

NOTICE OF PROPOSED CLASS ACTION SETTLEMENT

UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA OAKLAND DIVISION

NOTICE OF PROPOSED CLASS ACTION SETTLEMENT, FEBRUARY 11, 2027 FINAL APPROVAL HEARING THEREON AND SETTLEMENT CLASS MEMBERS' RIGHTS

This Notice of Proposed Class Action Settlement, February 11, 2027 Final Approval Hearing Thereon and Settlement Class Members' Rights ("Notice") is given pursuant to Rule 23 of the Federal Rules of Civil Procedure and an Order of the United States District Court for the Northern District of California (the "Court"). It is not an advertisement, or a solicitation from a lawyer. You have not been sued.

PLEASE READ THIS ENTIRE NOTICE CAREFULLY. YOUR RIGHTS MAY BE AFFECTED BY THE PROCEEDINGS IN THE ABOVE-CAPTIONED CONSOLIDATED LITIGATION. THIS NOTICE ADVISES YOU OF YOUR RIGHTS AND OPTIONS WITH RESPECT TO THIS LITIGATION, INCLUDING WHAT YOU MUST DO IF YOU WISH TO SHARE IN THE PROCEEDS OF THE SETTLEMENT. TO CLAIM YOUR SHARE OF THE SETTLEMENT, YOU MUST ELECTRONICALLY SUBMIT YOUR SETTLEMENT PAYMENT CLAIM FORM ("CLAIM FORM") ON OR BEFORE DECEMBER 29, 2026 OR MAIL YOUR CLAIM FORM TO THE ADDRESS IN QUESTION 11 POSTMARKED NO LATER THAN DECEMBER 29, 2026.

TO: ALL NATURAL PERSONS IN THE UNITED STATES WHO USED ANY WEBSITE, APP, OR SERVICE MADE AVAILABLE BY OR THROUGH GOODRX AT ANY TIME PRIOR TO APRIL 20, 2024.

The purpose of this Notice is to inform Settlement Class Members of a proposed settlement (the "Settlement") with GoodRx Holdings, Inc. ("GoodRx") and Criteo Corp. ("Criteo," and together with GoodRx, "Defendants"). Plaintiffs entered into the Amended Class Action Settlement Agreement and Release ("Settlement Agreement") with Defendants on November 19, 2025.

This Notice is available because, as alleged by Plaintiffs, GoodRx disclosed certain Data to third-party advertising and social media companies, including Criteo, Meta Platforms, Inc. (f/k/a Facebook, Inc.) ("Meta") and Google LLC ("Google" and together with Meta, "Remaining Defendants") via the use of standard JavaScript pixels ("Pixels"), software development kits ("SDKs"), cookies, application programming interfaces ("APIs"), or any technologies used in relation to websites, applications, or services made available by or through Defendant GoodRx. Such Data included any data or information related to a Person's use of websites, applications, or services made available by or through GoodRx, including GoodRx's website and app, GoodRx Gold, HeyDoctor, and GoodRx Care, and including but not limited to data or information that is or could be used, whether on its own or in combination with other information, to identify, locate, recognize, reach, or contact a person or device.

Plaintiffs allege that this conduct violated their privacy rights along with various state privacy and consumer protections laws. Plaintiffs assert claims against GoodRx, Criteo and Remaining Defendants for intrusion upon seclusion, unjust enrichment, violation of the California Confidentiality of Medical Information Act ("CMIA"), violation of the California Invasion of Privacy Act ("CIPA"), violation of the California Consumers Legal Remedies Act ("CLRA"), violation of California's Unfair Competition Law ("UCL"), violation of New York's General Business Law ("GBL"), violation of the Illinois Consumer Fraud and Deceptive Business Practices Act, negligence, and negligence *per se* and seek compensation for GoodRx users whose information was disclosed to Criteo and Remaining Defendants without their consent. Plaintiffs also allege Criteo and Remaining Defendants used this information for their own purposes. GoodRx and Criteo deny they violated any law and dispute Plaintiffs' allegations, but have agreed to the Settlement to avoid the expenses and uncertainties associated with continuing this case.

Under the Settlement, GoodRx and Criteo have agreed to pay a sum of thirty-two million U.S. Dollars (\$32,000,000) (the "Settlement Amount") into a Settlement Fund that will be used to compensate eligible Settlement Class Members that file valid and timely Claim Forms. The Settlement Fund will also be used to pay

for the Notice and Settlement Administration Costs, service awards for Class Representatives, and Class Counsel's attorneys' fees and expenses.

