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NowRx – A Complete Pharmacy Rethink. A Modern, Tech-Leveraged Business Model

The latest in robotics, software automation, AI and logistics creates the best customer experience available



Free Same-Day Delivery

One-hour expedited for \$5



Modern Business Model

Low cost, highly automated micro-fulfilment centers



Voice-activated Prescription Management

Integrated with Google Assistant (voice)



Fast, Highly Available Pharmacist Consultation

Customer service answers calls in two rings



Superior Patient Privacy (HIPPA)

Compliant unified communication layer
(text, notifications, phone, etc.)



Safe, Reliable and Efficient through Automation

Robotics, pharmacy automation software, and pharmacy-optimized logistics.



Significant Company Milestones

Since Launching in 2016

Rapid Growth

- **400%** Increased from 1 to 5 micro-fulfilment centers licensed¹
- **100,000** Prescriptions delivered since 2016 launch
- **600%** Growth in Annual Revenue: 2016 to 2018
- **950%** Customer Growth: 1,577 (12/2016) to 16,545 (6/2019)

Technology

- Proprietary Pharmacy Mgt Software, QuickFill v3 (deployed 4/8/2019)
- NowRx Mobile App (latest release 5/20/19)
- NowRx Driver-side App, Wheelz (latest release 4/20/2019)

Certifications

- QuickFill v3 certified on SureScripts Health Network, connecting NowRx with:
 - **1.61 million** - prescribing physicians
 - **85%** - of all US prescription volume (eRx).



¹ Two locations operational, three licensed with health insurance network contracts pending.



What Consumers are Saying about NowRx

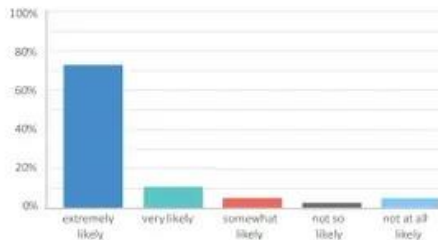
A winning concept combined with outstanding customer service drives loyalty and virality

How likely would you recommend NowRx to a friend or colleague?



Net Promoter Score **23 points** higher than Healthcare Benchmark.
71% Very Likely to recommend to friend

How likely are you to use NowRx again?

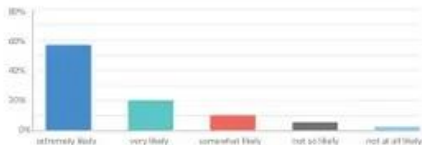


86% Very/Extremely likely to use NowRx again

Customers Love NowRx!

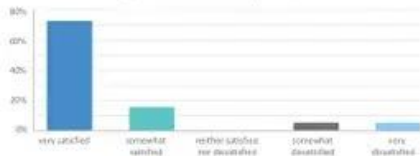
Satisfaction, Quality and Meeting Needs driving demand for more than just prescriptions

How well does NowRx meet your pharmacy needs?



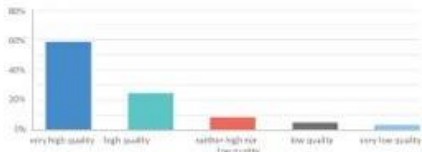
80% say NowRx does Very/Extremely Well at meeting their pharmacy needs

Overall, how satisfied are you with NowRx?



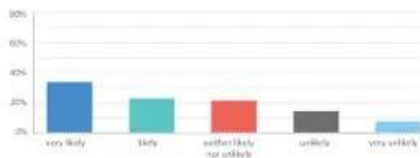
73% Very Satisfied with NowRx

How would you rate the quality of our service?



85% rate quality of service high quality

How likely to order additional non-prescription items assuming these products are competitively priced?



55% likely to buy OTC products from NowRx



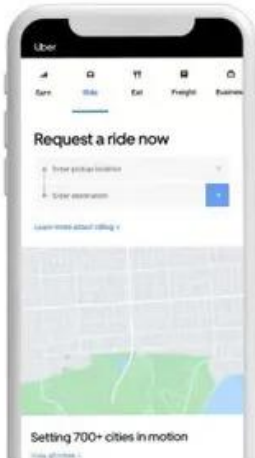
Pharmacy is a **Very Large** Market Opportunity

¹Busy Professionals - Estimate 1: High Income - Annual Income between \$90K and \$400k (24.5%); Estimate 2: Consumers that value time over money (28%). M/A/R/C Research, 2009.

