





Consumer Innovation Driving Profitable Growth

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CVSHealth®

Cautionary statement regarding forward-looking statements

The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements made by or on behalf of CVS Health Corporation. By their nature, all forward-looking statements involve risks and uncertainties. Actual results may differ materially from those contemplated by the forward-looking statements for a number of reasons as described in our Securities and Exchange Commission filings, including those set forth in the Risk Factors section and under the section entitled “Cautionary Statement Concerning Forward-Looking Statements” in our most recently filed Annual Report on Form 10-K and Quarterly Report on Form 10-Q.

The presentations at our 2019 Investor Day include non-GAAP financial measures that we use to describe our company’s performance. In accordance with SEC regulations, you can find the definitions of these non-GAAP measures, as well as reconciliations to most comparable GAAP measures, on the Investor Relations portion of our website.

Link to our non-GAAP reconciliations.

Agenda

Health of the business

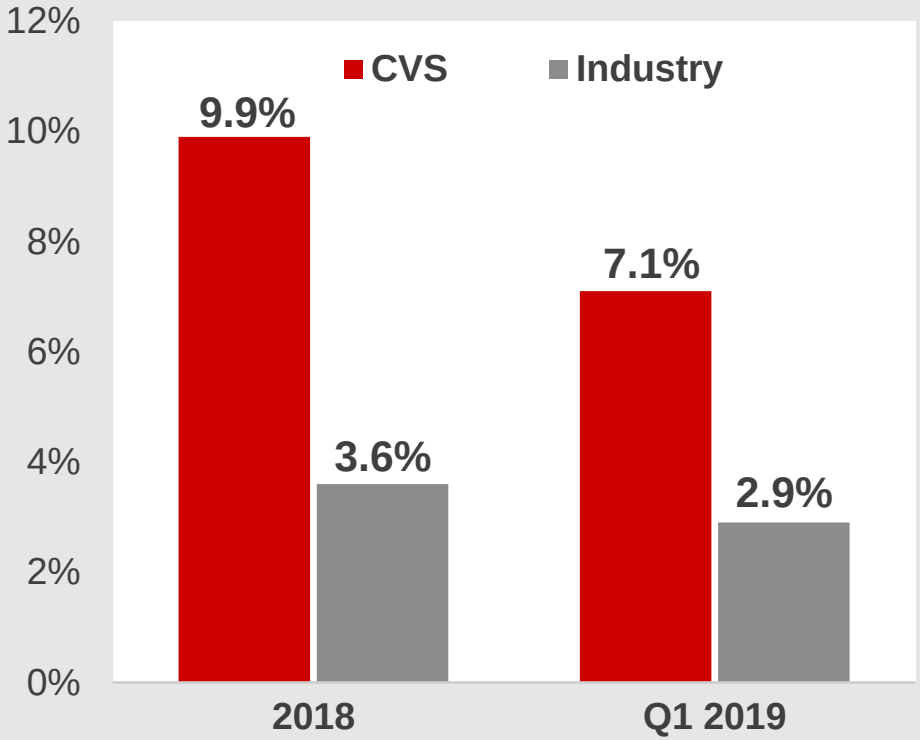
Retail growth strategy



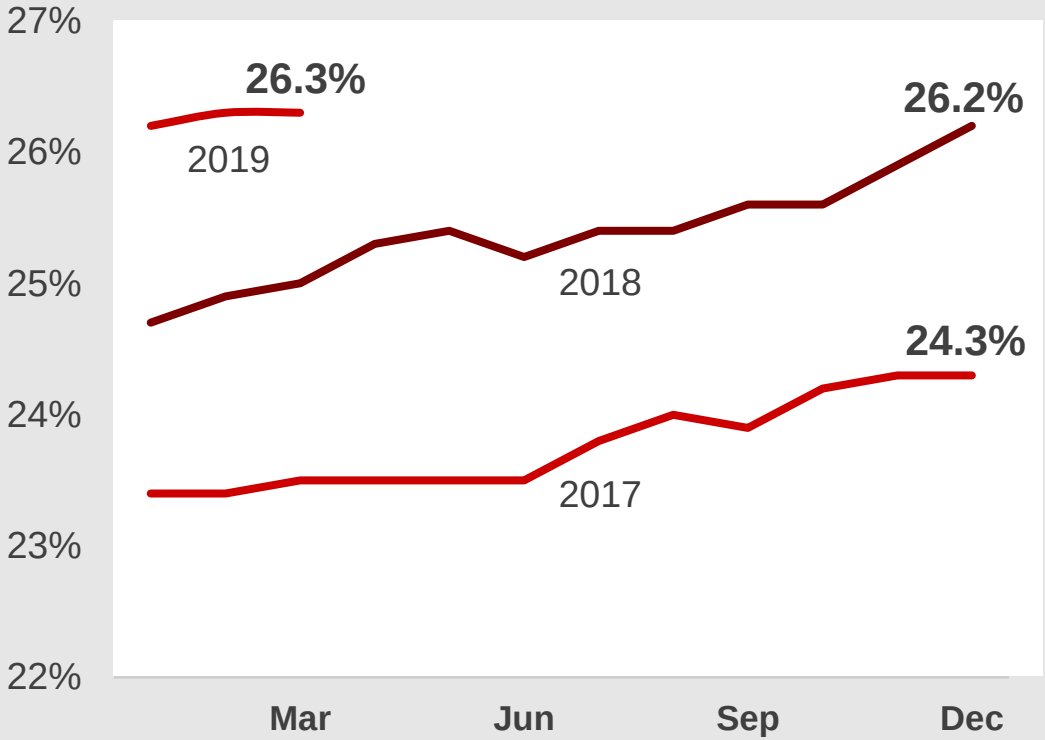
CVSHealth

Leadership in retail prescription growth driving increased share

CVS Pharmacy Retail Share[1,2] Growth*



CVS Pharmacy Retail Share[1,2*]



*90-day prescriptions counted as 3 30-day prescriptions

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Prescription growth is 3x the industry

Clinical Services and Innovative Initiatives

Industry leading adherence programs:

