2021
INVESTOR
DAY

Reimagining the consumer experience

Enabling the CVS Health strategy



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Executive Vice President
and Chief Customer Officer

CVSHealth

Cautionary statement
concerning forward-looking statements

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These presentations 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 the most directly comparable GAAP measures, on the Investor Relations portion of our website.

Link to our non-GAAP reconciliations

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agenda

Today, we will cover

- How our **Retail business** drives results and accelerates our enterprise strategy
- How our **digital capabilities** advance and empower CVS Health

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CVSHealth

Our Retail business provides us with unmatched consumer reach, engagement, and brand momentum

Unparalleled scale

~11M

Pharmacy interactions per week[1]

~21M

Trips to our CVS Health stores each week[3]

Industry-leading loyalty platforms

5.3M

CarePass® members, up >50% YoY

~74M

ExtraCare® members, with digital engagement up ~20% YoY

Strong satisfaction and trust

~74

Our year-to-date Retail NPS score[2]

+9.5%

Increase in brand reputation score since 2019[4]

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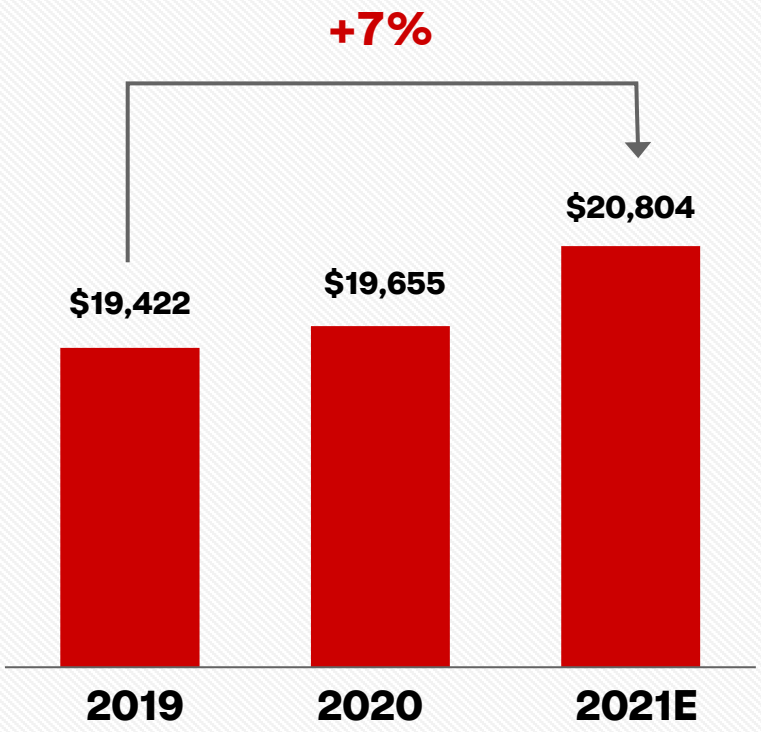
We have delivered market-leading results in our Retail front store business

In millions

Front Store sales growth



Resulting in strong gains

Market share gain of 80 basis points vs. prior year

Average basket size increased YTD vs. both 2020 and 2019

Strong profitability with favorable shift in category mix

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CVSHealth

Our growth and engagement is increasingly driven by health and wellness

A growing health and wellness market

~8% growth per annum 2020-2025[5]

Momentum in health and wellness will support continued growth

Increasing consumer demand
Our health care categories grew **~10%** over prior year and **17%** against pre-COVID (2019)

Expanding products & services
Our store brands are the largest in **14 of 18** health care categories[6]

Accelerating eCommerce
Digital commerce channels experienced **57%** growth over prior year

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When it mattered most, we quickly built and scaled leading testing and vaccination capabilities to meet consumer needs

COVID-19 Patient Journey

Scheduling that is easy, intuitive

>85%

Digitally enabled COVID care interactions[7]

