patients access to medications

Technology Stack + the Nation's Largest POC Communications Network

We innovate point-of-care technology in order to...

OPRX's POC Platform



The Nation's Largest POC Communications Network

Solutions

- HCP Awareness
 - Digital messaging and communication
- Therapy Initiation "Start"
 - Digital enrollment and medical documentation to Hub and pharmacy
- Patient Adherence "Stay"
 - Personalized mobile treatment support

Network

- 700K+ Health care professionals (HCP)
- +260 HCP-frequented websites and behavior intelligence on +4,300 websites
- Majority of Prescribing physicians



...Facilitate therapy brand awareness, patient access, and adherence



Enabling Awareness, Access & Adherence



Customers

Reach patients and providers digitally



Physicians

Therapeutic knowledge, Industry connectivity enabling affordability



Patients

Affordability, adherence, virtual care

SYMPTOM AWARENESS

TREATMENT SELECTION

ADHERENCE



DIAGNOSIS



Target messages to providers at precise decision points in the clinical workflow



Support access and adherence as early in the patient journey as possible



PRESCRIBING



Digital health tools provide simple enrollment in financial and Hub support programs so more patients start and stay on therapy



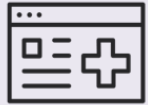
Digital health tools provide education, relevant support, and messaging to patients and caregivers, so they stay on treatment

Benefit of Enabling Awareness, Access & Adherence at the Point-of-Care



Life Sciences Customers

Reach patients and physicians digitally



Physicians

Clinical awareness, treatment initiation, care management support, patient affordability



Patients

Affordability, adherence, virtual treatment support

How the technology works

- API Connectivity to leading EHRs, fully integrated into physician clinical workflows
- AI-Driven Digital Platform
- Real World Evidence Decision Support Engine
- Independently verified, measurable ROI and impact on commercial performance of customers

20

relevant touchpoints
a day vs 6.4 / month

Up to

60%

monthly script increases
when using the platform

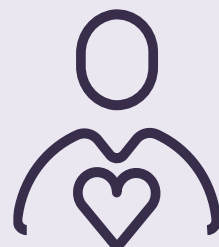
13:1 ROI

average on pharma-sponsored
enterprise programs in 2021

Trends in Healthcare Industry Spending Drive our Strategy

Healthcare consumer spending trends

Increase from
43-49%
of total spend on specialty
medications since 2017



Source: IQVIA, National Sales Perspectives, August 2021

Pharma spending trends

Large pharma spends
~34%
of their total marketing budget on
digital channels

>50%
projected increase in spend on
digital over next three years



Sources: <https://www.pharmacychecker.com/askpc/pharma-marketing-research-development/#!>
<https://www.indegene.com/pdf/pharma-marketer-survey.pdf>