Saving Patients Money, ScriptPath, Multi-Dose Packaging

~55%

of Q1 2019 script growth

Networks and Real Estate

Strong performance in Medicare Part D plans

Continued strength of real estate program

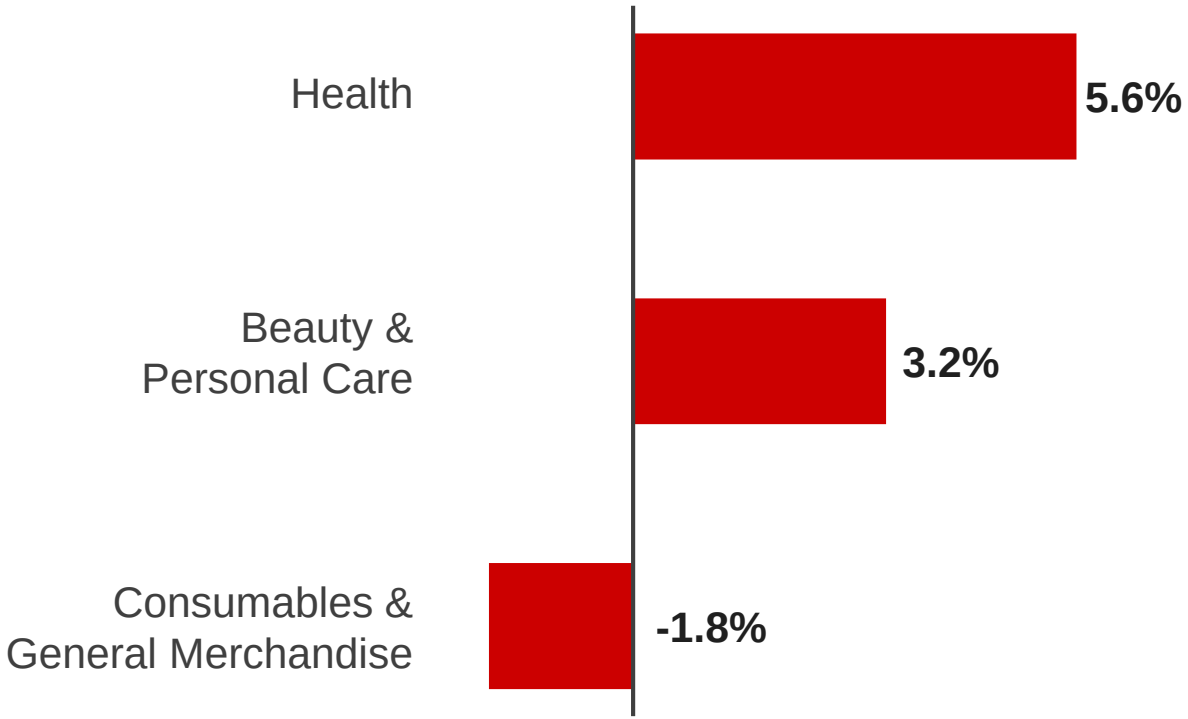
~35%

of Q1 2019 script growth

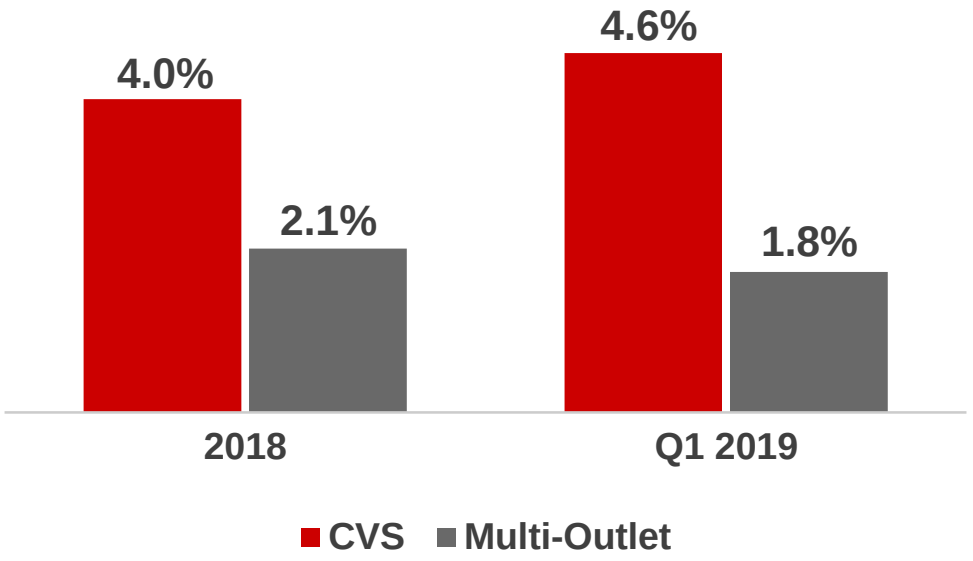
~10% of Q1 2019 script growth from underlying industry growth

Driving profitable growth through health and beauty innovation

Q1 2019 Front Store Revenue Growth by Category



Health, Beauty, and Personal Care Revenue Growth[3]



Front store total revenue grew 1.5% in 2018 and 1.5% in Q1 2019

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Topline strength offset by significant industry headwinds



Pharmacy reimbursement pressure



Reduced benefits from generics



Shift of retail to digital channels

Agenda

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Retail strategy will help transform health care experience







Compelling place to shop

Investing in omnichannel

Customer-focused innovation

Differentiated service experience

Productivity improvements enable lower cost basis and increased profitability

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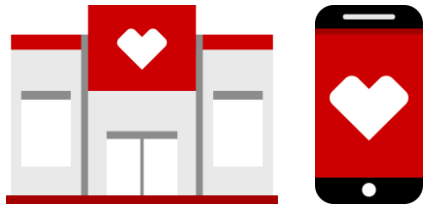
CVS Pharmacy is uniquely positioned to win

1



Grow revenue faster than the industry

Innovative clinical programs and front store experiences

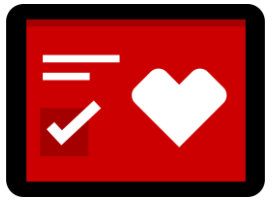
2



Improve productivity to fund future growth

Automation and technology driving improvement

3



Change to value-based contracting

Align incentives and take on risk to lower overall medical costs

4



Transform health care experience

Become the new front door to health care

Innovation driving front store growth

- **Store Formats**
  thousands of remodels, tailored assortments
- **Health and Wellness**
  sick care and self care, hundreds of new items
- **Beauty**
  50 store remodels in 2019, new brands and services
- **Personalized Engagement**
  ExtraCare® powered by machine learning



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Innovation driving pharmacy growth

- **Clinical Services**
  Health data and advanced analytics driving personalized engagement
- **Saving Patients Money**
  Proprietary Rx Savings Finder
- **ScriptPath™**
  Proprietary prescription label and medication dosing schedule
- **Multi-Dose Packaging**
  Free delivery to store or home (nationwide service)