Please do not contact the Court regarding this Notice. Inquiries concerning this Notice, the Claim Form, or any other questions by Settlement Class Members should be directed to:

GoodRx Data Disclosure Settlement
c/o A.B. Data, Ltd.
P.O. Box 173138
Milwaukee, WI 53217
Tel: 1-877-888-9232
Email: info@goodrxprivacysettlement.com
Website: www.goodrxprivacysettlement.com

The following table contains a summary of your rights and options regarding the Settlement. More detailed information about your rights and options can be found in the Settlement Agreement, which is available at www.goodrxprivacysettlement.com (the "Settlement Website").

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT	
DO NOTHING	Get no payment from the Settlement. If you do nothing in connection with this Settlement, you will receive no payment from the Settlement and you will be bound by past and any future Court rulings, including rulings on the Settlement, if approved, and the Settlement release. <i>See</i> Question 16.
FILE A CLAIM FORM	The only way to receive your share of the Settlement Fund is to complete and file a timely and valid Claim Form electronically by no later than December 29, 2026, or to mail your Claim Form postmarked no later than December 29, 2026. <i>See</i> Question 11.
EXCLUDE YOURSELF FROM THE SETTLEMENT	Get no payment from the Settlement. If you wish to exclude yourself from the Settlement, you must submit a written request by U.S. Mail or other delivery service to the designated Post Office box established by the Settlement Administrator postmarked no later than December 29, 2026 . If you exclude yourself, you will not be bound by the Settlement, if approved, or the Settlement release, and you will not be eligible for any payment from the Settlement. <i>See</i> Questions 17 – 21.
OBJECT TO THE SETTLEMENT	Following the instructions in Questions 22 and 23, write to the Court about why you like or do not like the Settlement by no later than December 29, 2026. If you wish to object to the Settlement, you must file a written objection with the Court by this date. You must be and remain a Settlement Class Member to object. <i>See</i> Questions 22 and 23.
GO TO THE FINAL APPROVAL HEARING	You may ask the Court for permission to speak about the Settlement at the Final Approval Hearing by including such a request in your written objection, which you must file with the Court by December 29, 2026 . The Final Approval Hearing is scheduled for February 11, 2027 . <i>See</i> Questions 26 - 28.
APPEAR THROUGH AN ATTORNEY	You may enter an appearance through your own counsel at your own expense. <i>See</i> Question 28.

These rights and options, and the deadlines to exercise them, are explained in this Notice. The capitalized terms used in this Notice are explained or defined below or in the Settlement Agreement, which is available on the Settlement Website, www.goodrxprivacysettlement.com.

The Court has appointed the lawyers listed below ("Class Counsel") to represent you and the Settlement Class in this Litigation:

Christian Levis Amanda Fiorilla Rachel Kesten LOWEY DANNENBERG, P.C. 44 South Broadway, Suite 1100 White Plains, NY 10601	L. Timothy Fisher Jenna L. Gavenman BURSOR & FISHER, P.A. 1990 North California Blvd., 9th Floor Walnut Creek, CA 94596
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BASIC INFORMATION

1. What Is A Class Action Lawsuit?

A class action is a lawsuit in which one or more representative plaintiffs (in this case, Plaintiffs) bring a lawsuit on behalf of themselves and other similarly situated persons (*i.e.*, a class) who have similar claims against the defendants. The representative plaintiffs, the court, and counsel appointed to represent the class all have a responsibility to make sure that the interests of all class members are adequately represented.

Importantly, class members are NOT individually responsible for payment of attorneys' fees or litigation expenses. In a class action, attorneys' fees and litigation expenses are paid directly by the defendants, from the court-awarded judgment amount, or, as in this case, from the settlement fund, and such payment must be approved by the court. If there is no recovery on behalf of the class, the attorneys do not get paid.

When a representative plaintiff enters into a settlement with a defendant on behalf of a class, such as in this Settlement with GoodRx and Criteo, the court will require that the members of the class be given notice of the settlement and an opportunity to be heard with respect to the settlement. The court then conducts a hearing (called a Final Approval Hearing) to determine, among other things, if the settlement is fair, reasonable, and adequate.

2. Why Was There A Notice?

Potential Settlement Class Members have a right to know about the proposed Settlement with GoodRx and Criteo before the Court decides whether to approve the Settlement.

