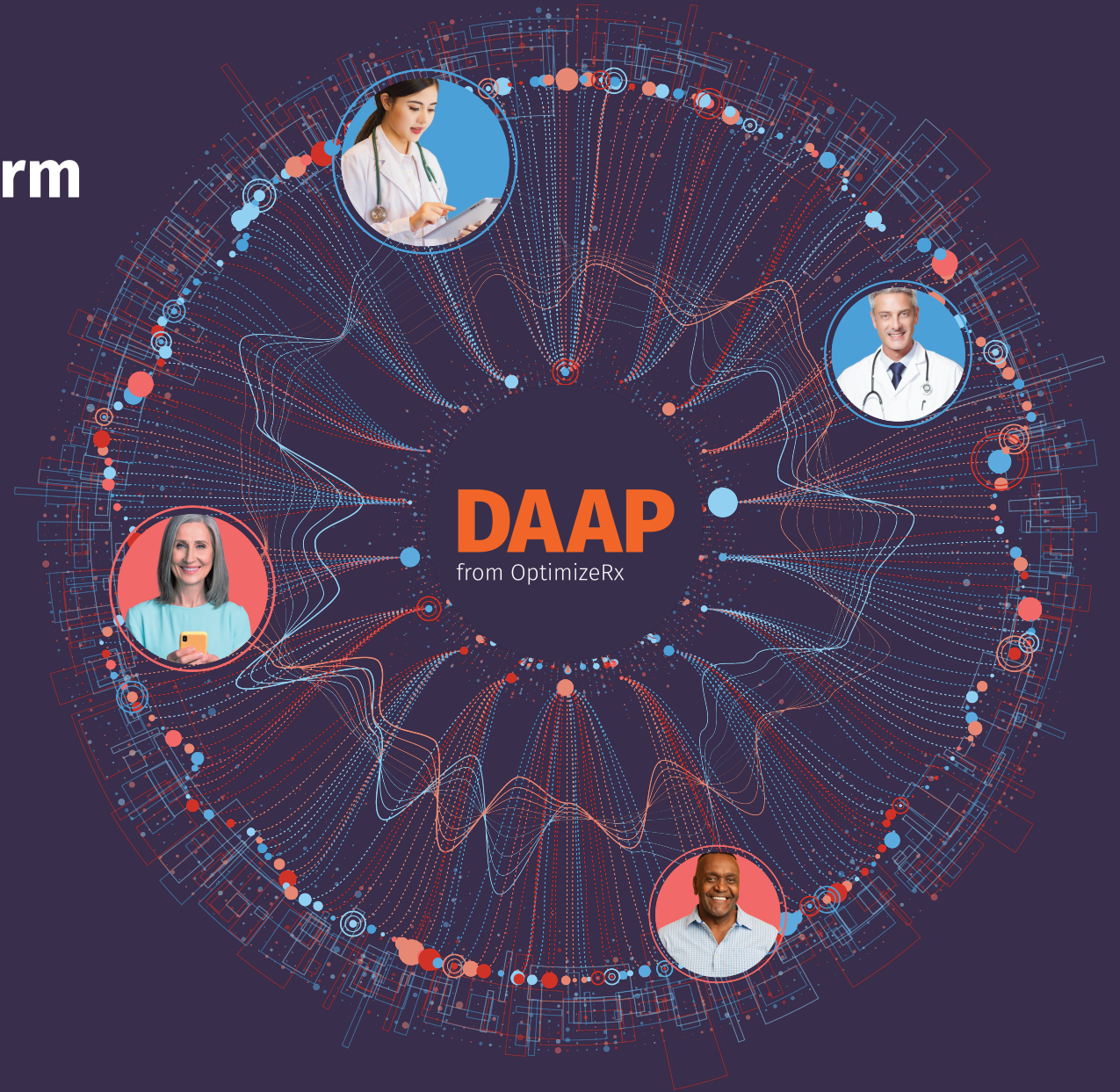


April 2024

# Technology Solutions that Inform and Empower the Healthcare Community

Corporate Presentation

OptimizeRx



# Important Cautions Regarding Forward Looking Statements

- This presentation has been prepared by OptimizeRx Corporation (“we,” “us,” “our,” “OptimizeRx” or the “Company”) and is made for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities, nor shall there be any sale of any securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The information set forth herein does not purport to be complete or to contain all of the information you may desire. Statements contained herein are made as of the date of this presentation unless stated otherwise, and neither this presentation, nor any sale of securities, shall under any circumstances create an implication that the information contained herein is correct as of any time after such date or that information will be updated or revised to reflect information that subsequently becomes available or changes occurring after the date hereof. This presentation contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and such Section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision.
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- This presentation may include certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix.