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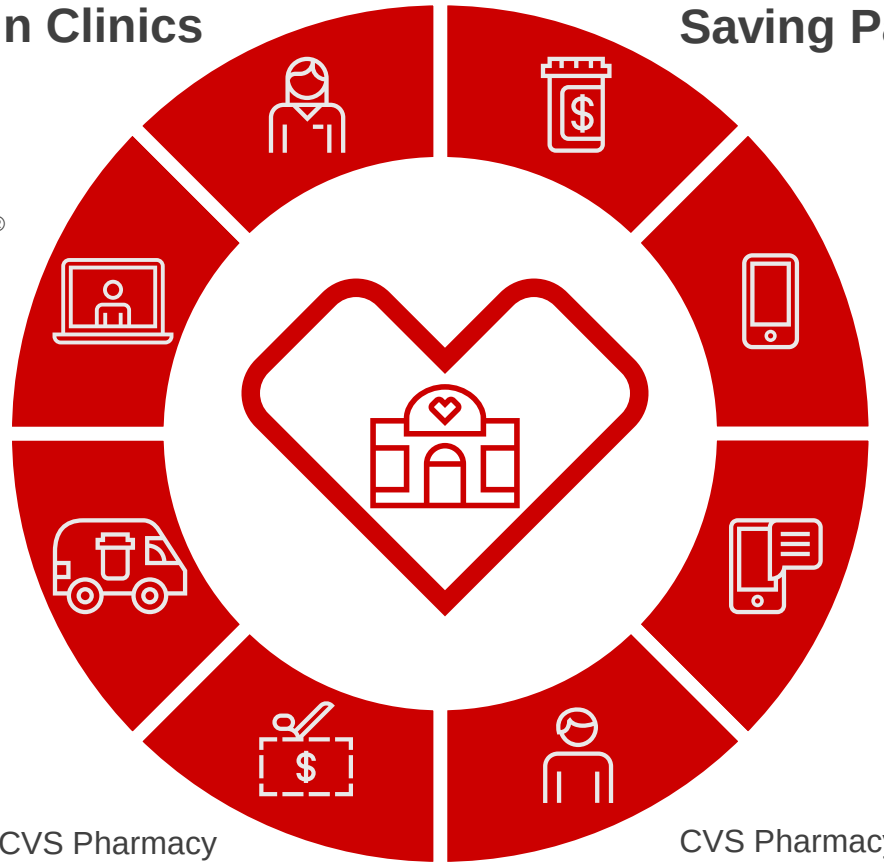
Advancing convenience via omnichannel touchpoints to enhance the reach of our 9,900+ retail locations



MinuteClinic®
Walk-in Clinics

CVS Pharmacy
Saving Patients Money

MinuteClinic®
Telehealth

CVS Pharmacy
Mobile App

CVS Pharmacy
Delivery Rx + Front

CVS Pharmacy
Rx Text Messages

CVS Pharmacy
ExtraCare® + Carepass™

CVS Pharmacy HealthHUB®
Care Concierge

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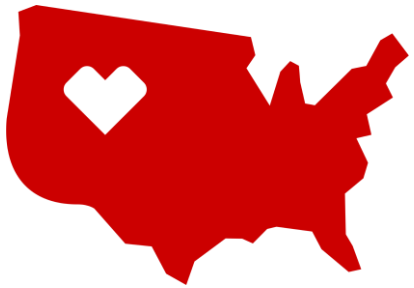
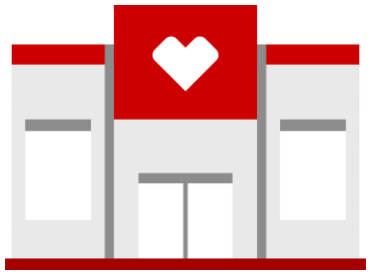
Enterprise modernization will enable profitable growth



Real Estate Optimization



Pharmacy Fulfillment



Front Store Operating Model



Pharmacy Inventory Efficiency

CVS Pharmacy will lead change in pharmacy contracting to include more value-based collaborations

Our growing, industry leading reach…

26%

Retail Rx Share



…and best-in-class adherence rates…

82%

Adherence Rate[4]

