



Established in 2015

BY DAVE HALL, COFOUNDER OF HEALTHEQUITY
(NASDAQ: HQY)

MotivHealth was founded on a simple premise

Help members save money...

Which can lower claim costs...

Resulting in affordable, sustainable health benefits

JAN 2016
Onboarded
first members

FEB 2018
10k members

JAN 2021
First PBM-
only client

JAN 2024
Launched
AZ & CO

JUN 2025
Launched TX

JAN 2026
60k members

DEC 2016
Profitability

JAN 2020
Integrated
HSA launched

JAN 2023
50k members

MAY 2025
Tenth
anniversary!

NOV 2025
Launched
GA & WI

The MotivAdvantage

SmartPay

Addressing **cost variance** at the site of care level

- Provide concierge support to steer members within the network to cost-efficient facilities and providers
- **\$100 to \$3,000** paid to members when care received at SmartPay provider

MotivRx

Addressing **run-away inflation** of prescription costs

- Provide concierge support for prescriptions \$200+ to match members with optimal alternate sourcing via therapeutic equivalents, patient assistance programs, international sourcing and copay card adjustments
- **\$0 out-of-pocket expense** achieved for 70% of members in program

Payment Integrity

Addressing egregious industry **billing practices and errors**

- **1,000+** Medicare and industry-based edits to identify and prevent coding errors and other questionable billing practices
- **\$10,000+** large claim threshold for auditing

MotivHealth Results Delivered

\$3k

Average savings cases run through SmartPay

58%

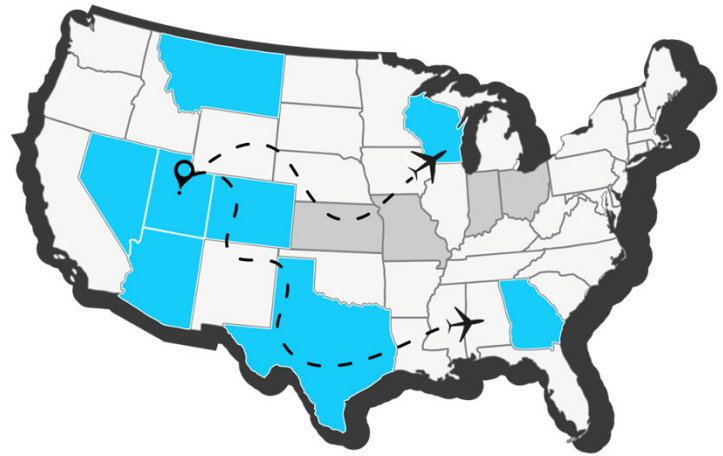
Lower Rx PMPM BOB costs than market

8%

Average renewal increase over last 3 years



motivhealth®



Funding Options

Minimum 100+ employees to quote

Level Funding

ASO with or w/out Stop Loss

Reference-Based Pricing via Fairo/OccuNet

● Future expansion into IN, KS, MO, OH

Integrated Point Solutions



Networks

Arizona



Colorado



Georgia



Montana



Nevada



Texas



Utah



Wisconsin



Integrated HSA

MotivHealth's platform offers a seamless HSA experience combining medical benefits and investments in one convenient location

Texas Market Sales

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