This Notice explains the cases in the consolidated litigation,¹ *Doe v. GoodRx Holdings, Inc. et al*, No. 3:23-cv-00501-AMO, pending in the U.S. District Court for the Northern District of California (the "Litigation"), the Settlement, your legal rights, what benefits are available, who is eligible for them, and how you can apply to receive your portion of the benefits if you are eligible. The purpose of this Notice is also to inform you of the Final Approval Hearing to be held by the Court to consider the fairness, reasonableness, and adequacy of the Settlement, and to consider requests for awards of attorneys' fees and litigation expenses, and any service awards for Plaintiffs.

3. What Are The Definitions Used In This Notice?

This Notice incorporates by reference the definitions in the Amended Class Action Settlement Agreement and Release with GoodRx and Criteo (the "Settlement Agreement").

The Settlement Agreement and the Court's Preliminary Approval Order are posted on the Settlement Website. All capitalized terms used in this Notice, but not otherwise defined, shall have the same meanings as in the Settlement Agreement and the Court's Preliminary Approval Order.

4. What Is This Litigation About?

GoodRx is a combination telehealth and prescription coupon company that provides millions of people with telehealth services, coupons for prescription medication, and other health-related services each month. When people use GoodRx's services, GoodRx collects their personal and health information, including information about their prescription medications and health conditions, email addresses, and phone numbers. Plaintiffs allege that between at least 2017 and 2020, GoodRx disclosed this sensitive personal health information to advertising and analytics companies, including Criteo and Remaining Defendants, through GoodRx's incorporation of Criteo and Remaining Defendants' technologies on the GoodRx platform. Plaintiffs also allege that Criteo and Remaining Defendants used this information for their own purposes.

¹ This Action was consolidated with *Doe v. GoodRx Holdings, Inc. et al*, No. 3:23-cv-00744-VC (N.D. Cal.), *Marquez v. GoodRx Holdings, Inc. et al*, No. 3:23-cv-00940-VC (N.D. Cal.), *Wilson v. GoodRx Holdings, Inc. et al*, No. 3:23-cv-01293-VC (N.D. Cal.), and *E.C. v. GoodRx Holdings, Inc. et al*, No. 3:23-cv-01508-VC (N.D. Cal.) on May 3, 2023. See ECF No. 85.

Plaintiffs brought this Litigation against GoodRx, Criteo, and Remaining Defendants on behalf of themselves and the Class alleging that this conduct violated Class Members' privacy rights along with various state privacy and consumer protections laws. Plaintiffs assert claims against GoodRx, Criteo, and Remaining Defendants for intrusion upon seclusion, unjust enrichment, violation of the California Confidentiality of Medical Information Act ("CMIA"), violation of the California Invasion of Privacy Act ("CIPA"), violation of the California Consumers Legal Remedies Act ("CLRA"), violation of California's Unfair Competition Law ("UCL"), violation of New York's General Business Law ("GBL"), violation of the Illinois Consumer Fraud and Deceptive Business Practices Act, negligence, and negligence *per se* and seek compensation for GoodRx users whose information was disclosed to Criteo and Remaining Defendants without their consent.

GoodRx and Criteo dispute Plaintiffs' allegations and deny that they violated any law. GoodRx and Criteo further maintain that they have valid and meritorious defenses as to some or all of the claims asserted in this Litigation. Nevertheless, to avoid the expense and uncertainty of further litigation, GoodRx and Criteo have agreed to settle the claims asserted against them in this Litigation, and to pay a total of thirty-two million U.S. Dollars (\$32,000,000) for the benefit of the Settlement Class to resolve the Settlement Class's claims against them. This Settlement does not include the claims Plaintiffs maintain against the Remaining Defendants, which they continue to pursue. If the Settlement is approved, each Authorized Claimant will receive a share of the Settlement Amount plus any interest that may accrue, less any Court-approved disbursements, including: (i) reasonable Notice and Settlement Administration Costs; (ii) any taxes owed by the Settlement Fund; (iii) any Settlement Fund account costs to hold and invest the Settlement fund; (iv) any Attorneys' Fees and Expenses Award; (v) service awards to Class Representatives; and (vi) any other costs or awards approved by the Court (the "Net Settlement Fund"). The share of the Net Settlement Fund received by each Authorized Claimant (the "Claim Payment") will depend on the total number of eligible claims that receive approval to participate in the Settlement. If the Settlement is not approved, the Litigation will continue against GoodRx and Criteo, and Plaintiffs will continue to pursue their claims against GoodRx and Criteo along with their claims against Remaining Defendants.

5. What is the History of this Litigation?

On February 1, 2023, the Federal Trade Commission ("FTC") filed an action against GoodRx alleging it violated the FTC Act and the FTC's Health Breach Notification Rule by disclosing its users' personally identifiable information and details about their medications and sensitive health conditions to third parties, including Criteo and Remaining Defendants.