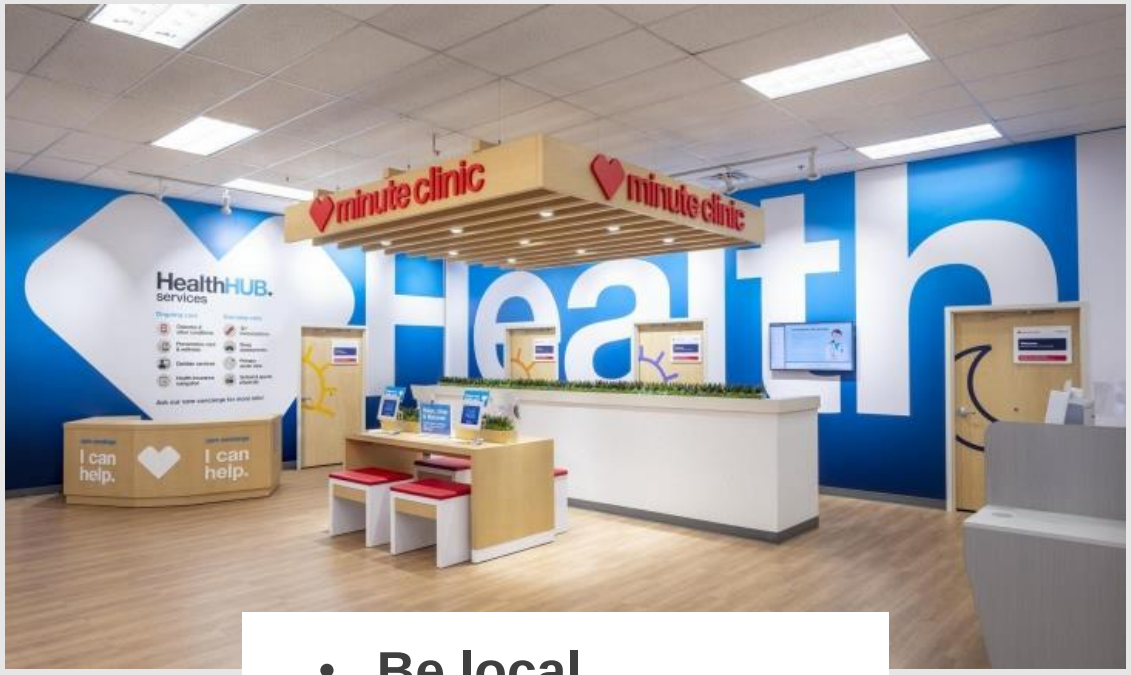


…position us to partner in value-based contracts

- Value tied to outcomes
- Quality guarantees
- Shared savings models



Transforming the consumer health experience starts with HealthHUB®



- **Be local**
- **Make it simple**
- **Improve health**

Enables

Risk stratification

Complex chronic

Common chronic

Healthy

Personalized engagement

Impactful interventions

- Coordinate care