Undeniable Consumer Trend

Free Same-Day Delivery / On-Demand

- Ongoing disruption by On-Demand tech-powered companies: **groceries, restaurants, taxi/transportation**
- Delivery-based start-up companies currently have combined **market cap of more than \$100 Billion**
- **Pharmacy is a \$400B category** and is the next industry being transformed
- NowRx is among the leaders in the category in technology and service and **well positioned to increase its dominance**



NowRx is a Tech Company at its Core

Pharmacy management automation system tightly coupled with logistics platform



Technology/IP

- Pharmacy automation with robotics and AI
- Hyper-convenient customer experience
- Pharmacy-optimized logistics

+



Business Model Advantage

- Super low-cost fulfilment with automation
- Efficient, ultra-high delivery density
- 1% the fixed overhead of industry averages¹

=



Free Same-day Delivery

¹ Based on an internal study of square footage and available lease rates in the markets the Company currently serves.



Technology

Extraordinary Pharmacy Efficiency



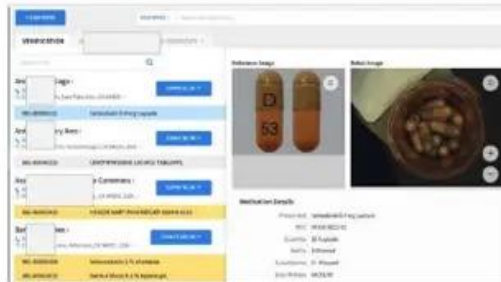
QuickFill V3 – proprietary pharmacy management system

CERTIFICATIONS

- Surescript certified¹ to send and receive eRx transactions across network of 1.61 million physicians, serving 85% of prescription volume in U.S.
- DEA certified to handle electronic prescribing of controlled substances (EPCS)
- Relayhealth™ certified insurance transaction processing
- Caremark™ certified insurance transaction processing

FEATURES

- Automated Electronic Refill Authorizations
- Customer prescription management (AI chat)
- Wholesaler purchasing and inventory management
- End-to-end automated medication dispensing
- Image analytics for high-speed pharmacist verification



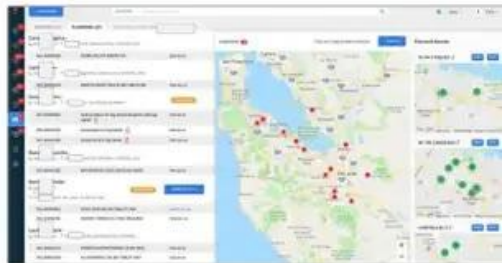
¹ THE SURESCRIPTS NETWORK ALLIANCE™ transmits nearly 17.7 billion transactions annually, including nearly 5.24 million e-prescriptions daily. But scale alone isn't what makes us different. It's the unprecedented participation we've achieved across the healthcare marketplace. www.surescripts.com

Technology

Pharmacy-optimized Logistics

QuickFill V3 – Proprietary Pharmacy Routing and Logistics Software

- Delivery Routing optimized for pharmacy (narcotics, refrigerated, HIPPA, etc.)
- Opportunistic Refill and Routing efficiency algorithm (patent pending)
- NowRx Wheelz – Driver-side app
 - Efficient Easy to follow routing
 - Tracks drivers routes and stops with time and GPS stamps
 - Streamlines re-deliveries, proof of delivery, photographic description of delivery addresses



Technology

Superior Physician Partner Service

Reduce physician time and expense

- Integrated with EMRs that handle 85% of electronic prescriptions in US
- Streamline insurance pre-authorization process
- Improve Medicare reimbursements through better medication adherence
 1. 35% of Primary medication non-adherence solved by free same-day delivery
 2. Better medication adherence results in better patient outcomes and higher star ratings.

