

A woman with short brown hair is smiling and showing a photo album to an elderly couple. The couple, consisting of a man with white hair and glasses and a woman with short grey hair, are looking at the photos with interest. They are sitting at a wooden table in a bright, sunlit room. A vase of flowers is visible in the background.

eHealth[®]

Q4 & FY 2024 Financial Results

Safe Harbor Statement

Forward-Looking Statements

This presentation includes forward-looking statements within the meaning of the federal securities laws. Forward-looking statements generally relate to future events or our future financial or operating performance. Forward-looking statements in this presentation include, but are not limited to, the following: our estimates regarding Medicare enrollment growth; our estimates regarding commissions receivable collection; our estimates of constrained lifetime value of commissions per approved member; our financial targets and our ability to meet such targets, including those for revenue and adjusted EBITDA; our 2025 strategic objectives, including our marketing and branding strategy, member retention strategy, telesales strategy, digital strategy, B2B strategy and product portfolio diversification; our 2025 annual guidance for total revenue, GAAP net income (loss), adjusted EBITDA and operating cash flow; our estimates for positive net adjustment revenue and its expected impact on our 2025 annual guidance; and other statements regarding our future operations, financial condition, prospects and business strategies.

Our expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These risks include those set forth in our filings with the Securities and Exchange Commission, including our latest Form 10-Q and 10-K. The forward-looking statements in this presentation are based on information available to us as of today, and we disclaim any obligation to update any forward-looking statements, except as required by law.

Non-GAAP Information

This presentation includes both GAAP and non-GAAP financial measures. The presentation of non-GAAP financial information is not intended to be considered in isolation or as a substitute for results prepared in accordance with GAAP. Definitions and reconciliations of the non-GAAP financial measures included in this presentation to the most directly comparable GAAP financial measures is available in the Appendix to this presentation. Management uses both GAAP and non-GAAP information in evaluating and operating its business internally and as such has determined that it is important to provide this information to investors.

Q4 2024 Earnings Highlights

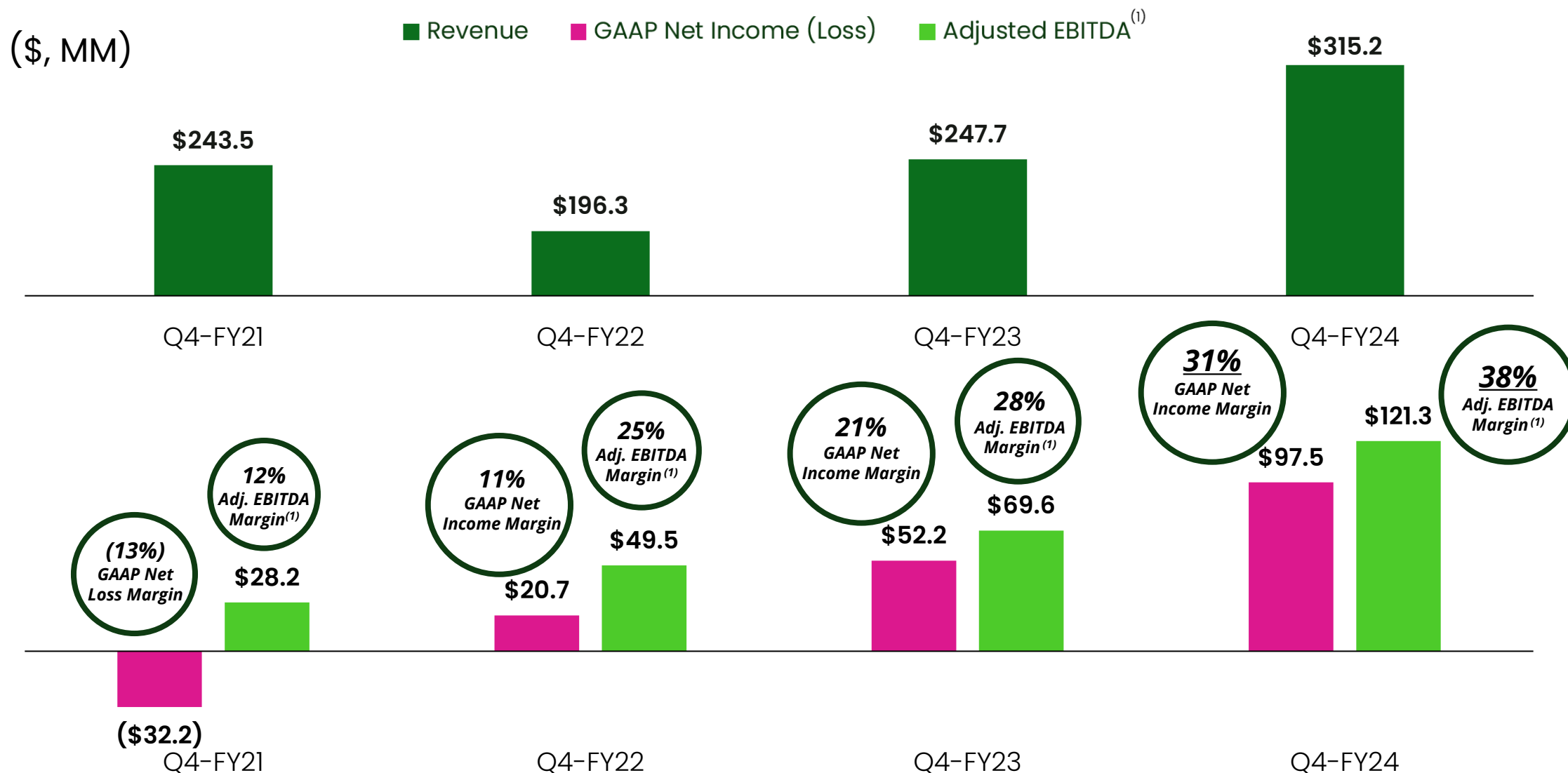
Record-high quarter for total revenue, net income, and ending commissions receivable balance in Company's history after strong AEP performance.

