OptimizeRx

Technology Solutions that Inform and Empower the Healthcare Community

Corporate Presentation

November 2026

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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.

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At-a-Glance

Leading technology provider for helping patients start and stay on therapy

Corporate Profile

OptimizeRx enables engagement between life sciences organizations, physicians and patients

OptimizeRx connects pharma with physicians and patients to help patients start and stay on therapy

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 ~130 employees across the United States and Croatia with average revenue per FTE at $706K

Stock Information

Stock Price (as of 11/17/26)	$6.94
Shares Outstanding (as of 10/29/26)	~18.9M
Market Cap (as of 11/17/26)	~$131.2M
Cash, Cash Equivalents[1] (as of 9/30/26)	$22.3M
Total Debt[2] (as of 9/30/26)	$12.7M

NASDAQ Exchange listed under ticker **(NASDAQ:OPRX)**

(1) Includes short-term investments
(2) Debt balance as seen on the Company's consolidated balance sheet

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Tackling Some Of Pharma's Toughest Commercial Challenges



BRAND VISIBILITY

- Crowded market
- Limited Face to Face time



SHIFT TO SPECIALTY MEDICATIONS

- 13% see strong HCP-DTC marketing alignment, and only 16% think patients are well informed(2)



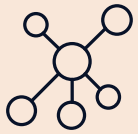
DAILY EHR USE CAN BE ALL-CONSUMING

- HCPs use EHRs an average of 5.9 hours per day(3)



AFFORDABILITY

- Specialty medication spending accounts for over half of total drug spend(4)



INTEROPERABILITY AND SCALABILITY

- Doctors don't have all the information readily available



SCRIPT ABANDONMENT

- ~50% of patients never fill their scripts at the pharmacy(1)

(1) Center for Disease Control, "*Prescription Medication Adherence*" . (2) Whitepaper, *"Conversations that convert: Physician survey on opportunities for HCP and DTC marketing synchronization"*. (3) Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations. (4) *Insights Into the 2023 U.S. Pharmaceutical Market*. Scott Biggs, Doug Long. IQVIA. July 24, 2023

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Our Mission

To combine human ingenuity, artificial intelligence, and technology to help life-science marketers evolve their approach, transform their customer relationships, and connect patients with the best possible treatments.

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Growth Leaders | Growth Drivers



EXPERIENCE

20+ Operations, Management, Sales, and Growing Partner Networks

CCH Tagetik · prognos health · DRG

STEVE SILVESTRO
Chief Executive Officer



EXPERIENCE

20+ Senior Financial & Operational Roles

sanofi · Otsuka · J&J

ED STELMAKH
Chief Financial & Strategic Officer



EXPERIENCE

15+ Senior Financial Roles, Business Development & Investor Relations

B RILEY Financial · M

ANDREW D'SILVA
Chief Business Officer



EXPERIENCE

20+ Legal, Corporate Governance, Compliance and HR

DRG · M MINTZ · CRA Charles River Associates

MARION ODENCE-FORD
Chief Legal & Administrative Officer



EXPERIENCE

15+ Operations, Management and Sales

DRG · STATE STREET.

BRENDAN MERRELL
Chief Operating Officer

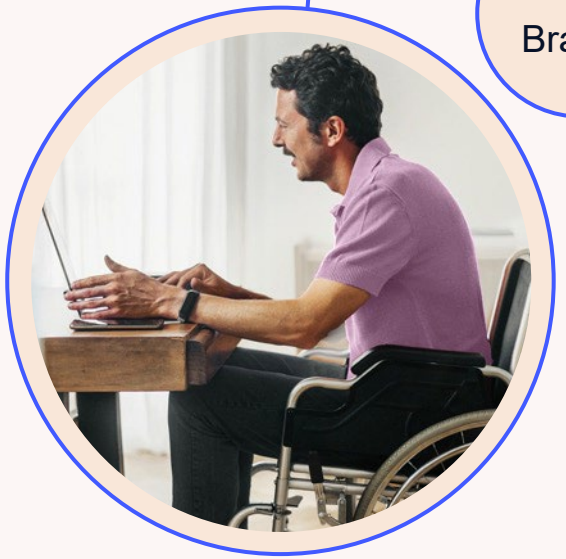
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Technology that Connects the Healthcare Community