Drug Manufacturer

- Automated electronic application of manufacturer coupons to reduce friction and coupon breakage

Health Insurance

- Integration with 98% of insurance health plan allowing instantaneous adjudication





Business Model Advantage

Fixed Overhead less than 1% compared to retail pharmacy

Mountain View Area	Traditional	NowRx
Locations	20 @ 15,000 sqft	1 @ 5,000 sqft
Total Sqft	300,000	5,000
Type of Space	Retail (Prime)	Commercial
Rent/Sqft ¹	\$6.00	\$2.00
Total Fixed Overhead	\$1.8 million/month	\$10k/month

¹ Includes CVS and Walgreens only. Monthly Rent estimates based on an average of public lease rates in Bay Area.



Key Performance Indicators (KPI)

Customer Acquisition Cost (CAC) Physician Referral Channel

	2016	2017	2018
Physician Outreach Expense (\$)	51,942	113,042	253,969
New Customer Accounts	1,902	5,047	6,926
Customer Acq Cost (CAC)	\$27.31	\$22.40	\$36.70

CAC <=\$40 per new customer

Physician Referral Channel

①

Physician Outreach using door-to-door sales
and account reps

②

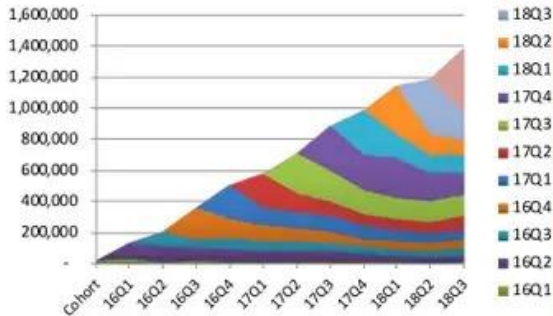
Physician Refers Patients to NowRx without
any compensation (not allowed)

③

Customer Acquisition Cost = Physician
Outreach Exp / New Patients

Key Performance Indicators (KPI)

Cohort Analysis for Lifetime (LTV) Calculation
Quarterly Revenue by Customer Cohort



Lifetime Value: \$300¹

Scalable Growth Model

①

Lifetime Value (LTV) = \$300¹

②

Customer Acquisition Cost (CAC) ≤ \$40

③

LTV to CAC Ratio = 7.5

¹ Based on physician referral channel

Clustering Approach

Locations within a metroplex drives contiguous coverage and multiplies growth

①

Expand in Bay Area

②

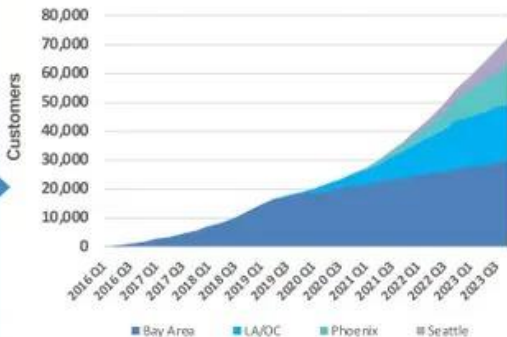
Expand in California & West Coast

③

Expand Nationwide

5-10 Locations per Metropolitan Area

Each New Territory Multiplies Growth Example: 4 Territories^{1,2} (Total Customers)



¹ NowRx is planning to expand to 20 Territories by 2023.

² Customer and expansion projections reflect management's current views with respect to future events based information currently available and are subject to risks and uncertainties that could cause the Company's actual results to differ materially.

Marketing To Date

Limited to physician referral channel

- Bay Area (one market) has served over 14,000 customers in 3 years
- Cumulative customer counts up 96% in the past year
- Almost no consumer marketing (low level radio, TV, Facebook)
- \$450K in Sales+Marketing expense to date
- Customer Acquisition Cost (CAC) approximately \$40

Marketing - Plans for New Markets¹

- New markets to be launched using successful sales model plus consumer marketing
- Highly geo-targeted digital
- Sophisticated CRM & Marketing Automation
- Local on-the-ground events
- Anticipate 3X growth rate compared to Bay Area due to addition of consumer marketing to sales efforts



¹ Customer projections reflect management's current views with respect to future events based information currently available and are subject to risks and uncertainties that could cause the Company's actual results to differ materially.