>90%

Compliance to second COVID vaccine doses

Care Delivery that is convenient, accessible

>40%

Covid vaccines administered to members of under-represented communities

>32M

New customers from COVID testing and vaccines[9]

Care Management that is intelligent, personalized

>1M

Monthly health dashboard visits[8]

82

Composite CSAT score for health dashboard[10]

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To become the leading health & wellness destination

We will…

- **Optimize** our store footprint
- **Invest** in our colleagues
- **Differentiate** in health and wellness
- **Drive** loyalty and engagement

…which will result in



Sustained **revenue growth**



Leading omnichannel experience in health and wellness



Brand ambassador to growth in pharmacy, health services, and membership across CVS

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The future of health:

consumer centered

digital first

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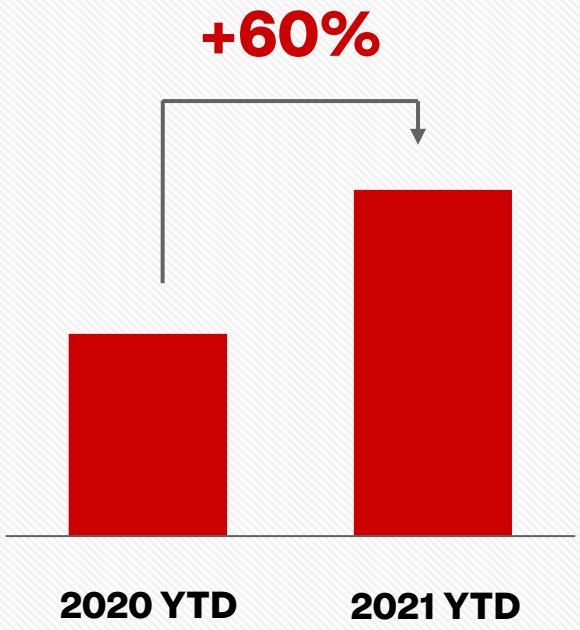
Unprecedented digital reach and engagement

CVS Health digital visits



>35M

Unique digital consumers across our enterprise

~7-10x

Our digital traffic outpaces health-focused peers[11]

>80%

of digital consumers are engaging in health solutions

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Digital engagement drives better outcomes both for the consumer and for our business



Deeper engagement



Greater satisfaction



Better health outcomes



Lower cost to serve

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We will become the most convenient, omnichannel leader in **delivering personalized health solutions**

Premier health and wellness destination – CVS.com

Leading digital health experiences

- **Omnichannel Pharmacy**
- **Digital-first Health Services**
- **AI-Powered Member Self-Serve**
- **Health & Wellness Omni-Commerce**

