

C L E V E R BETTER FOR **CLEVERYONE**

Clever RX is revolutionizing the prescription savings card industry by breaking free of tradition. Traditional cards partner with a third-party Pharmacy Benefit Manager (PBM), however through our network **Clever RX contracts directly with the pharmacies**. This allows us a unique ability to control the pricing, discounts, retail relationships, and claim processing components of our business, supply real-time reporting to our partners, and provide a more consistent product for our customers.

TRADITIONAL CARDS vs. C L E V E R

BETTER FOR THE **PHARMACY**

- No relationship between provider and pharmacy
- Prices can change any time, frustrating pharmacists and customers
- Pharmacy has to pay rebates
- Network has direct partnerships with pharmacy
- Consistent pricing from month to month creates loyal customers for the pharmacy
- Clever RX does NOT take rebates

BETTER FOR THE **PARTNER**

- Very little to no tools to build scalable business
- Millions spent on competing media
- Tracking and reporting is inconsistent and incomplete
- Compensation is minimal and inconsistent
- Limited ability to grow your RX business through sharing
- State of the art tools such as co-branded Apps, websites, and much much more
- Only distribute through our partners
- Partner Portal provides everything you need to know in real-time
- Industry leading compensation
- Innovative new tech allows App to be virally shared

BETTER FOR THE **CUSTOMER**

- Price changes make customer feel like they've been bait and switched (approx. 1 out of 3 times)
- Customer has to shop prices and pharmacies every month
- Rebates can increase the price
- Price is what it says it is
- Price doesn't fluctuate month to month
- No rebates means better pricing more often