# At-a-Glance

Leading technology provider for 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 and patients while driving patient discovery, treatment initiation, affordability and adherence initiatives

Our technology platform coupled with the nation’s largest patient point-of-care network connects the majority of U.S. physicians and patients

The Company has grown to ~135 employees across the United States and Croatia

## Stock Information

Stock Price (as of 4/4/24)	\$11.21
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Shares Outstanding fully diluted (as of 11/10/24)	~18.2M
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Market Cap (as of 4/4/24)	~\$203.5M
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Cash, Cash Equivalents <sup>1</sup> (as of 12/31/23)	\$13.9M
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Total Debt <sup>2</sup> (as of 12/31/23)	\$38.3M
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NASDAQ Exchange listed under ticker  
**(NASDAQ:OPRX)**

(1) Includes short-term investments



# Our Mission

- At OptimizeRx — we are building a more informed and empowered healthcare community with a technology platform that helps people start and stay on life-impacting therapies.
- Our Dynamic Audience Activation Platform (DAAP) delivers predictive and privacy-safe marketing solutions, designed to connect life sciences, HCPs, and patients across the most robust network of personal and clinical platforms.

## Play OptimizeRx DAAP Video





## 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



**Steve Silvestro**  
President



EXPERIENCE

20+

Legal Corporate and Business Compliance



**Marion Odenice-Ford**  
General Counsel & Chief Compliance Officer



EXPERIENCE

10+

Healthcare Analysis  
Business Development  
and Investor Relations

**B | RILEY** Financial



**Andrew D'Silva**  
SVP Corporate Finance

# Technology that Connects the Healthcare Community

## PHARMA

OptimizeRx

- Connect to key customers
- Support brand market performance

High  
ROI

90% Top  
20 Pharma

+300  
Brands