- Integrate member context
- Influence meaningful moments

In consumers' daily lives

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HealthHUB® designed to meet consumer needs – from sick care to self care

- New Front Store Products
- New Health Services
- Advanced Pharmacy Care



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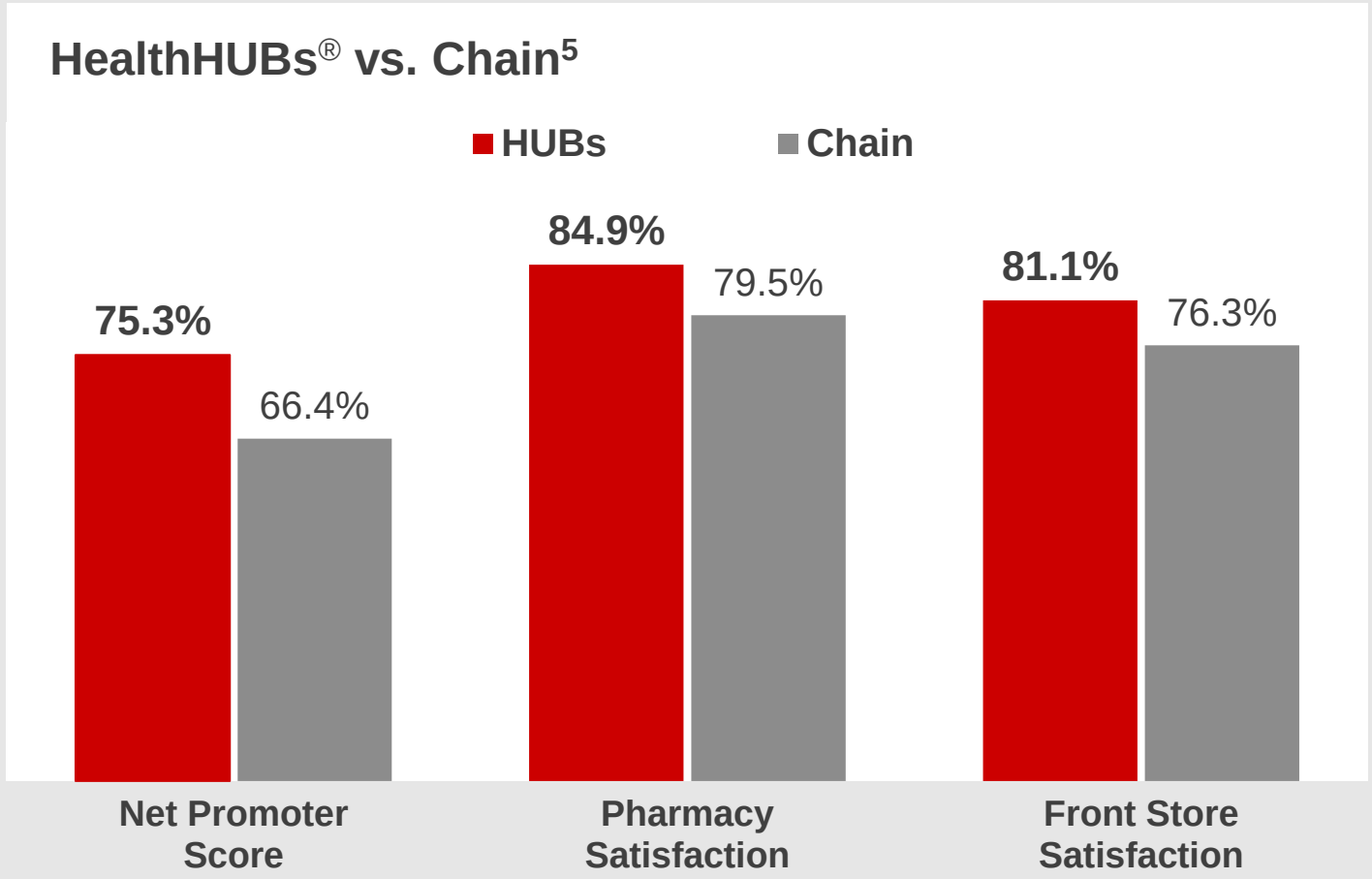
HealthHUBs® are improving the customer experience