Beginning on February 2, 2023, putative class action complaints were filed against GoodRx as a result of the alleged disclosure of personal and health information of its users. Those actions were consolidated with this Litigation on May 3, 2023 and a Consolidated Class Action Complaint was filed on May 26, 2023. On July 7, 2023, Lowey Dannenberg, P.C., and Bursor & Fisher, P.A. were appointed interim co-lead class counsel ("Class Counsel") and given the authority to conduct settlement discussions in this Litigation, and any subsequently related actions, on behalf of Plaintiffs and proposed Class Members. GoodRx moved to compel arbitration and dismiss the Litigation. Plaintiffs opposed GoodRx's motions. Ultimately, these motions were dismissed without prejudice pending the outcome of a forthcoming mediation.

On January 10, 2024, Plaintiffs and GoodRx engaged in the first mediation conference before the Honorable Ellen Sickles James. Plaintiffs and GoodRx then engaged in a second mediation on March 7, 2024 before the Honorable Wayne Andersen (ret.) that lasted a full day. Plaintiffs and GoodRx made significant progress and following multiple telephonic conferences, reached a settlement.

In 2025, Plaintiffs and Criteo reengaged in settlement negotiations.

Plaintiffs and Criteo also reached an agreement in their negotiations. Then settlement terms with GoodRx and Criteo were further refined and combined. On November 19, 2025, Plaintiffs, GoodRx, and Criteo reached an amended settlement, reflected in the Settlement Agreement.

6. Why Is There A Settlement?

Plaintiffs and Class Counsel believe that Settlement Class Members have been damaged by GoodRx and Criteo's conduct. GoodRx and Criteo do not admit the allegations made by Plaintiffs, believe that they have meritorious

defenses to Plaintiffs' allegations, and believe that Plaintiffs' claims would have been rejected prior to trial, at trial (had Plaintiffs successfully certified a class and survived summary judgment motions), or on appeal. As a result, GoodRx and Criteo believe Plaintiffs would have received nothing if the Litigation had continued to trial.

The Court has not decided in favor of either Plaintiffs or GoodRx and Criteo. Instead, Class Counsel engaged in negotiations with GoodRx and Criteo to reach a negotiated resolution of the Litigation. The Settlement allows both sides to avoid the risks and costs of lengthy litigation and the uncertainty of pre-trial proceedings, a trial, and appeals, and, if approved, will permit Settlement Class Members who file timely and valid Claim Forms to receive some compensation, rather than risk ultimately receiving nothing. Plaintiffs and Class Counsel believe the Settlement is in the best interest of all Settlement Class Members.

GoodRx and Criteo have agreed to pay a total of thirty-two million U.S. Dollars (\$32,000,000) in cash for the benefit of the proposed Settlement Class. If the Settlement is approved, each Settlement Class Member who submits a timely and valid Settlement Claim Form may be eligible to receive a Claim Payment from the Net Settlement Fund.

If the Settlement is approved, the Litigation and related class actions will be resolved against GoodRx and Criteo, and all Released Claims against the Released Parties will be released by the Releasing Parties. If the Settlement is not approved, GoodRx and Criteo will remain as defendants in the Litigation, and Plaintiffs will continue to pursue their claims against GoodRx, Criteo, and Remaining Defendants.

WHO GETS MONEY FROM THE SETTLEMENT

7. How Do I Know If I Am A Settlement Class Member?

In the Preliminary Approval Order, the Court preliminarily approved the following Settlement Class:

All natural persons in the United States who used any website, app, or service made available by or through GoodRx at any time prior to April 20, 2024.

The Preliminary Approval Order was issued by the Court on **September 8, 2026**. Not everyone who fits the description will be a Settlement Class Member. Please *see* Question 8 for a discussion of exclusions from the Settlement Class.

8. Are There Exceptions to Being Included In The Settlement Class?

Yes. Excluded from the Settlement Class are: (a) Defendants and their affiliates, parents, subsidiaries, officers, and directors; (b) the Opt-Outs; (c) Meta and Google; as well as (d) the judges presiding over this matter and the clerks of said judges. Anyone who excludes themselves is also not included in the Settlement Class (*see* Question 18).

9. What If I Am Still Not Sure If I Am Included In The Settlement Class?

If you are still not sure whether you are included in the Settlement Class, you can ask for free help. You can email info@goodrxprivacysettlement.com, call toll-free 1-877-888-9232, or visit the Settlement Website, www.goodrxprivacysettlement.com for more information.