## PATIENTS

- Relevant treatment information
- Productive care discussions

## HEALTHCARE PROFESSIONALS

- Navigating a complex treatment landscape
- Offset limited EHR interoperability

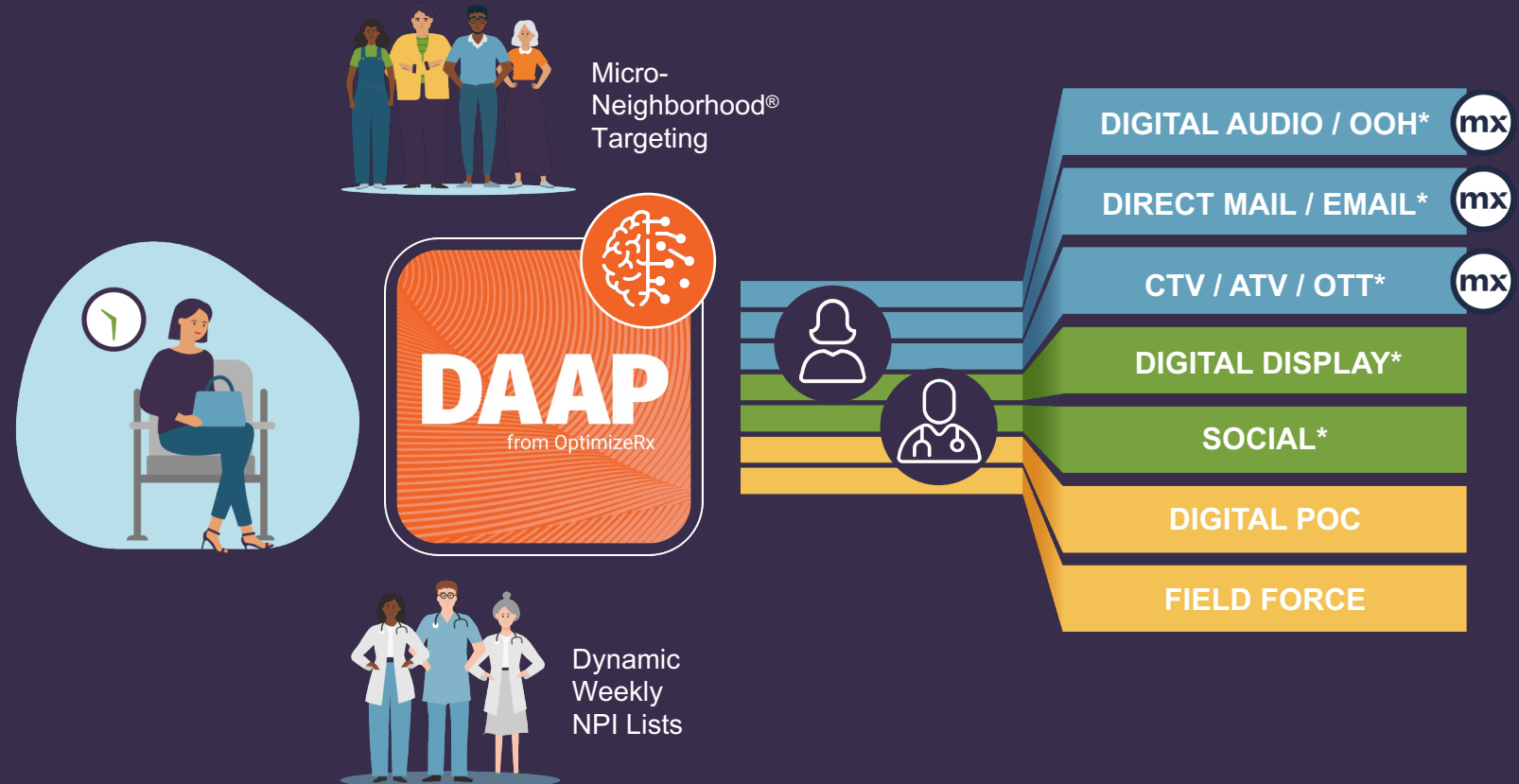
+2 MM  
HCPs

+240 MM  
Patients

+300  
EHRs

## Data-Driven AI-Enabled Platform Achieves Effective and Efficient Marketing Execution

**DAAP deals currently have a ~\$1.0 million ACV which we expect will increase as we layer on Medicx's direct-to-patient capabilities // Non-DAAP deals are CPM**





# Recent Acquisition of Medix Health Positions OPRX for Significant Growth and Margin Expansion

The combined entity is positioned to provide true omnichannel access for pharma brands to effectively reach potential patients.



- **True omnichannel access to patients** for pharmaceutical companies
- **Powerful AI engine that can provide pharma access to key patients** using a wide variety of criteria
- **Significant scale and brand footprint** in all corners of the pharma manufacturing space



# Driving Brand Demand Through AI-Driven Platform



## CLIENT GOAL

A brand sought to increase awareness among physicians treating newly diagnosed and relapsing rare disease patients.



## CLIENT CHALLENGES

- Creating awareness among physicians likely to see patient population earlier in the patient journey-immediately after diagnosis.
- Reaching physicians when already diagnosed patients were showing signs and symptoms of relapse and in need of brand to improve quality of life.



## RESULTS

Within a five-month initial program, OptimizeRx generated:

**16%**

of exposed HCPs writing **BRAND PRESCRIPTIONS**

**50**

**NEW HIGH-VALUE SCRIPTS**, increasing incremental brand demand

**9%**

**DEMAND LIFT** per HCP of physicians exposed to the program

## HOW WE DID IT

Delivered real-time therapeutic support messaging and banner messaging within the EHR to create brand awareness among HCPs in the electronic workflow during the patient encounter. HCPs identified by OptimizeRx's real-world data (RWD) approach to physician identification had a higher rate of new starts.