Customer Feedback:[6]
Products and Services

"Great new renovations and many ***new brands of product*** *– especially vitamins."*
– Store #285

*"****Excited about dietician*** *in-house for consultation!!"*
– Store #1339

"…I like ***the expanded MinuteClinic services*** *that are now available."*
– Store #285

% of customers surveyed rating 9 or 10 on a 0 – 10 scale

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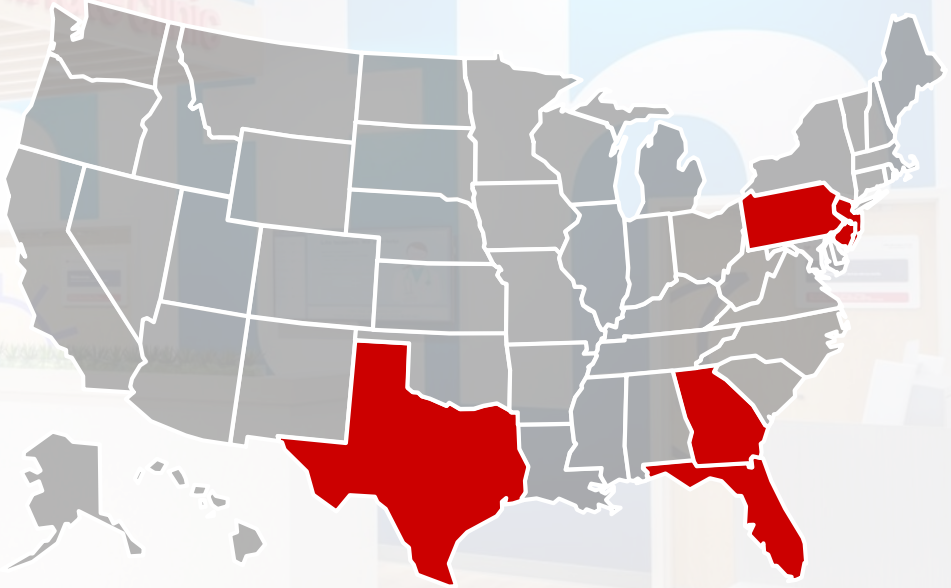
HealthHUB® expansion plans



Four Metropolitan Areas in 2019

Houston, Philadelphia / Southern New Jersey, Atlanta, Tampa



Nationwide coverage by end of 2021
~1,500 retail locations

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Improving health in the community

Nurse practitioner

Diabetes intervention[6,7]

- Abdominal pain
- A1C > 12%
- Not testing blood sugar
- Multiple gaps in medication therapy
- Severe retinopathy