+2 MM HCPs

+240 MM Patients

+300 EHRs

High ROI

Reach into Top 20 Pharma

~400 Brands

HEALTHCARE PROFESSIONALS

- Navigating a complex treatment landscape
- Offset limited EHR interoperability

PHARMA

- Connect to key customers
- Support brand market performance

PATIENTS

- Relevant treatment information
- Productive care discussions

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AI-Enabled Platform Achieves Effective and Efficient Marketing Execution

DAAP deals typically range between ~$0.5M - $1.5 million







Dynamic Weekly NPI Lists

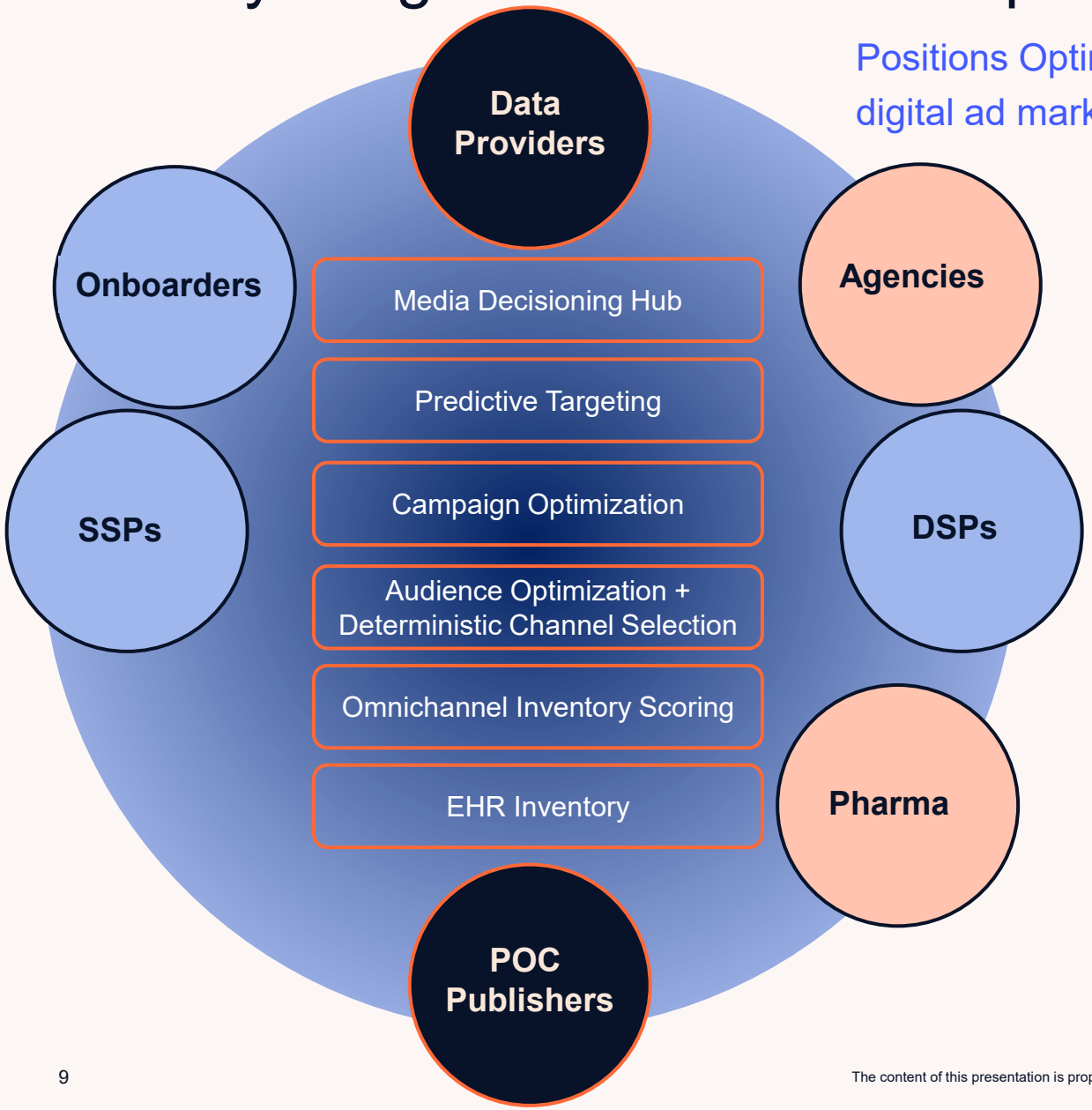
- DIGITAL AUDIO / OOH*
- DIRECT MAIL / EMAIL*
- CTV / ATV / OTT*
- DIGITAL DISPLAY*
- SOCIAL*
- DIGITAL POC
- FIELD FORCE

DAAP Helps Deliver on Our Mission

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.