### EHR WORKFLOW ENGAGEMENT

Delivered brand information directly in the EHR, while HCPs were actively making care decisions.



### PATENT-PENDING AI APPROACH

Increased new script writers to the brand by raising awareness among target physicians outside of the brand's physician list.



### CARE JOURNEY

Introducing brand messaging to the physician at the right time during the patient journey when the brand would be most impactful for the patient. Escalate early awareness for early treatment recommendation.



# Increasing Brand Touchpoints and Script Lift with Platform



## CLIENT GOAL

Increase the number of oncology brand touchpoints by capitalizing on HCP social media presence.



## CLIENT CHALLENGES

- Multi-indication therapy needed to keep suitability for numerous diseases top-of-mind.
- Oncologists highly present on social media, but untapped opportunity for brand engagement.



## RESULTS

In a three-month pilot, DAAP delivered:

33%

total **SCRIPT LIFT** among HCPs receiving both EHR+Social messages

44%

**MORE PHYSICIANS REACHED** due to social activation

142%

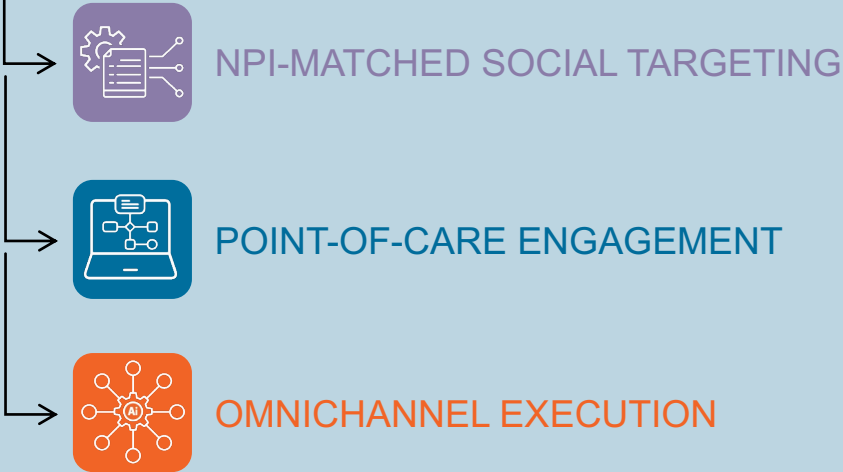
**GREATER SCRIPT IMPACT** from combined EHR+Social execution, compared to single-tactic execution

1K+

incremental **SCRIPTS**

## HOW WE DID IT

DAAP's Message Infusion module reached oncologists at multiple points within their workday in both the EHR and on social media, optimizing the number and frequency of touchpoints in order to boost brand engagement and script volumes.