- **Q4 2024 total Medicare submissions⁽¹⁾** across our core agency and carrier-dedicated Amplify platforms grew 38% compared to Q4 2023, driven primarily by Medicare Advantage ("MA") submissions growth of 42% year-over-year.
- **Significant improvement in Q4 2024 Medicare unit economics** year-over-year driven by a 23% decline in total acquisition cost per MA-equivalent approved member primarily due to enhanced lead quality and higher conversion rates.
- **Q4 2024 total revenue** of \$315.2 million increased 27% year-over-year, driven primarily by meaningful Medicare segment growth, partially offset by lower net adjustment revenue.
 - Q4 2024 positive net adjustment revenue of \$7.6 million compared to \$15.6 million in Q4 2023.
 - Q4 2024 Non-GAAP total revenue excluding net adjustment revenue⁽²⁾ increased 33% year-over-year.
- **Q4 2024 GAAP net income** of \$97.5 million increased 87%, compared to Q4 2023 GAAP net income of \$52.2 million.
- **Q4 2024 adjusted EBITDA⁽²⁾** of \$121.3 million improved 74% year-over-year driven primarily by MA approved member growth, improved Medicare acquisition costs and continued fixed cost reduction efforts.
- **Commissions receivable balance** of \$1.0 billion as of December 31, 2024 grew 9% compared to \$918.2 million as of December 31, 2023.

(1) Submissions describe applications that are submitted by individuals online through our eHealth platform or completed with the assistance of our benefit advisors where the individual provides authorization to the benefit advisor to submit the application to the insurance carrier partner. The individual may have additional actions to take before the application will be reviewed by the insurance carrier and not all submissions ultimately become approved members.

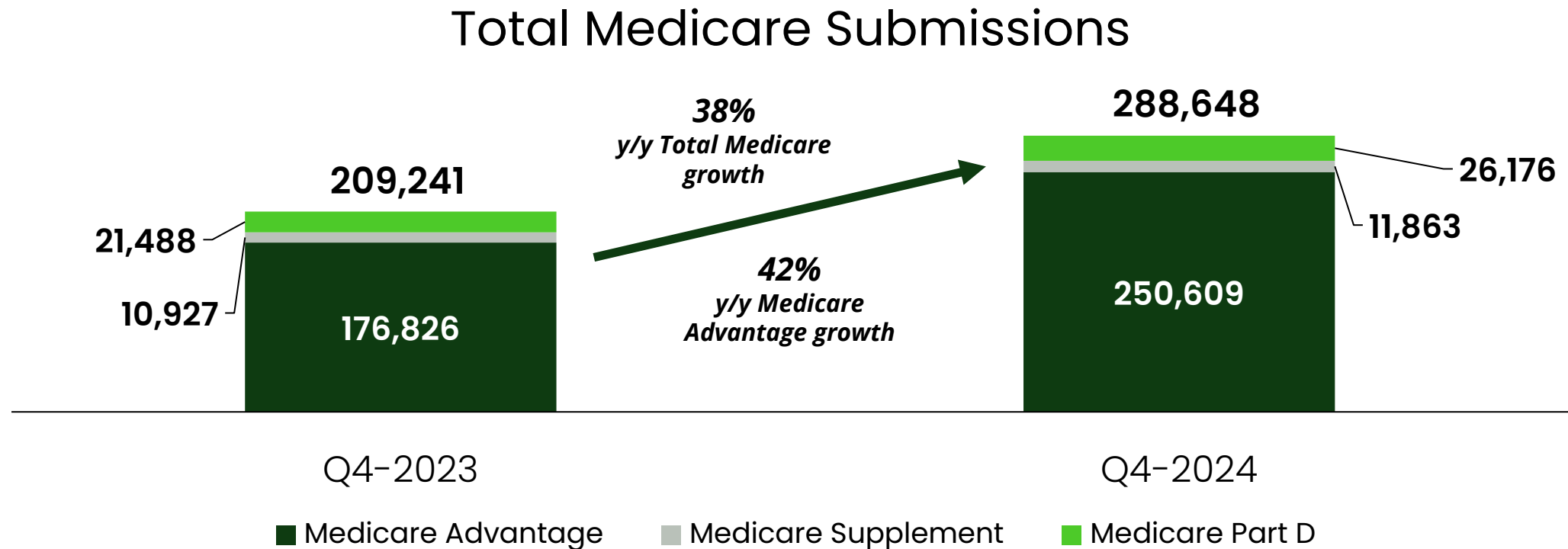
(2) Refer to the appendix for definitions of our non-GAAP financial measures and reconciliations to the most comparable GAAP measure.