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Industry Programmatic Growth Opens Significant Whitespace



Positions OptimizeRx to capture incremental share of the multi-billion $ pharma digital ad market through new demand channels

- Unlocks access to the ~90% of U.S. digital display spend transacted programmatically—an untapped channel for OptimizeRx
- Represents significant white space expansion beyond managed EHR programs into scalable programmatic demand
- First to enable programmatic buying of authenticated EHR inventory at scale through direct DSP integration
- Bridges point-of-care precision with programmatic efficiency, eliminating historical tradeoffs for media buyers
- Positions OptimizeRx to capture incremental share of the $19B+ pharma digital ad market through new demand channels

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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:

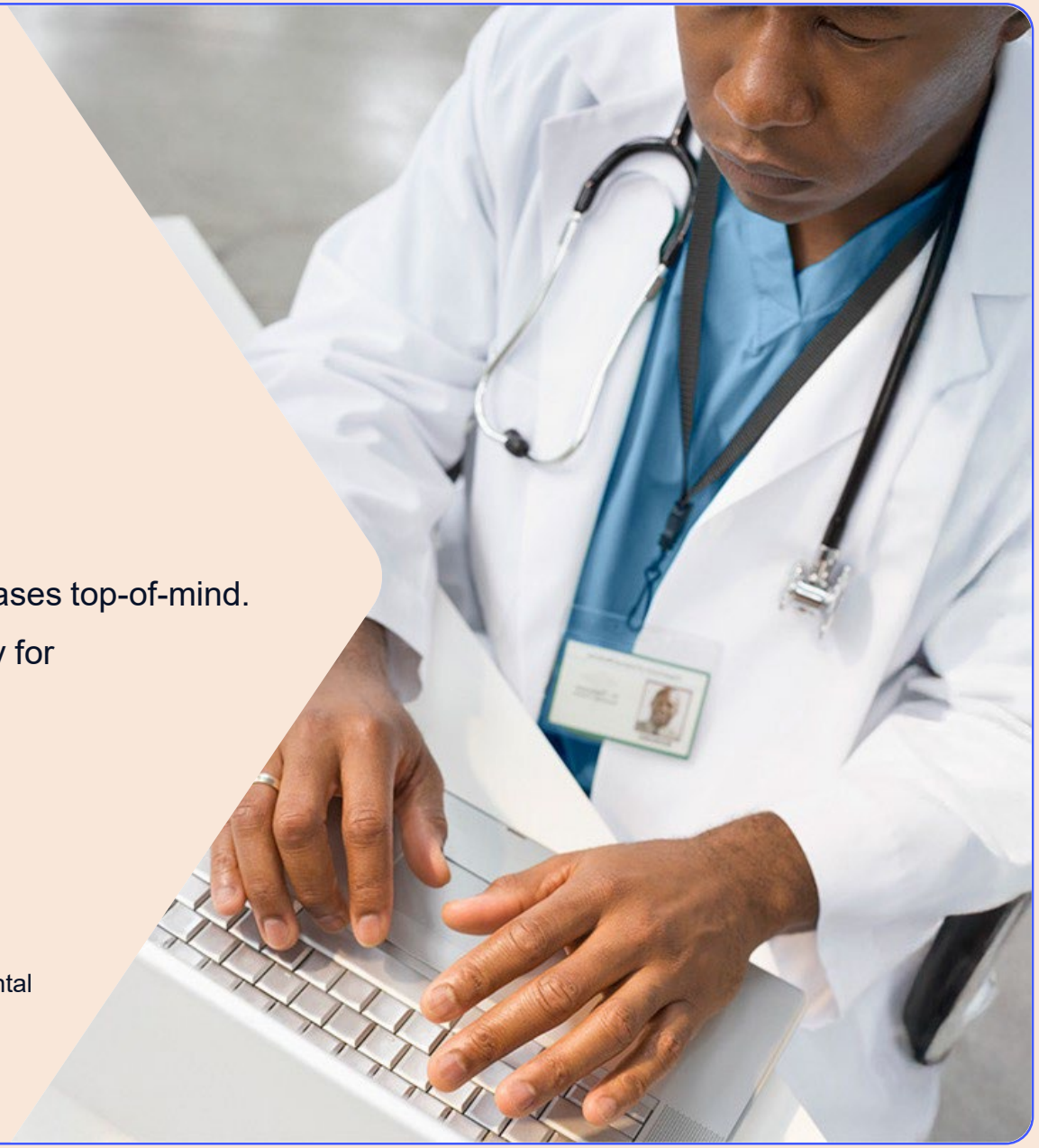
16%
of exposed HCPs writing **brand prescriptions**