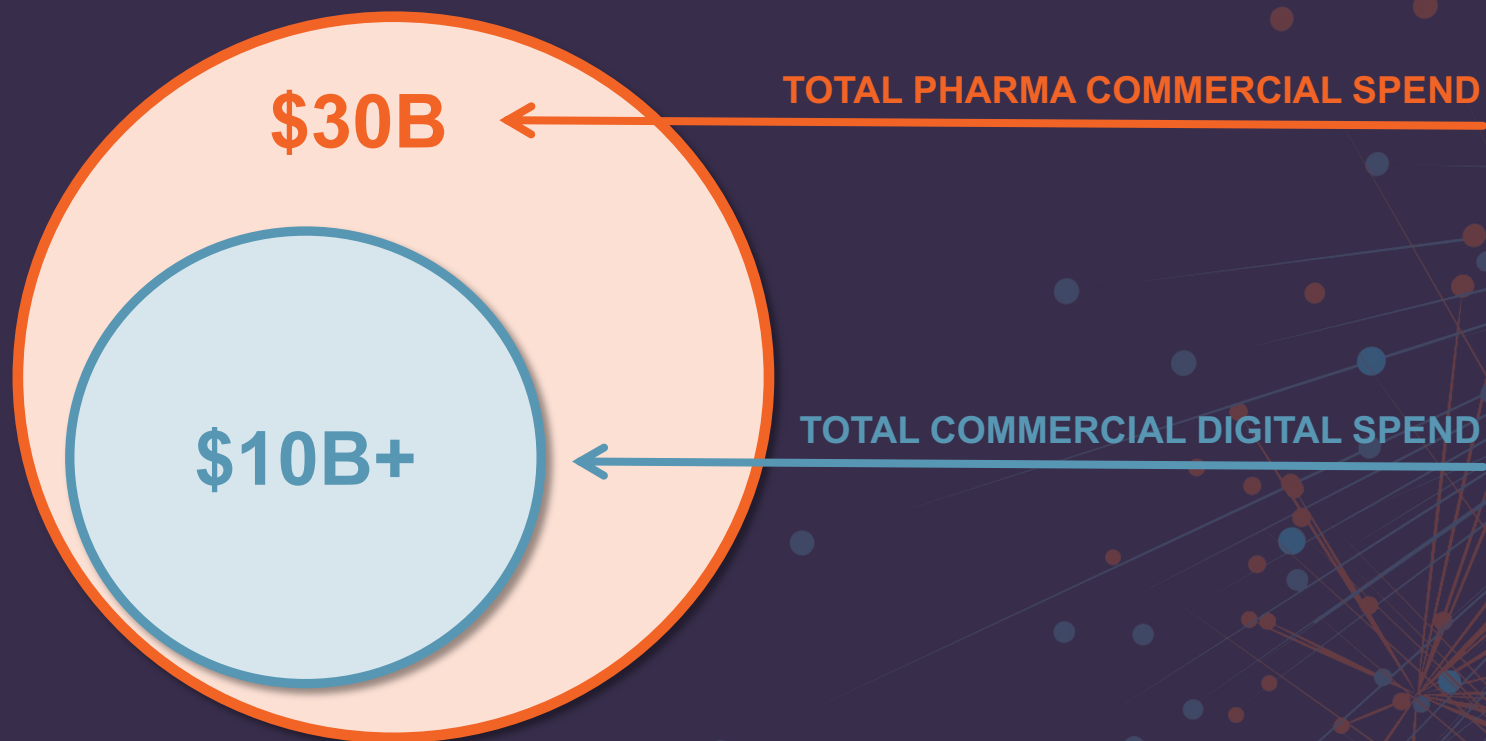




# Large, Under Penetrated Market With Tailwinds Driven by Increased Pharma Advertising Spend on Digital Channels

Total U.S. Commercial Digital Spend is Approximately \$10B

## BREAKDOWN IN DIGITAL SPEND<sup>1</sup>



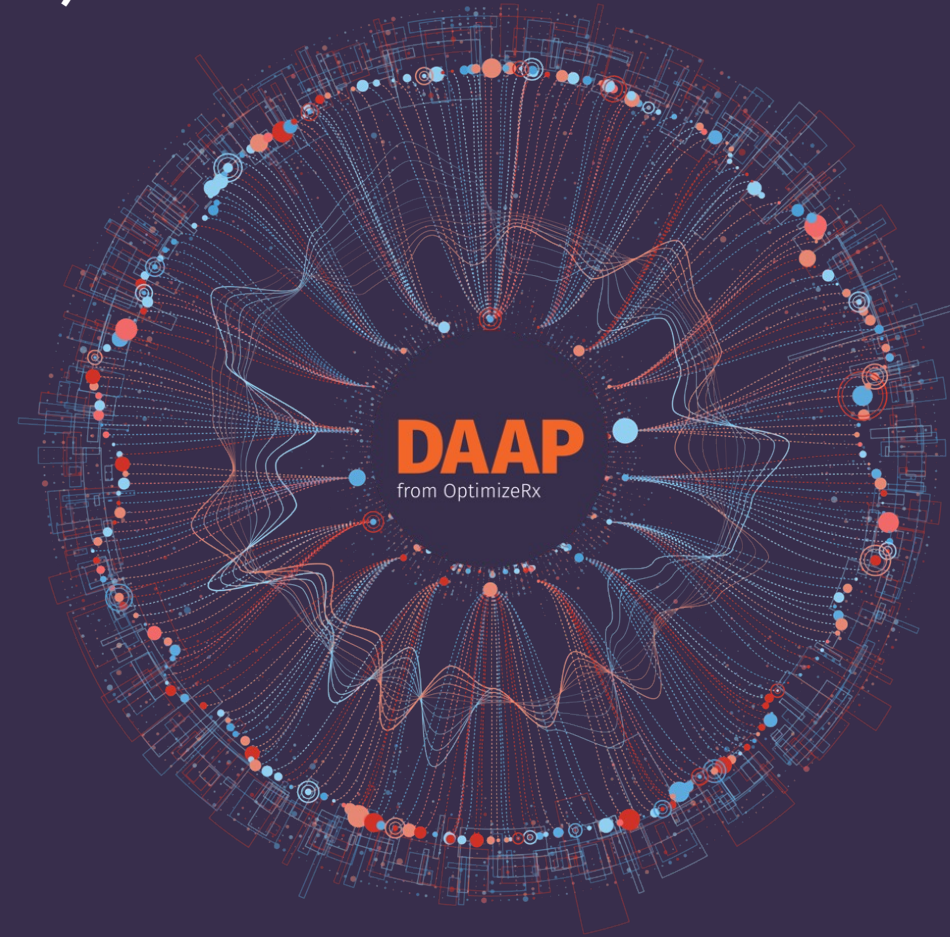
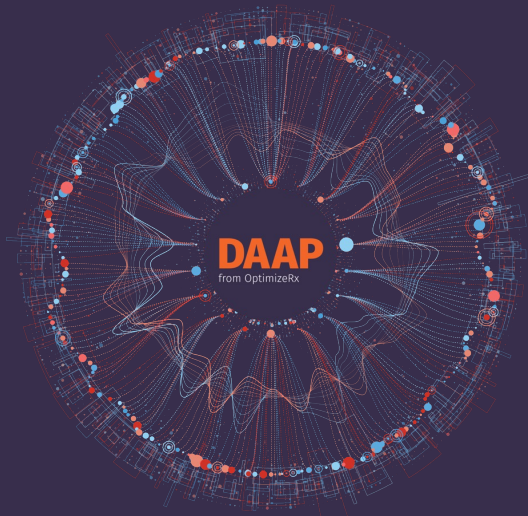
Source: EvaluatePharma.

1. IQVIA 2019 US ChannelDynamics and Kantar Media Intelligence, US Healthcare Ad Spend; IQVIA Medicine Use and Spending in the US: A Review of 2016 and Outlook to 2021; Medical Marketing in the United States (<https://jamanetwork.com/journals/jama/fullarticle/2720029>). IQVIA ChannelDynamics Global Reference 2021.

# Unique Capabilities of the Dynamic Audience Activation Platform (DAAP)

## Accessible Market Opportunity for Combined Solution Set (HCP/DTC)

- 368 Brands at the start of 2024 with 47% coverage of the top 200 brands
- 4% Solution Penetration Rate
- Current opportunity with existing brands represents a \$2.8B opportunity.