Powered by cloud, AI, and emerging technologies

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Health Dashboard

Making managing health and wellbeing more seamless, convenient, and personalized

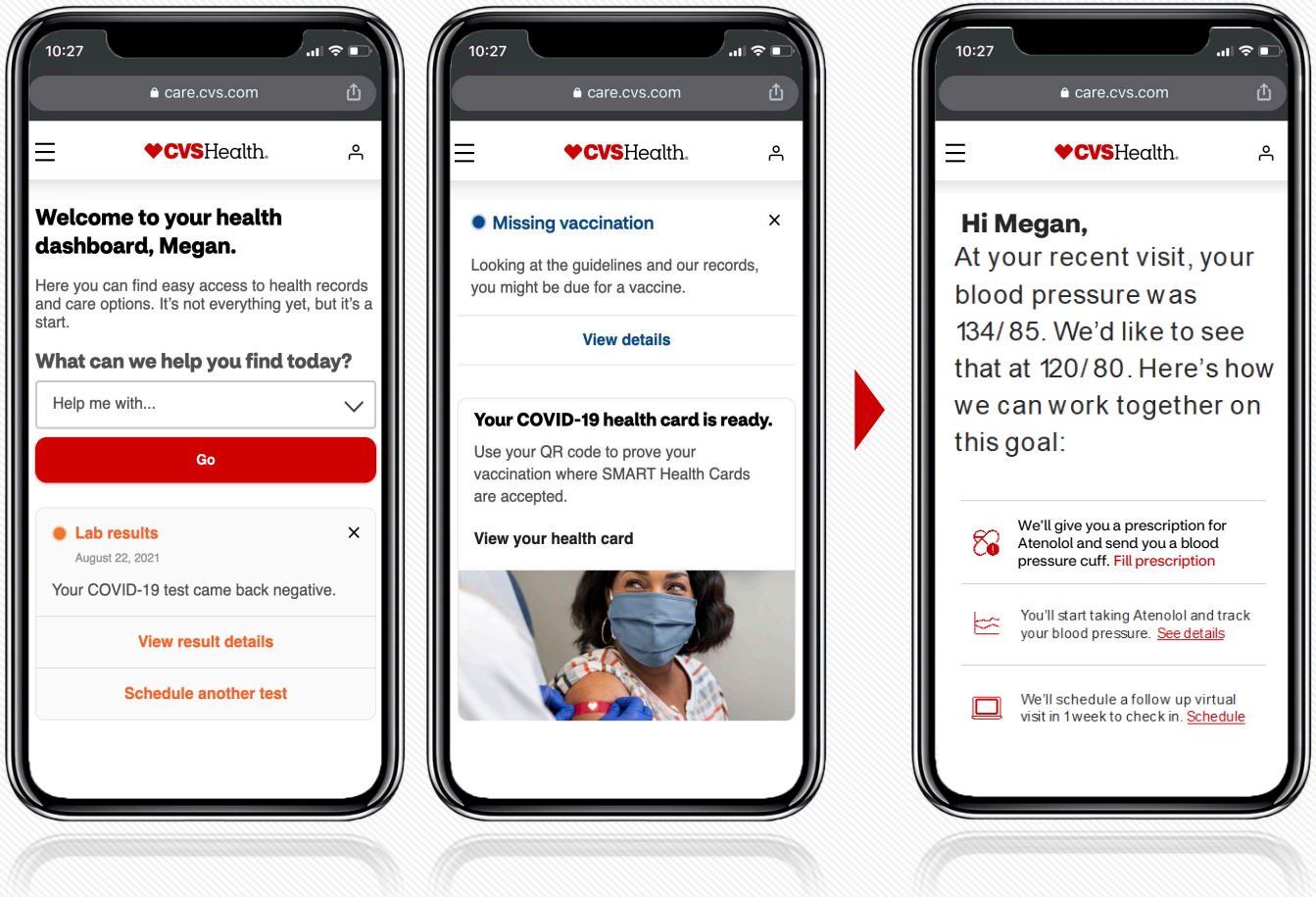
Quickly expanding capabilities

New features, such as after visit summaries, medications and 3rd party lab results

Expanded personalization, such as next best actions

Proactive navigation to right level of care, including virtual and primary care

Today **Future**



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CVS.com is America's premier health and wellness destination