50
New high-value scripts, increasing incremental brand demand

9%
Demand lift per HCP of physicians exposed to the program

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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

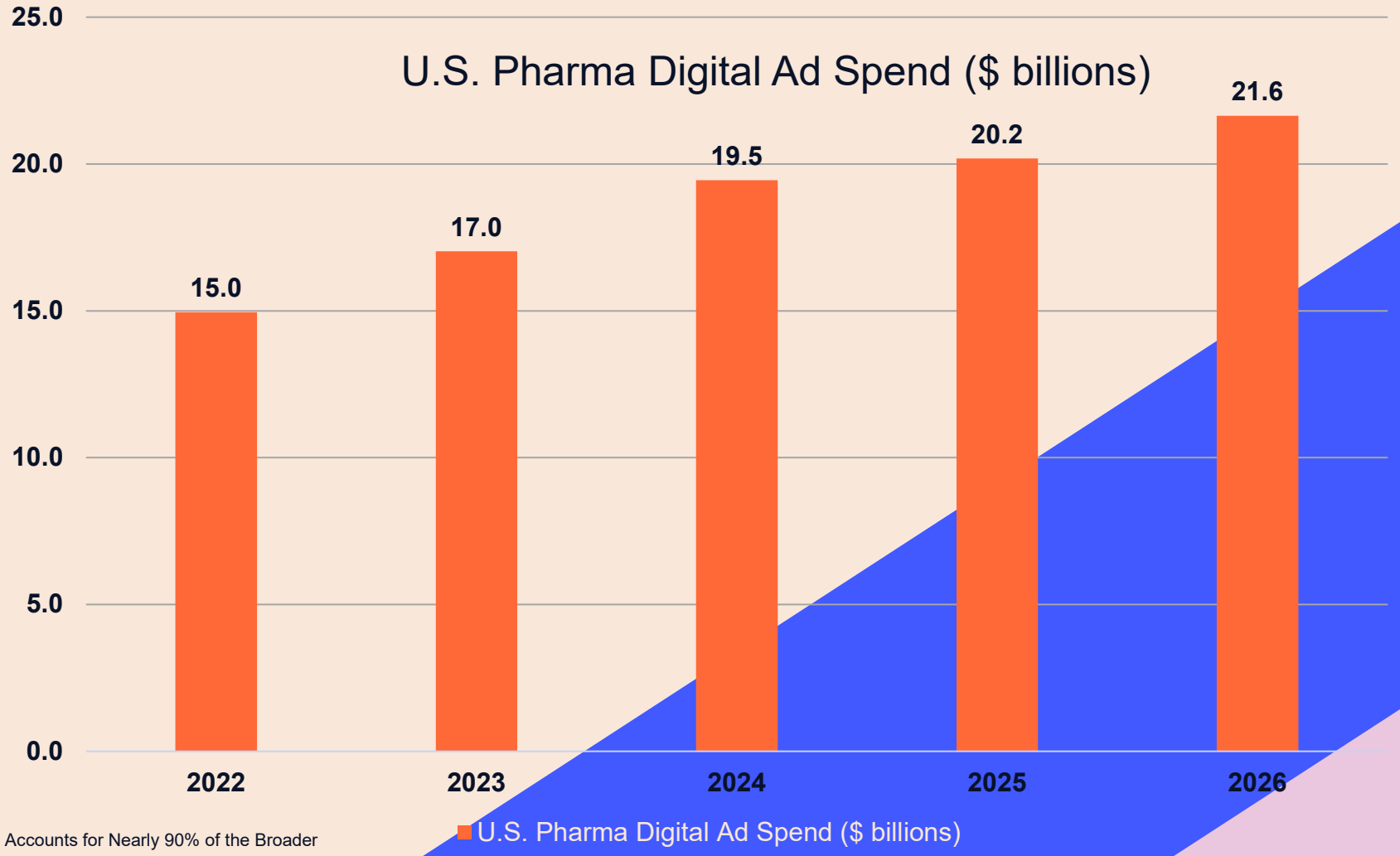
44%
More physicians reached due to social activation

142%
Greater script impact from combined EHR+Social execution, compared to single-tactic execution

1K+
Incremental **scripts**

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



Source: Leventhal, Rajiv. “Pharma Accounts for Nearly 90% of the Broader Industry’s Digital Ad Spending.” eMarketer, 30 Oct. 2024.