OptimizeRx Growth Strategy



Expand
network reach

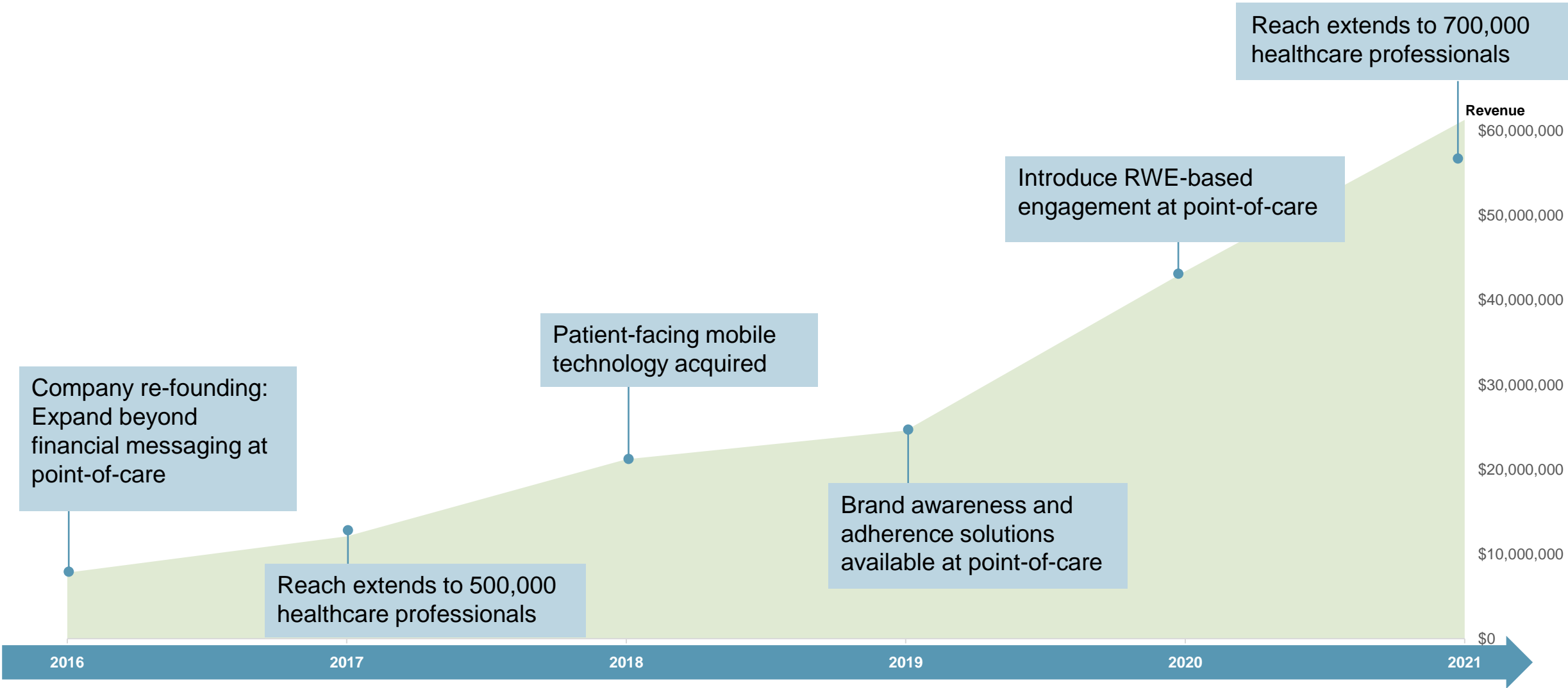
Increase digital solutions for
point-of-care

Increase customer
share of wallet



Revenue Growth Through Brand Awareness, Initiation and Adherence (2016-2021)

Brands Embrace New Product Launches and Platform Enhancements



Key Performance Indicators

Our footprint in the top 20 pharmaceutical manufacturers positions us well to compete and win our share of the largest category of addressable commercial spend

| KPIs | Trailing Twelve Months September 30 | |
|--|--|--------|
| | 2022 | 2021 |
| Average revenue per top 20 pharmaceutical manufacturer | \$2.2M | \$2.5M |
| % of top 20 pharmaceutical manufacturers that are customers | 95% | 90% |
| % of total revenue attributable to top 20 pharmaceutical manufacturers | 66% | 79% |
| Net revenue retention | 96% | 161% |
| Revenue per average full-time employee | \$619K | \$741K |

Definition of Key Performance Indicators (KPIs)

- **Top 20 pharmaceutical manufacturers:** Top 20 pharmaceutical manufacturers are based on Fierce Pharma’s [“The top 20 pharma companies by 2020 revenue.”](#)
- **Net revenue retention:** Net revenue retention is a comparison of revenue generated from all customers in the previous period to total revenue generated from the same customers in the following year (i.e., excludes new customer relationships for the most recent year).
- **Revenue per average full-time employee:** We define revenue per average full-time employee (FTE) as total revenue over the last 12 months (LTM) divided by the average number of employees over the LTM .