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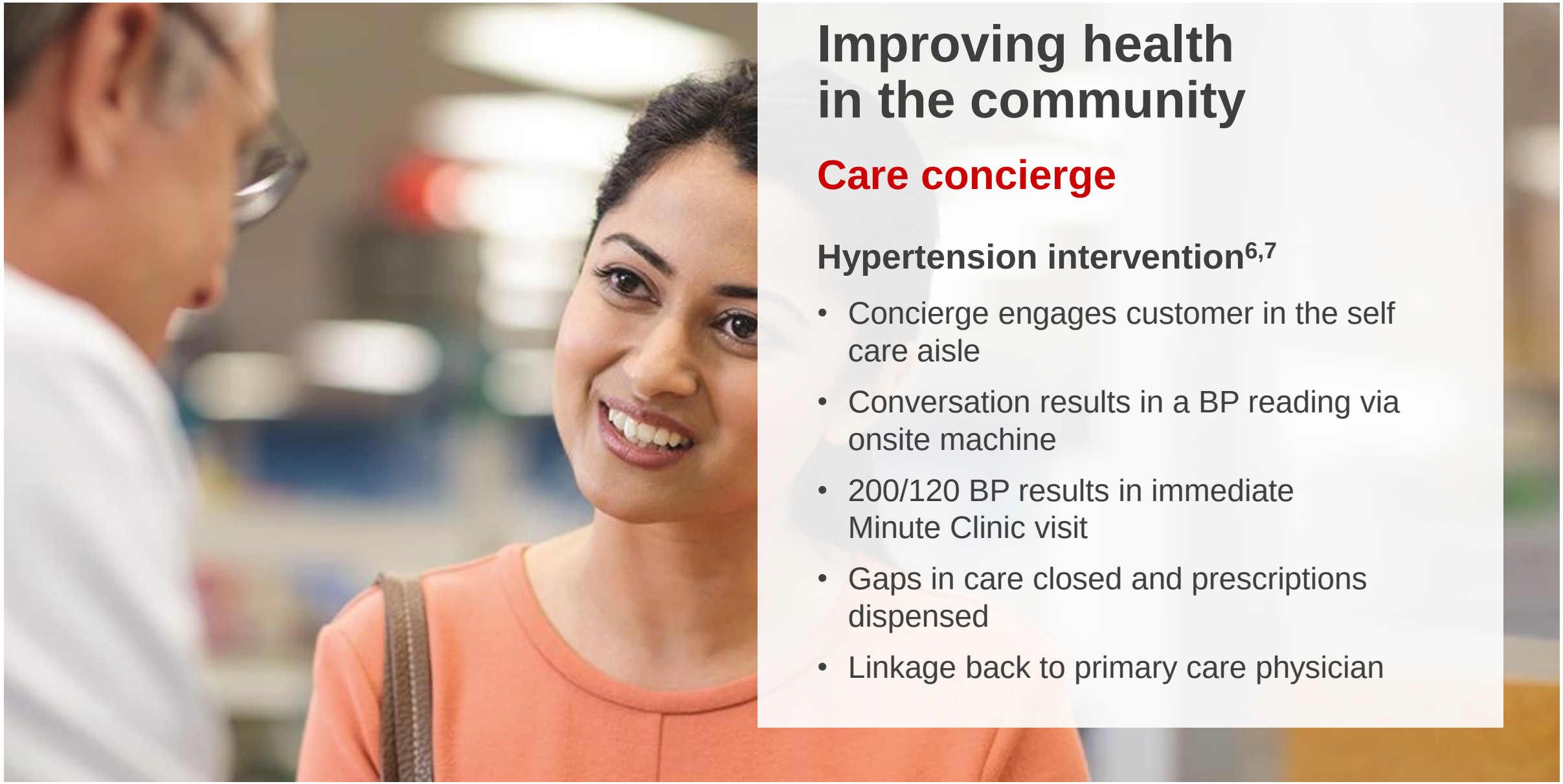

Improving health in the community

Care concierge

Hypertension intervention[6,7]

- Concierge engages customer in the self care aisle
- Conversation results in a BP reading via onsite machine
- 200/120 BP results in immediate Minute Clinic visit
- Gaps in care closed and prescriptions dispensed
- Linkage back to primary care physician