THE SETTLEMENT BENEFITS

10. What Does The Settlement Provide?

GoodRx and Criteo have agreed to pay a sum of thirty-two million U.S. Dollars (\$32,000,000) for the benefit of the proposed Settlement Class. If the Settlement is approved, each Settlement Class Member who submits a timely and valid Claim Form will receive an equal share of the Net Settlement Fund after any Court-approved disbursements, including (i) Notice and Settlement Administration Costs; (ii) Taxes; (iii) Settlement Fund account costs; and (iv) attorneys' fees and expenses, (v) service awards, and (vi) any other costs or awards approved by the Court, are paid.

The Settlement gives GoodRx and Criteo the right, but not the obligation, in their sole discretion to terminate the Settlement in the event that the number of Settlement Class Members who timely exercise their right to request

exclusion from the Settlement Class exceeds an agreed upon number.

11. How Will I Get A Payment?

If you are a Settlement Class Member and do not exclude yourself, you are eligible to submit a Claim Form to receive your share of money from the Net Settlement Fund. Claim Forms must be submitted online at the Settlement Website on or before 11:59 p.m. Eastern Time on December 29, 2026 OR mailed to the below address postmarked no later than December 29, 2026:

GoodRx Data Disclosure Settlement
c/o A.B. Data, Ltd.
P.O. Box 173138
Milwaukee, WI 53217

Following the timely submission and receipt of your Claim Form online, a printable “Confirmation of Claim Receipt” will be displayed on the screen, which will acknowledge receipt of your Claim. If you do not submit a Claim Form, you will not receive any payment under the Settlement.

12. How Much Will My Payment Be?

At this time, it is not known precisely how much each Authorized Claimant will receive as the Settlement Payment or when payments will be made. The amount of the Settlement Payment will depend on the number of claims that receive approval.

13. When Will I Receive A Payment?

The Court will hold the Final Approval Hearing on February 11, 2027 to decide whether to approve the Settlement. If the Court approves the Settlement, there may be appeals after that. It can sometimes take a year or more for the appellate process to conclude.

Do not contact the Court or Court clerk for updates.

Please be patient; status updates will be posted on the Settlement Website.

14. What Do I Have To Do After I File A Claim Form?

After you file a Claim Form, the Settlement Administrator will evaluate your Claim Form to determine if you have provided sufficient information to validate your membership in the Settlement Class and to approve the claim submitted. If the Settlement Administrator determines that your Claim Form is deficient or defective, it will contact you, and you will have twenty (20) days from the date of the written notice to cure the deficiencies. If you subsequently provide information that satisfies the Settlement Administrator concerning the validity of your Claim Form, you will not have to do anything else. If the defect is not cured within the 20-day period, then the Claim will be deemed invalid. If any disputes cannot be resolved, Class Counsel will submit them to the Court, and the Court will make a final determination of the validity of your Claim Form.

15. What Am I Giving Up To Receive A Payment?

Unless you exclude yourself, you remain a Settlement Class Member. That means you cannot sue, continue to sue, or be part of any other lawsuit about the Released Claims in this Litigation or any other action against GoodRx and Criteo. Upon the Effective Date of the Settlement, Plaintiffs and the Releasing Parties shall release and be deemed to release and forever discharge and shall be forever enjoined from prosecuting the Released Claims against the Released Parties.

The capitalized terms used in this paragraph are defined in the Settlement Agreement, Preliminary Approval Order, or this Notice. For easy reference, certain of these terms are copied below:

“**Releasing Parties**” means Plaintiffs and the Settlement Class Members who do not timely and validly opt out from the Settlement pursuant to Fed. R. Civ. P. 23(c) and in accordance with the procedure to be established by the Court, and each of their past, present, and future heirs, estates, trustees, principals, beneficiaries, guardians, executors, administrators, representatives, agents, attorneys, partners, successors, predecessors in-interest, and

assigns and/or anyone claiming through them or acting or purporting to act for them or on their behalf.

“Released Parties” means jointly and severally, individually and collectively, Defendants GoodRx and Criteo, their predecessors; successors; assigns; insurers; and any and all past, present, and future parents, owners, subsidiaries, divisions, departments, and affiliates, and all of their past, present, and future heirs, executors, devisees, administrators, officers, executives, directors, stockholders, partners, members, agents, attorneys, advisors, auditors, accountants, contractors, servants, employees, representatives, insurers, and assignees.