Deeply Embedded Customer Base

Supporting 95% of all top Pharma Manufacturers

abbvie

AMGEN

AstraZeneca

Pfizer

BD

gsk

Lilly

Medtronic

MERCK

NOVARTIS

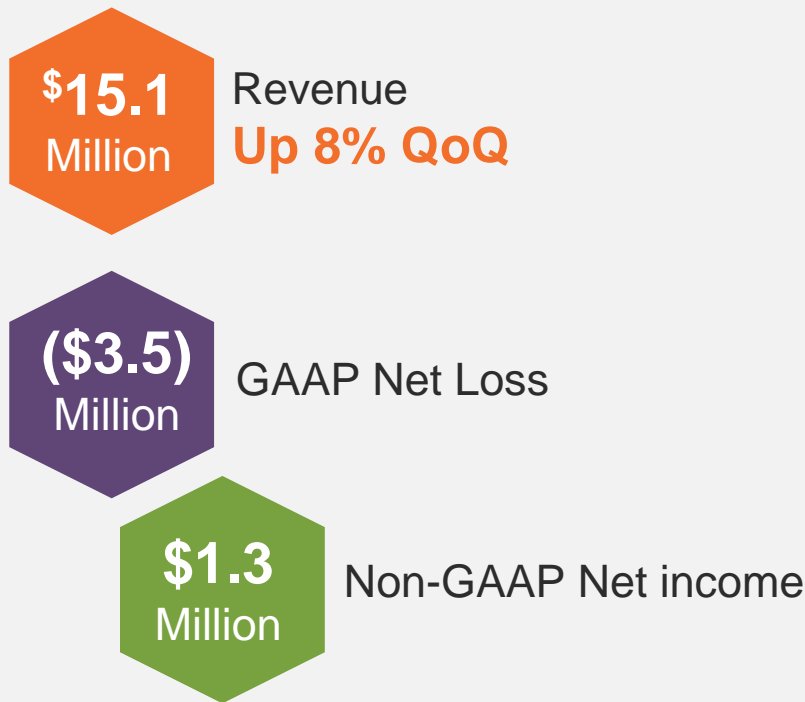
novo nordisk

SANOFI

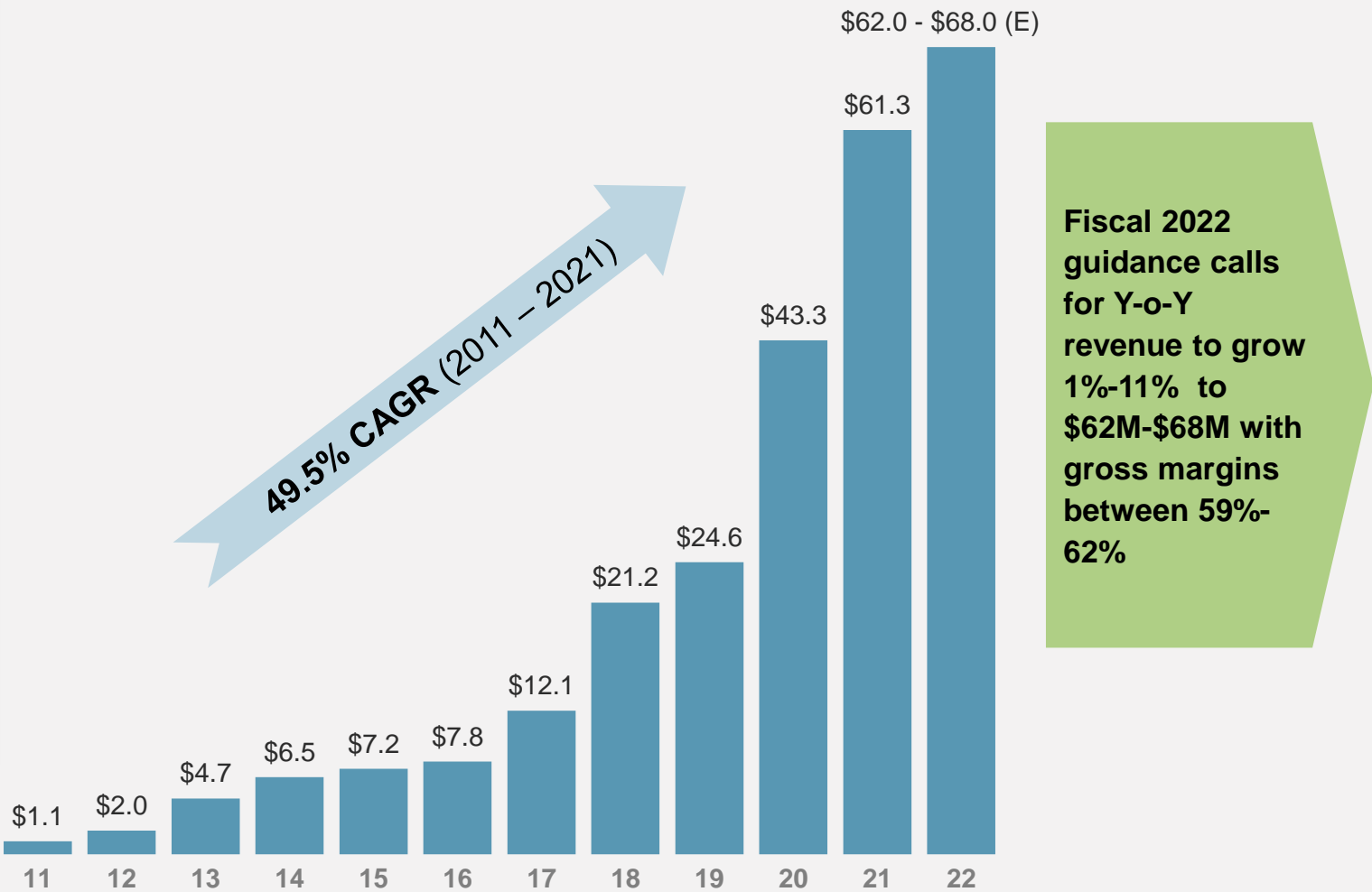
Driving long term, sustained marketing return on investment

