

THE C L E V E R D I F F E R E N C E

Clever RX set out to position itself to be the premier prescription savings platform for healthcare providers, agents, and consumers.

Clever RX holds several **unique and significant advantages** over other prescription savings programs like GoodRx. These main advantages **stem from being a fully integrated solution** (marketing, technology, retail contracts, pricing control, and claims adjudication), which provides full price transparency for retailers and consumers, and greatly improves the customer experience at the counter.

ADVANTAGES INCLUDE:

1. **DIRECT PHARMACY CONTRACTS** - A better customer experience at the counter.

Most discount pharmacy programs are disintermediated from the pharmacies themselves, resulting in poor brand awareness at the counter. **Clever RX is the only program having direct contracts with the major pharmacy retailers including; CVS, Walmart, Walgreens, Target, Rite Aid, Kroger, and their affiliates.** Due to these contracts and direct relationships, Clever RX is the preferred Pharmacy Savings Card at CVS, Walmart, Walgreens, and more. Clever RX users enjoy increased card acceptance and deeper pricing discounts.

GoodRx does not have direct contracts with retailers, making their cards less likely to be accepted at the point of sale.

2. **BETTER PRICING AT THE COUNTER - We beat GoodRx pricing 60-70 % of the time.**

In addition to generally offering better consumer pricing at the counter, **Clever RX owns its pricing contracts** and sets its own pricing.

GoodRx does not control its own pricing.

3. **PRICE CONSISTENCY – Increased consumer confidence and greater adherence.**

Due to our ability to control pricing, **Clever RX users are confident they will get the same price** they paid the last time they filled that drug. Price consistency is a major factor in customer satisfaction, higher adherence rates, and ultimately, better patient outcomes.

After initial use, **Clever RX's discount codes are stored on an individual user's account at the pharmacy and can be used for any**

future prescription. Having these codes on file results in users being able to save on refills and future scripts without needing to get a new card or coupon.

GoodRx does NOT control its own pricing, resulting in sticker shock from one fill to another. GoodRx coupons are single use, requiring users to redeem a new coupon, and likely, use different pharmacies for each drug and fill.

4. **PATIENT SAFETY** – A key differentiator.

Clever RX is the adjudicating PBM on all pharmacy claims across our network, allowing Clever RX to apply the Drug Utilization Review for strict Opioid Safety edits to protect the patient as well as the pharmacist dispensing. **Clever RX is the only pharmacy savings program that can offer this safety precaution in the nations fight against the opioid epidemic.**

GoodRx utilizes 9 different PBMs encouraging users to use a variety of pharmacies for their prescriptions, making it impossible for them to deploy strict safety measures for patients.

5. **MORE REVENUE WITH CLEVER RX** – Greater lifetime value.

In addition to offering better unit economics, **Clever RX's direct contracting with our retail partners allows for the acceptance of far more claims than other cash card models**, including Walmart's \$4 & \$10 drugs. Acceptance of these claims results in subsequent scripts filled, which equates to more partner revenues. Ultimately, a better customer experience at the counter increases user satisfaction and creates greater lifetime value.

GoodRx's lack of direct contracting results in lower acceptance at the counter, lower consumer satisfaction, and ultimately lower LTV users.

NOW THAT'S CLEVER.

— **STAY CLEVER, AMERICA!** —

Clever RX, 23233 N. Pima Road, #213, Scottsdale, Arizona 85255, USA, (480) 386-8907