Tech Road Map

Pharmacy Operations and Customer Service Efficiency through Machine Learning/AI

- Predictive Inventory Algorithm
- Intelligent, Dynamic Wholesale Purchasing (Spot Pricing)
- Customer Service Chat Bot ("Nellie")
- Image Analytics-based Verification
- Optimized Triage & Delivery Routing
- Patient Analytics for Improved Adherence



Differentiation

Current Customer Options



Free 2-5 Days

 EXPRESS SCRIPTS[®]



\$8 Same Day /
\$5 Next-Day

Walgreens





Free Same-Day





Defensibility/Barriers

amazon

PillPack

Walgreens

RITE AID

CVS pharmacy



Proprietary Pharmacy Management System, QuickFill. Voice activated Rx management and end-to-end robotics



Local Licensed Facilities, highly automated and 1/20th the fixed overhead of traditional pharmacy stores



HIPPA Certified Drivers for delivery of Schedule 2 meds



Integration with Providers, using 2-way electronic communication



Free Same-Day Delivery Undermines Traditional Pharmacy, In-Store Pickup model, and their upsell strategy

NowRx

Testimonials

★★★★★ 4/23/2019

Texted my doctor for kids script and BAM it shows up at my house!! The timing was amazing as needed for my son and did not have time to run to CVS!! Honestly I've found the prices to be on average \$3-\$5 so less than standard Walgreens prices. Delivery man was kind and thoughtful and I hope to see him again, really saved the day!!

★★★★★ 5/7/2019

Now RX is great Huge time saver.. no more standing in line or sitting in your idling car waiting for next available teller.. They pick up the prescription from either you or at your doctors office and they will deliver the prescription to your address within a 3 hour time window. They can handle both regular prescriptions and controlled substance prescriptions.

★★★★★ 6/27/2019

I have used NowRx for a few years now. They are fantastic and there is no additional cost to have your prescriptions delivered right to you. And they use electric vehicles. They have great communication and are very responsive. I cannot say strongly enough how much better it is to have prescriptions delivered to my door, mostly within hours, as opposed to endlessly waiting at my local drug store. I would never go back. I whole heartedly recommend them. I am writing this review because I just had a fast and friendly delivery from Julio. NowRx is the best.

★★★★★ 5/23/2019

Best pharmacy I have ever encountered. Efficient, friendly, high tech, and deliver medications for my patients promptly. Price is competitive with non-home delivery pharmacies.

Current Funding Round

Our Current Raise

\$20M

Series B Preferred Equity

\$65M

Pre-Money Valuation

1x

Liquidity Preference

Use of Proceeds (millions)



■ Sales & Marketing

■ R & D (Tech)

■ Expansion: Pharmacy Ops

■ General & Administration

Disclaimer: The valuations for the previous funding rounds were determined internally and arbitrarily

Leadership Team



CARY BREESE

CEO & CO-FOUNDER

- Multi-time startup CEO & Founder
- Technology & Insurance
- CEO @GenieDB (wound down);
- CEO @Trafalgar (acquired)
- SVP @CIGNA: \$100M revenue
- BSEE & Actuary



SUMET SHEOKAND

CTO & CO-FOUNDER

- Multi-Time startup CTO & VP Eng
- Line of Business applications
- Big Data and data warehousing
- @Experian, @Idealab, @X1
- MBA UCLA



MELISSA BOSTOCK, PHARM. D.

HEAD OF PHARMACY

- 10+ years pharmacist
- Manager Target Pharmacy (5yrs)
- Pharm D, UCSF
- MS Public Health UCLA
- BS Microbiology, Immunology, UCLA



LAEMSING ROOT

PHARMCIST-IN-CHARGE

- 10+ years pharmacist
- Pharmacist, CVS Pharmacy (9 years)
- Manager, Target Pharmacy (2 yrs)
- Pharm.D, Touro University
- BA, English Literature, UCLA



MIKE ROSENBERG

CHIEF REVENUE OFFICER

- Marketing, Sales, User Acquisition
- CRO @Content.ad, @Propel Media
- CMO Leadpoint
- SVP Autobyte, VP AOL
- Bain&Co and P&G
- Bachelor of Commerce, McGill University



BARRY KARLIN, PHD

DIRECTOR

- Founder/CEO @CRC Health (acquired)
- Founder/CEO @eGetGoing
- Founder/CEO @Navigation Tech
- PhD and MS @Stanford - Eng-Econ



Thank you