Strong Financial Momentum

Q3 2022 Results



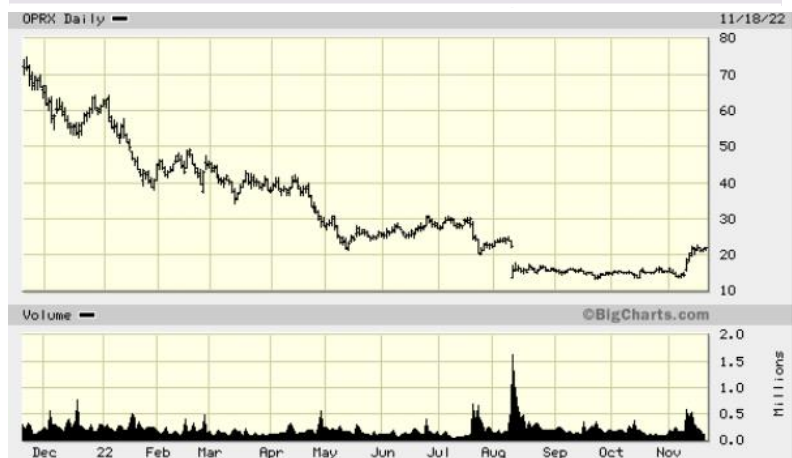
Annual Revenue Growth (\$millions)



Share Data and Key Financial Highlights

(NASDAQ:OPRX)

| | |
|-------------------------------|-------------------|
| Stock Price (11/16/22) | \$21.29 |
| 52 Week Low-High | \$13.33 – \$74.69 |
| Avg. Vol. (3-mo.) | 222,382 |
| Shares Outstanding | 17.2M |
| Public Free Float (est.) | ~95.0% |
| Institutional Holdings | 65.8% |
| Insider Holdings | 3.4% |
| Market Cap | \$365.2M |
| Enterprise Value | \$310.0M |



| | |
|--|----------------|
| Net Revenue <i>ttm</i> @ 9/30/22 | \$63.1M |
| Gross Profit <i>ttm</i> | \$38.9M |
| GAAP Net Income <i>ttm</i> | (\$10.5)M |
| Non-GAAP Net Income <i>ttm</i> | \$6.0M |
| Cash and Cash Equivalents¹ | \$78.8M |
| Total Assets @ 9/30/22 | \$135.8M |
| Total Debt @ 9/30/22 | \$0.0M |
| Total Liabilities @ 9/30/22 | \$6.3M |
| Full-time Employees | 111 |

ttm = trailing twelve months ended September 30, 2022.
mrq = most recent quarter as of September 30, 2022.