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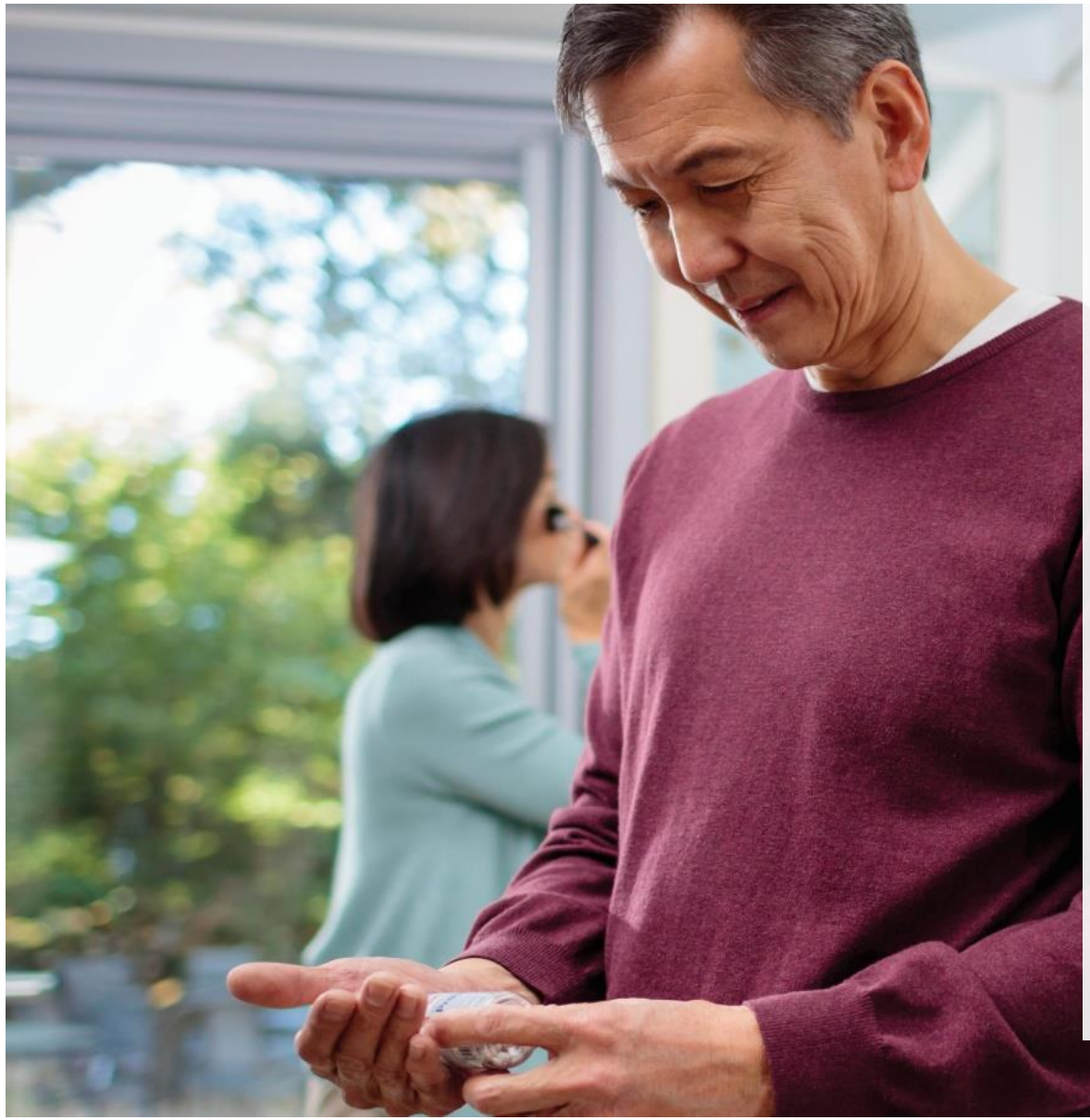

KEY TAKEAWAYS

Retail strategy to deliver profitable growth

Lead industry in consumer-based innovation that drives outsized revenue growth in pharmacy and front store

Increase automation to streamline work flows and enable differentiated customer service experience

Collaborate with payors to align incentives, improve health outcomes, and lower overall medical costs

Transform health care delivery and experience in local communities through our trusted health care professionals

Endnotes

1. CVS Health Retail Prescription Growth excluding LTC
2. IQVIA (data reflects Jan 2017 IQVIA methodology change)
3. Multi-Outlet growth based on dollar volume from all retail outlets in the Food, Drug, Mass, Dollar, Club, and Military channels that provide POS data to Information Resource Inc. (IRI), as of 30-Dec-2018 and 31-Mar-2019
4. Adherence rate defined as Weighted Average Proportion of Days Covered for the 13 top chronic conditions calculated by patient and condition using last 12 months CVS Retail fill history, CVS Health 2018
5. My Customer Connection. Satisfaction reported is percent of respondents rating their experience 9 or 10 on a 0 – 10 scale; aggregate across all respondents for HealthHUB stores fiscal March 2019 and fiscal April 2019
6. CVS HealthHUB research, in-store surveys, interviews, and colleague observations. Houston, TX
7. Customer names have been changed to protect the privacy of individuals