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Unique Capabilities of the Dynamic Audience Activation Platform (DAAP)

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

DAAP
Dynamic Audience Activation Platform

~350 Brands supported with **45% coverage** of the top 200 brands

Current opportunity with existing brands represents a **$2B - $3B opportunity**

~10% Solution Penetration Rate

~10% of brands utilize DAAP – significant ACV lift.

Source: EvaluatePharma.

*OptimizeRx specific Data is based on CY25

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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

	Trailing Twelve Months	
KPIs	**September 30, 2026**	**September 30, 2025**
Average revenue per top 20 pharmaceutical manufacturer	$2.5M	$3.1M
% of total revenue attributable to top 20 pharmaceutical manufacturers	53%	56%
Net revenue retention	83%	121%
Revenue per average full-time employee	$706K	$820K

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 2025 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.

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Strong Financial Momentum

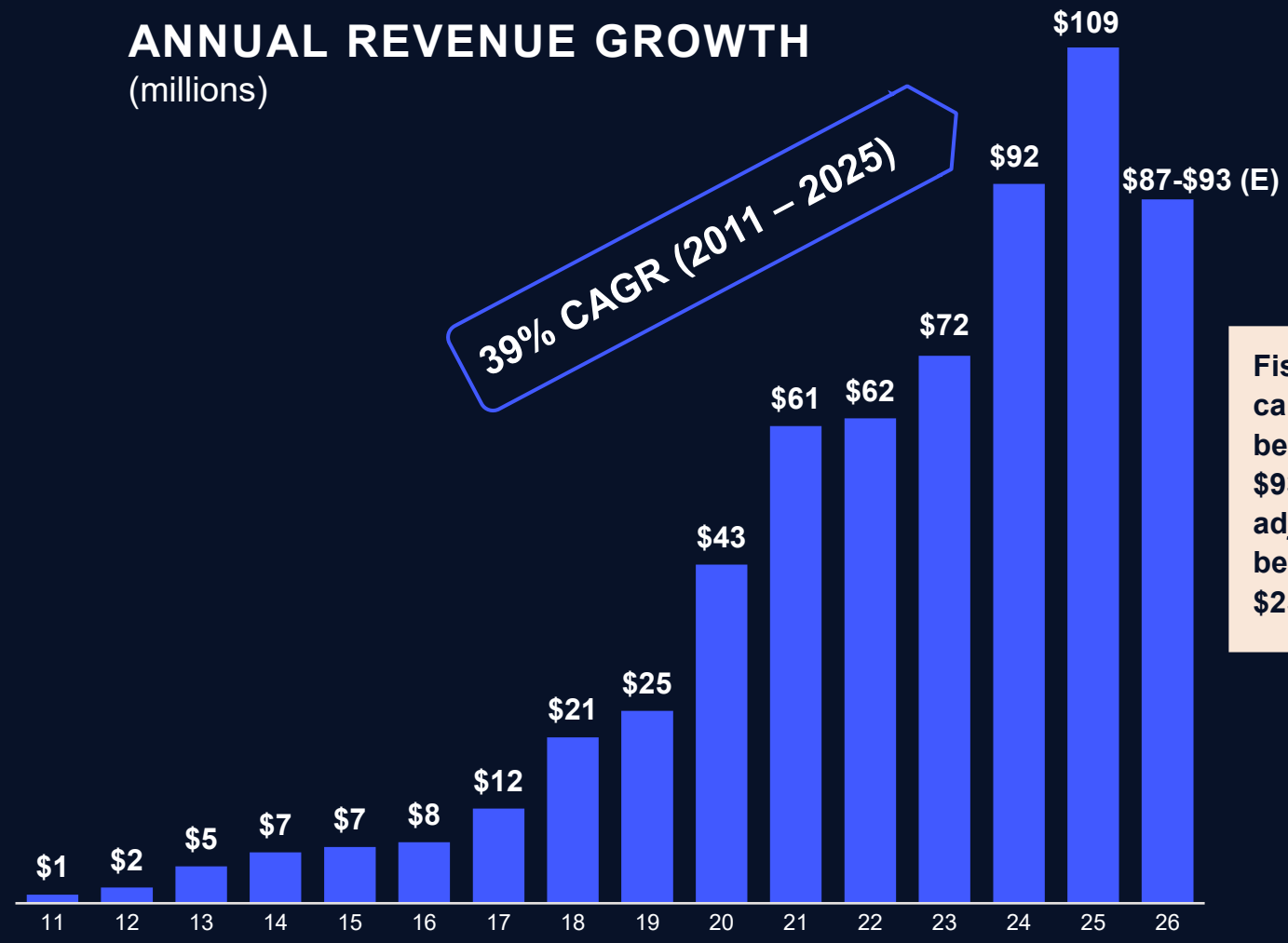
Q3 2026 RESULTS

$21.6M
Revenue

$1.2M
GAAP Net Income

$6.3M
Adjusted EBITDA

ANNUAL REVENUE GROWTH
(millions)



Fiscal 2026 guidance calls for revenue between $87M and $93M with an adjusted EBITDA between $21M and $25M.

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Key Takeaways

HIGHLY SCALABLE PLATFORM

PROVEN HEALTHCARE TECHNOLOGY



LARGE & EXPANDING MARKET OPPORTUNITY

SUSTAINABLE COMPETITIVE ADVANTAGE

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Reconciliation of GAAP to NON-GAAP FINANCIAL MEASURES (in thousands, except share and per share data, unaudited)

- This presentation includes certain financial measures that are not prepared in accordance with generally accepted accounting principles (GAAP). These non-GAAP financial measures are performance measures that are not defined under GAAP and should be considered in addition to, and not as a substitute for, the most directly comparable GAAP measures. They may also not be comparable to similarly titled measures reported by other companies. Management believes that presenting these non-GAAP financial measures provides useful supplemental information that facilitates comparison of the Company's historical operating results and trends and offers transparency into how management evaluates the business. Management uses these measures in making financial, operating