

THE CLEVER DIFFERENCE



set out to position itself to be the premier prescription savings platform for 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.

You can go directly to the Clever Rx website here: <https://cleverrx.com/gobillc> Note please that to get a quick prescription price, scroll to the bottom of the page and simply enter the drug name and your zip code.

ADVANTAGES of CLEVER Rx INCLUDE

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

Most discount pharmacy programs reduce or eliminate the use of intermediaries from the pharmacies and 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 these pharmacy retailers. 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 possibly use different pharmacies for each drug and fill.

4. PATIENT SAFETY- A key differentiator.

Clever RX is the adjudicating Pharmacy Benefits Manager 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 nation's fight against the opioid epidemic.

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

5. GREATER LIFETIME VALUE WITH CLEVER RX-

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 a better customer experience at the counter increases user satisfaction and creates greater lifetime value.