## Deeply Embedded Customer Base

Supporting 90% of all top Pharma Manufacturers

abbvie

AMGEN

AstraZeneca



Lilly

Medtronic

NOVARTIS



Pfizer

SANOFI

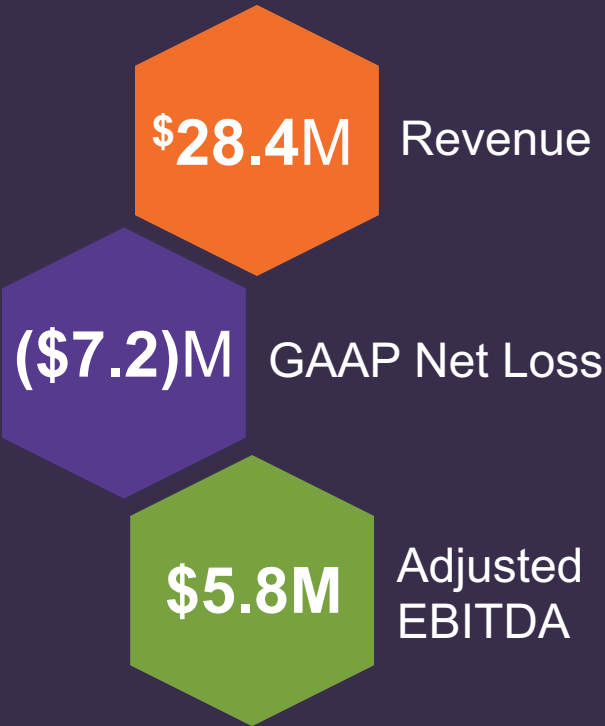


**DRIVING LONG-TERM, SUSTAINED MARKETING RETURN ON INVESTMENT**

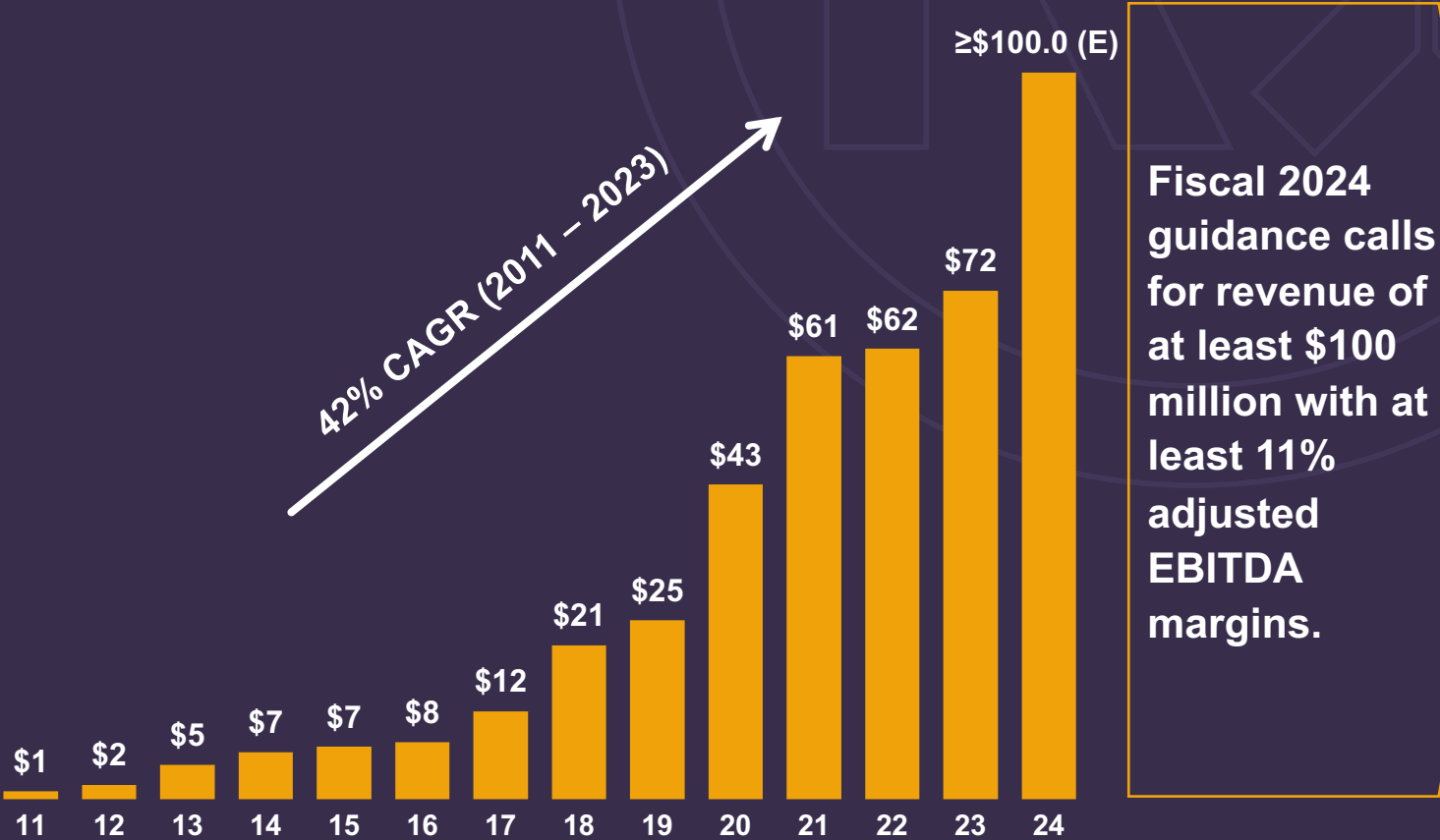


# Strong Financial Momentum

## Q4 2023 RESULTS



## ANNUAL REVENUE GROWTH (millions)



Includes the October 24, 2023, acquisition of Medicx Health

## Key Takeaways

HIGHLY  
SCALABLE  
PLATFORM



PROVEN  
HEALTHCARE  
TECHNOLOGY



LARGE &  
EXPANDING  
MARKET  
OPPORTUNITY



SUSTAINABLE  
COMPETITIVE  
ADVANTAGE





OptimizeRx



# Reconciliation of GAAP to NON-GAAP Financial Measures (Unaudited)

This presentation includes Adjusted EBITDA, a non-GAAP financial measure. The Company defines Adjusted EBITDA as GAAP net income (loss) with an adjustment to add back depreciation, amortization, interest, stock-based compensation, acquisition expenses, severance expense related to a reduction in force, income or loss related to the fair value of contingent consideration, gain or loss from the disposal of a business, asset impairment charges, other income (loss), and deferred income taxes. The Company’s Adjusted EBITDA 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 Adjusted EBITDA differently. The Company’s Adjusted EBITDA is not a measurement of financial performance under GAAP and should not be considered as an alternative to net income (loss) or as an indication of operating performance or any other measure of performance derived in accordance with GAAP. The Company does not consider this non-GAAP measure to be a substitute for or superior to the information provided by its GAAP financial results.