“Released Claims” means any and all manner of claims, counterclaims, lawsuits, set-offs, costs, expenses, attorneys’ fees and costs, losses, rights, demands, charges, complaints, actions, suits, causes of action, obligations, debts, contracts, penalties, damages, or liabilities of any nature whatsoever, known, unknown, or capable of being known, in law or equity, fixed or contingent, accrued or unaccrued, and matured or not matured that arise out of, or are based upon or connected to, or relate in any way to the Data Disclosure or GoodRx and Criteo’ use of Pixels, SDKs, cookies, APIs, or any similar technologies, or that were or could have been asserted in the litigation. Released Claims include the release of unknown claims. Released Claims do not include the right of any of the Releasing Parties or any of the Released Parties to enforce the terms of the Settlement contained in the Settlement Agreement.

16. What If I Do Nothing?

You are automatically a member of a Settlement Class if you fit the Settlement Class description. However, if you do not submit a timely and valid Claim Form, you will not receive any payment from the Settlement. You will be bound by past and any future Court rulings, including rulings on the Settlement and release. Unless you exclude yourself, you will not be able to start a lawsuit, continue with a lawsuit, or be a part of any other lawsuit against GoodRx or Criteo on the basis of the Released Claims. Please *see* Question 15 for a description of the Released Claims.

EXCLUDING YOURSELF FROM THE SETTLEMENT

17. What If I Do Not Want To Be In The Settlement Class?

If you are a Settlement Class Member, do not want to remain in the Settlement Class, and do not want a payment from the Settlement, then you must take steps to exclude yourself from the Settlement. This is also sometimes referred to as “opting out” of a class. *See* Question 18.

If you validly exclude yourself from the Settlement Class of which you would otherwise be a member, you may file a lawsuit against GoodRx or Criteo on your own for the claims being resolved by the Settlement. However, you will not receive any money from the Settlement, and Class Counsel will no longer represent you with respect to any claims against GoodRx and Criteo.

If you want to receive money from the Settlement, do not exclude yourself. You must file a Claim Form to receive any payment from the Settlement.

18. How Do I Exclude Myself?

You can exclude yourself by sending a written “Request for Exclusion.” You cannot exclude yourself by telephone. Your written Request for Exclusion must be sent to the Settlement Administrator postmarked no later than **December 29, 2026** and sent by U.S. Mail or other delivery service to:

GoodRx Data Disclosure Settlement
Attn: Exclusions
P.O. Box 173001
Milwaukee, WI 53217

The written Request for Exclusion must (i) identify the case name and number of the Litigation (*Doe v. GoodRx Holdings, Inc., et al.*, Case No 4:23-cv-00501-AMO (N.D. Cal.)); (ii) identify your full name, current address, telephone number, and email address; (iii) include the claimant ID code and other information included on the Summary Notice of Proposed Class Action Settlement (“Short Form Notice”) provided by the Settlement

Administrator that identifies you as a Settlement Class Member; (iv) include your original signature, and, if represented by counsel, be signed by your counsel; and (v) include a statement clearly indicating your intent to be excluded from the Settlement.

A Request for Exclusion that does not include all of the foregoing information, that does not contain the proper signature, that is sent to an address other than the one designated above, or that is not sent within the time specified shall be invalid and the person(s) filing such an invalid request shall be a Settlement Class Member and shall be bound by the Settlement, if approved.

All persons who submit valid and timely Requests for Exclusion in the manner set forth above shall have no rights under the Settlement, shall not share in the distribution of the Net Settlement Fund, and shall not be bound by the Settlement. In addition, such persons will not be entitled to object to the Settlement or appear at the Final Approval Hearing.

19. If I Do Not Exclude Myself, Can I Sue GoodRx or Criteo For The Same Thing Later?

No. Unless you exclude yourself from this Settlement, you give up any right to sue GoodRx and Criteo for the Released Claims that the Settlement resolves.

20. If I Exclude Myself, Can I Get Money From The Settlement?

No. You will not get any money from the Settlement if you exclude yourself.

21. If I Exclude Myself, Can I Still Object?

No. If you exclude yourself, you are no longer a Settlement Class Member and may not object to any aspect of the Settlement.