Sources: Company, BigCharts.com and Yahoo!Finance.

For definition of non-GAAP Net Loss and reconciliation to GAAP, see end of this presentation.



Reconciliation of Non-GAAP to GAAP Financial Measures

(Unaudited)

The Company defines non-GAAP net income as GAAP net income (loss) with an adjustment to add back depreciation, amortization, stock-based compensation, acquisition expenses, income or loss related to the fair value of contingent consideration, and deferred income taxes. Non-GAAP EPS is defined as non-GAAP net income (loss) divided by the number of weighted average shares outstanding on a diluted basis. The Company has provided non-GAAP financial measures to aid investors in better understanding its performance. Management believes that these non-GAAP financial measures provide additional insight into the operations and cash flow of the Company.

Because of varying available valuation methodologies, subjective assumptions and the variety of equity instruments that can impact a Company's non-cash operating expenses, management believes that providing non-GAAP financial measures that exclude non-cash expenses allows for meaningful comparisons between the Company's core business operating results and those of other companies, as well as provides an important tool for financial and operational decision making and for evaluating the Company's own core business operating results over different periods of time.

The Company's non-GAAP net income and non-GAAP EPS measures may not provide information that is directly comparable to that provided by other companies in the Company's industry, as other companies in the industry may calculate such non-GAAP financial results differently. The Company's non-GAAP net income and non-GAAP EPS are not measurements of financial performance under GAAP and should not be considered as an alternative to operating income or as an indication of operating performance or any other measure of performance derived in accordance with GAAP. The Company does not consider these non-GAAP measures to be substitutes for or superior to the information provided by its GAAP financial results.

The table, "Reconciliation of non-GAAP to GAAP Financial Measures," included below, provides a reconciliation of non-GAAP net income and non-GAAP EPS for the three months ended September 30, 2022 and 2021.

| | Three Months Ended September 30, | | Nine Months Ended September 30, | |
|-------------------------------|-------------------------------------|------------------|------------------------------------|------------------|
| | 2022 | 2021 | 2022 | 2021 |
| Net Income (Loss) | \$(3,466,792) | \$ 39,894 | \$(11,112,604) | \$ (245,383) |
| Depreciation and amortization | 515,828 | 526,035 | 1,565,484 | 1,580,173 |
| Stock-based compensation | 4,277,241 | 1,008,007 | 11,476,662 | 2,612,198 |
| Acquisition expense | — | — | 22,318 | — |
| Non-GAAP net income (loss) | <u>1,326,277</u> | <u>1,573,936</u> | <u>1,951,860</u> | <u>3,946,988</u> |

Key Takeaways



Highly Scalable Platform

- Current Commercial team has \$100M+ run rate ability
- High existing network capacity

- Clients are multi-billion-dollar companies
- Secure, compliant, scalable (AWS, HITRUST, HIPPA)

Proven Healthcare Technology



Large & Expanding Market Opportunity

- Electronic prescribing adoption
- Digital enablement
- Consumer demand – billions and growing

- Direct integrations
- Deep pharma relationships
- Products become deeply embedded
- Meaningful to all stakeholders

Sustainable Competitive Advantage



Thank you!

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Andrew D'Silva, Senior Vice President of Corporate Finance



Andrew D'Silva has over a decade of equity research and capital markets experience, and most recently served as a senior healthcare research analyst at B. Riley Securities. Earlier in his career, he was a managing director and part of Merriman Capital's equity research team.

Andrew brings his deep experience in capital markets, and in-depth understanding of the healthcare technology sector to OptimizeRx where he is responsible for helping the Company with its strategic growth, and working alongside the commercial and financial teams in the design of capital allocation strategies to further drive growth.