and planning decisions and in evaluating the Company's performance. Excluding items that management does not consider reflective of ongoing operating results improves the comparability of year-over-year results and helps investors better understand the Company's underlying performance. These adjustments may include items such as asset impairment charges, amortization, stock-based compensation, acquisition expenses, severance related to executive departures and reductions in force initiatives, shareholder activist related fees, CEO search fees, CMO search fees, other income, estimated income tax impact from adjustments and other items that management believes are not related to the Company's ongoing performance.

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2026	2025	2026	2025
Net income (loss)	$ 1,195	$ 779	$ (3)	$ 112
Depreciation and amortization	1,064	1,080	3,192	3,249
Stock-based compensation	1,784	1,956	5,820	5,002
Severance expenses	697	—	2,441	275
Shareholder activist related fees	—	—	—	451
CEO search fees	—	—	—	225
CMO search fees	80	—	120	—
Other income	(11)	(62)	(87)	(139)
Amortization of debt issuance costs	35	174	670	785
Estimated income tax impact from adjustments*	(1,009)	(871)	(3,362)	(2,724)
Non-GAAP net income	$ 3,835	$ 3,056	$ 8,791	$ 7,236
Non-GAAP net income per share				
Diluted	$ 0.20	$ 0.16	$ 0.46	$ 0.38
Weighted average shares outstanding:				
Diluted	19,221,763	19,459,877	19,074,626	19,021,905

*Estimated income tax impact from adjustments - consists of current and deferred income tax expense commensurate with the level of adjusted income before income taxes and utilizes an estimated current, blended U.S. and state statutory annual tax rate of 27.6% for all fiscal periods of fiscal 2026 and fiscal 2025. This rate may be subject to change in the future, including as a result of changes in tax policy or tax strategy.

RECONCILIATION of GAAP NET INCOME (LOSS) to ADJUSTED EBITDA

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2026	2025	2026	2025
Net income (loss)	$ 1,195	$ 779	$ (3)	$ 112
Depreciation and amortization	1,064	1,080	3,192	3,249
Income tax expense (benefit)	1,371	291	829	(582)
Stock-based compensation	1,784	1,956	5,820	5,002
Severance expenses	697	—	2,441	275
Shareholder activist related fees	—	—	—	451
CEO search fees	—	—	—	225
CMO search fees	80	—	120	—
Other income	(11)	(62)	(87)	(139)
Interest expense, net	115	1,063	2,239	3,784
Adjusted EBITDA	$ 6,295	$ 5,107	$ 14,551	$ 12,377

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