OBJECTING TO THE SETTLEMENT

22. How Do I Tell The Court What I Think About The Settlement?

If you are a Settlement Class Member and you do not exclude yourself, you can tell the Court what you think about the Settlement. You can object to all or any part of the Settlement, the application for attorneys' fees and expenses, and/or service awards for Plaintiffs. You can give reasons why you think the Court should approve them or not. You cannot ask the Court to order a different settlement; the Court can only approve or reject the Settlement. If the Court denies approval, no settlement payments will be sent out, and the lawsuit will continue. If that is what you want to happen, you should object. The Court will consider your views. If you want to make an objection, you may enter an appearance in the Litigation, at your own expense, individually or through counsel of your own choice, by electronically filing or mailing a notice of appearance and your objection to the Clerk of Court, United States District Court for the Northern District of California, 1301 Clay Street, Suite 400 S Oakland, CA 94612 by **December 29, 2026**.

Any Settlement Class Member who does not enter an appearance will be represented by Class Counsel. If you choose to object, you must file a written objection. You cannot make an objection by telephone or email. Your written objection must include: (i) the case name and number of the Litigation (*Doe v. GoodRx Holdings, Inc., et al.*, Case No 4:23-cv-00501-AMO (N.D. Cal.)); (ii) your full name, current address, telephone number, and email address; (iii) your original signature; (iv) proof or an attestation that you are a member of the Settlement Class, which proof may include the claimant ID code and other information included on the Short Form Notice provided by the Settlement Administrator that identifies you as a Settlement Class Member; (v) a statement of whether the objection applies only to you, to a specific subset of the Settlement Class, or to the entire Settlement Class; (vi) a statement of the legal and factual basis for the objection; (vii) copies of any documents that the you wish to submit in support of your position; (viii) identification of all counsel representing you, if any; (ix) the signature of your duly authorized attorney or other duly authorized representative, if any. Note that all documents sent to the Court by any Settlement Class member, including any letter or document expressing the Settlement Class Member's desire to be excluded from the Class and any objection to the proposed Settlement, voluntary dismissal, or compromise, are filed electronically by the clerk and therefore will be available for public review. Objections should thus not include medical documentation or sensitive private information.

If you file a timely written objection, you may, but are not required to, appear at the Final Approval Hearing. If you intend to speak at the Final Approval Hearing (whether *pro se* or through an attorney), you must file a notice of appearance and your written objection must identify: (a) the attorney(s) representing you who will appear at the Final Approval Hearing by including counsel's name, address, phone number, and email address; (b) any witnesses (including yourself, if applicable) that you or they may seek to call to testify at the Final Approval Hearing; and (c) all exhibits you may introduce into evidence at the Final Approval Hearing.

If you do not timely and validly submit your objection, your views will not be considered by the Court or any court on appeal. Check the Settlement Website, www.goodrxprivacysettlement.com, for updates on important dates and deadlines relating to the Settlement.

23. What Is The Difference Between Objecting And Excluding Myself?

Objecting is telling the Court that you do not like something about the Settlement. You can object to the Settlement only if you remain a Settlement Class Member and do not exclude yourself from the Settlement. Excluding yourself from the Settlement is telling the Court that you do not want to be a part of the Settlement Class. If you exclude yourself, you have no right to object to the Settlement because it no longer affects you.

THE LAWYERS REPRESENTING YOU

24. Do I Have A Lawyer In This Case?

The Court has appointed the lawyers listed below to represent you and the Settlement Class in this Litigation:

Christian Levis Amanda Fiorilla Rachel Kesten LOWEY DANNENBERG, P.C. 44 South Broadway, Suite 1100 White Plains, NY 10601 Telephone: (914) 997-0500 clevis@lowey.com afiorilla@lowey.com rkesten@lowey.com	L. Timothy Fisher Jenna L. Gavenman BURSOR & FISHER, P.A. 1990 North California Blvd., 9th Floor Walnut Creek, CA 94596 Tel: (925) 300-4455 ltfisher@bursor.com jgavenman@bursor.com
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These lawyers are called Class Counsel. Class Counsel may apply to the Court for payment of attorneys' fees and Litigation Expenses that will be paid from the Settlement Fund. You will not otherwise be charged for Class Counsel's services. If you want to be represented by your own lawyer, you may hire one at your own expense.

25. How Will The Lawyers Be Paid?

To date, Plaintiffs' Counsel have not been paid any attorneys' fees or reimbursed for any out-of-pocket Litigation Expenses. Any attorneys' fees and Litigation Expenses will be awarded only as approved by the Court, in amounts determined to be fair and reasonable. The Settlement provides that Class Counsel may apply to the Court for an Attorneys' Fees and Expenses Award from the Settlement Fund. Prior to the Final Approval Hearing, Class Counsel will move for an attorneys' fee award not to exceed one-third of the Settlement Fund and \$125,000 in Litigation Expenses. Plaintiffs may also seek service awards separate from the Claim Payment not to exceed \$2,000 for each named Plaintiff.