The engine for everyday health engagement

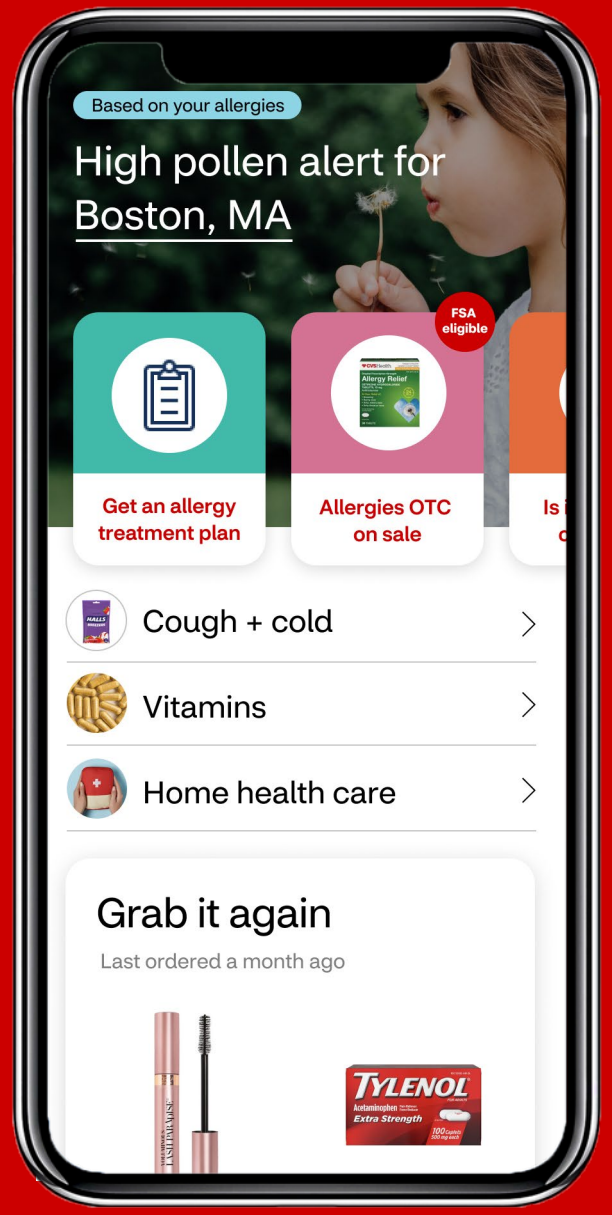
Deep personalization and expanded health and wellness eCommerce

Serving the whole enterprise to the consumer

***Launching* CVS Health Digital Access**

Expanding digital partnerships with top health and wellness companies

Powered by our open API platform



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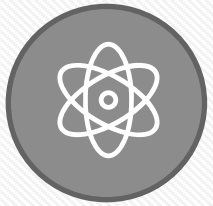
Accelerate a modern technology stack and build leading advanced analytics and AI capabilities



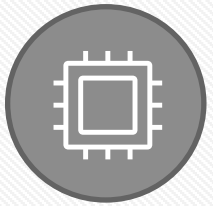
Modernizing the core

Enhancing speed, resiliency, and security while transforming our cost structure



Becoming cloud-first

Lowering costs while increasing speed and innovation through partnerships and cutting-edge capabilities



Leveraging the power of AI

Using advanced analytics and AI to automate work and drive behavior change for consumers

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Key takeaways

- **Becoming the community health & wellness destination** of choice that provides people with exceptional care, personalized products, and seamless services
- **Advancing our digital and technology capabilities** to deliver personalized health solutions that meet the evolving needs and expectations of consumers
- **Growing our omnichannel retail business in health and wellness** enabled by our integrated CVS Health assets, consumer touchpoints, and empowered colleagues

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Endnotes

All data is provided by CVS Health Enterprise Analytics or other internal CVS Health Sources, unless otherwise noted. All data is as of September 30, 2021, unless otherwise noted.

1. Represents average weekly number of pharmacy visits to CVS Health stores as of November 2021
2. Represents Retail net promoter score for the 11 months ended November 2021
3. Represents number of average weekly trips to CVS Health stores as of November 2021
4. Harris Brand Reputation Poll, May 2021
5. 2020-2025 Health and Wellness marketplace growth rate Source: IRI
6. Represents an increase in store brands in the health care categories for the 11 months ended November 2021
7. Represents percentage of digitally enabled COVID care interactions through October 2021
8. Represents number of visits to Health Dashboard in October 2021
9. Represents new customers to CVS Health through COVID services through November 2021
10. Comscore, October 2021 (compares traditional health companies)
11. Represents Q2 2021 digital visits vs. peers

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