The table, “Reconciliation of Non-GAAP Measures,” provides a reconciliation of GAAP net income (loss) and Adjusted EBITDA for the three and twelve months ended December 31, 2023 and 2022. The 2023 GAAP numbers included in the table are preliminary and unaudited and are subject to completion of the Company’s financial closing procedures. The Company’s independent registered public accounting firm has not conducted an audit or review of and does not express an opinion or any other form of assurance with respect to, the preliminary unaudited revenue results. It is possible that the Company or its independent registered public accounting firm may identify items that require the Company to make adjustments to the preliminary estimates of GAAP net income (loss) set forth herein and those changes could be material.

Although the Company provides 2024 guidance for Adjusted EBITDA, it is not able to provide guidance to the most directly comparable GAAP measure. Reconciliations for forward-looking figures would require unreasonable efforts at this time because of the uncertainty and variability of the nature and amount of certain components of various necessary GAAP components, including, for example, those related to compensation, acquisition expenses, amortization or others that may arise during the year, and the Company’s management believes such reconciliations would imply a degree of precision that would be confusing or misleading to investors. For the same reasons, the Company is unable to address the probable significance of the unavailable information.

Reconciliation of Non-GAAP Measures				
OptimizeRx Corporation				
(preliminary unaudited)				
	For the Three Months		For the Twelve Months	
	Ended December 31,		Ended December 31,	
(in \$ millions)	2023	2022	2023	2022
GAAP net income (loss)	(7.2)	(0.3)	(20.6)	(11.4)
Depreciation and amortization	1.0	0.5	2.4	2.0
Stock-based compensation	2.6	4.3	13.7	15.7
Asset impairment charges	6.7	0.0	6.7	0.0
Loss on disposal of business	2.1	0.0	2.1	0.0
Severance charges	0.3	0.0	0.5	0.0
Acquisition expense	3.9	0.0	4.5	0.0
Other (income) loss	(0.5)	0.0	(0.5)	0.0
Net interest (income) expense	1.3	(0.5)	(0.7)	(0.9)
Income tax benefit	<u>(4.6)</u>	<u>0.0</u>	<u>(4.6)</u>	<u>0.0</u>
Adjusted EBITDA	5.8	3.9	3.6	5.5