This is only a summary of the request for attorneys' fees, Litigation Expenses, and service awards. Any motions in support of the requests will be available for viewing on the Settlement Website after they are filed by **November 24, 2026**. If you wish to review the motion papers, you may do so by viewing them at the Settlement Website, www.goodrxprivacysettlement.com.

The Court will consider the motion for attorneys' fees, Litigation Expenses, and service awards at or after the Final Approval Hearing.

THE COURT'S FINAL APPROVAL HEARING

26. When And Where Will The Court Decide Whether To Approve The Settlement?

The Court will hold the Final Approval Hearing on February 11, 2027, at 11:00 a.m., at the United States District Court for the Northern District of California, 1301 Clay Street, Oakland, CA 94612. The Final Approval Hearing may be moved to a different date or time without notice to you. The Final Approval Hearing could also be conducted remotely. Although you do not need to attend, if you plan to do so, you should check the Settlement Website or the Court's Public Access to Court Electronic Records (PACER) system at <https://ecf.cand.uscourts.gov> to confirm that the date has not been changed before making travel plans.

At the Final Approval Hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate. The Court will also consider whether to approve the requests for attorneys' fees and Litigation Expenses, and any service awards for Plaintiffs. If there are any objections, the Court will consider them at this time. We do not know how long the Final Approval Hearing will take or when the Court will make its decision. The Court's decision may be appealed.

27. Do I Have To Come To The Final Approval Hearing?

No. Class Counsel will answer any questions the Court may have. You are, however, welcome to come at your own expense. If you send an objection, you do not have to come to Court to talk about it. As long as you file and serve your written objection on time, the Court will consider it. You may also hire your own lawyer to attend, but you are not required to do so.

28. May I Speak At The Final Approval Hearing?

You may ask the Court for permission to speak at the Final Approval Hearing. If you want to appear at the Final Approval Hearing, you may enter an appearance in the Litigation at your own expense, individually, or through counsel of your own choice, by filing with the Court a notice of appearance and your objection no later than **December 29, 2026**, or as the Court may otherwise direct. All documents sent to the Court by any Settlement Class Member, including any letter or document expressing the Settlement Class Member's desire to be excluded from the Class and any objection to the proposed Settlement, voluntary dismissal, or compromise, are filed electronically by the clerk and therefore will be available for public review. Any Settlement Class Member who does not enter an appearance will be represented by Class Counsel. You cannot request to speak at the Final Approval Hearing by telephone or email, but may file a request no later than seven (7) days before the Final Approval Hearing for permission to participate via Zoom.

GETTING MORE INFORMATION

29. How Do I Get More Information?

The Court has appointed AB Data as the Settlement Administrator. Among other things, the Settlement Administrator is responsible for providing this Notice of the Settlement and processing Claim Forms.

This Notice summarizes the Settlement Agreement. For the precise terms of the Settlement, please see the Settlement Agreement, which is available for your review at the Settlement Website, www.goodrxprivacysettlement.com, by accessing the Court docket in this case, for a fee, through the Court's PACER system at <https://ecf.cand.uscourts.gov>, or by visiting the office of the Clerk of the Court for the United States District Court for the Northern District of California, at either (1) the Ronald V. Dellums Federal Building & United States Courthouse, 1301 Clay Street, Suite 400 S Oakland, CA 94612; (2) the Phillip Burton Federal Building & United States Courthouse, 450 Golden Gate Avenue, 16th Floor, San Francisco, CA 94102; or (3) the Robert F. Peckham Federal Building & United States Courthouse, 280 South 1st Street, 2nd Floor, San Jose, CA 95113, between 9:00 a.m. and 4:00 p.m., Monday through Friday, excluding Court holidays. The Settlement Website also has answers to common questions about the Settlement, Claim Form, and other information to help you determine whether you are a Settlement Class Member and whether you are eligible for a payment. You may contact the Settlement Administrator at:

c/o A.B. Data, Ltd.
P.O. Box 173138
Milwaukee, WI 53217
Tel: 1-877-888-9232
Email: info@goodrxprivacysettlement.com

If your contact information changes, please enter your current information online at the Settlement Website, or send it to the Settlement Administrator at the address set forth above in the event the Settlement Administrator needs to contact you.

****PLEASE DO NOT CONTACT THE COURT OR THE CLERK'S OFFICE REGARDING THIS NOTICE,
THIS SETTLEMENT, OR FOR ADDITIONAL INFORMATION REGARDING THE CLAIMS
PROCESS.****