Strong Progress in Scale and Profitability



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Significant Medicare Segment Growth Driven by MA Submissions



- Q4 FY24 enrollment growth was driven primarily by strength in our MA submissions within our Agency fulfillment model
- Medicare Supplement and Medicare Part D submissions grew year-over-year driven by our Amplify fulfillment model

AEP Catalysts

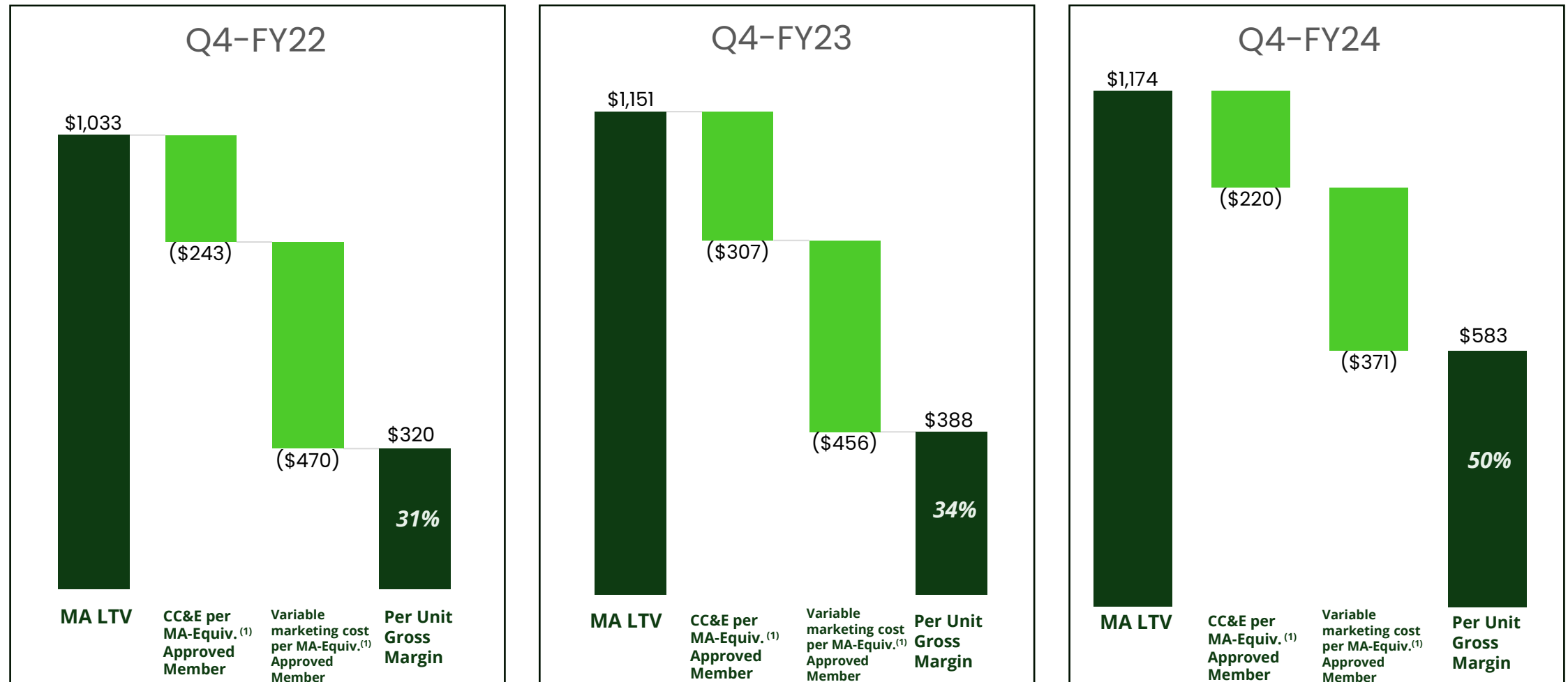
Operational Drivers

- Meaningful increase in eHealth brand recognition
- Strategic expansion of direct marketing channels driving higher-quality leads
- Scaled headcount and improved tenure mix of licensed benefit advisors
- Further optimization of our online platform and digital consumer-facing tools
- Significant increase in online and telephonic lead conversions
- Successful retention initiatives tailored to the unique nature of 2024 AEP

Macro Factors

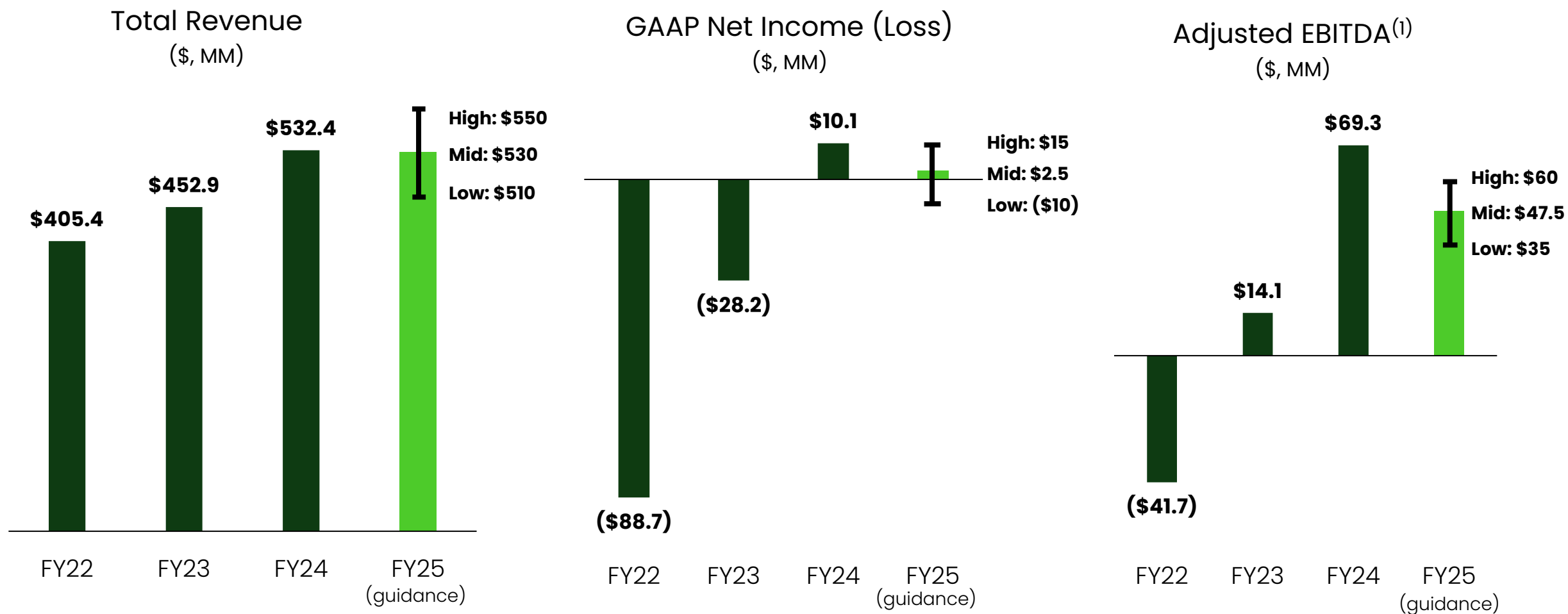
- Higher medical costs and regulatory pressure resulted in material changes to Medicare Advantage plan offerings
- In addition to benefit changes, carriers exited certain markets and eliminated some of their plans
- Plan disruption drove increased shopping and switching behavior from MA beneficiaries
- Increased consumer demand coincided with smaller competitive capacity in the Medicare brokerage market

Medicare unit margins continue to expand



(1) The number of MA-equivalent approved members is calculated by adding the total number of approved MA and Medicare Supplement members and 25% of the total number of approved Medicare Part D members during the period presented.

Financial Performance Summary



(1) Refer to the appendix for definitions of our non-GAAP financial measures and reconciliations to the most comparable GAAP measure.

On Track to Deliver on our 3-year Financial Targets

3-year targets as of August 2024:

8-10% revenue
CAGR '23 to '26

ON TRACK

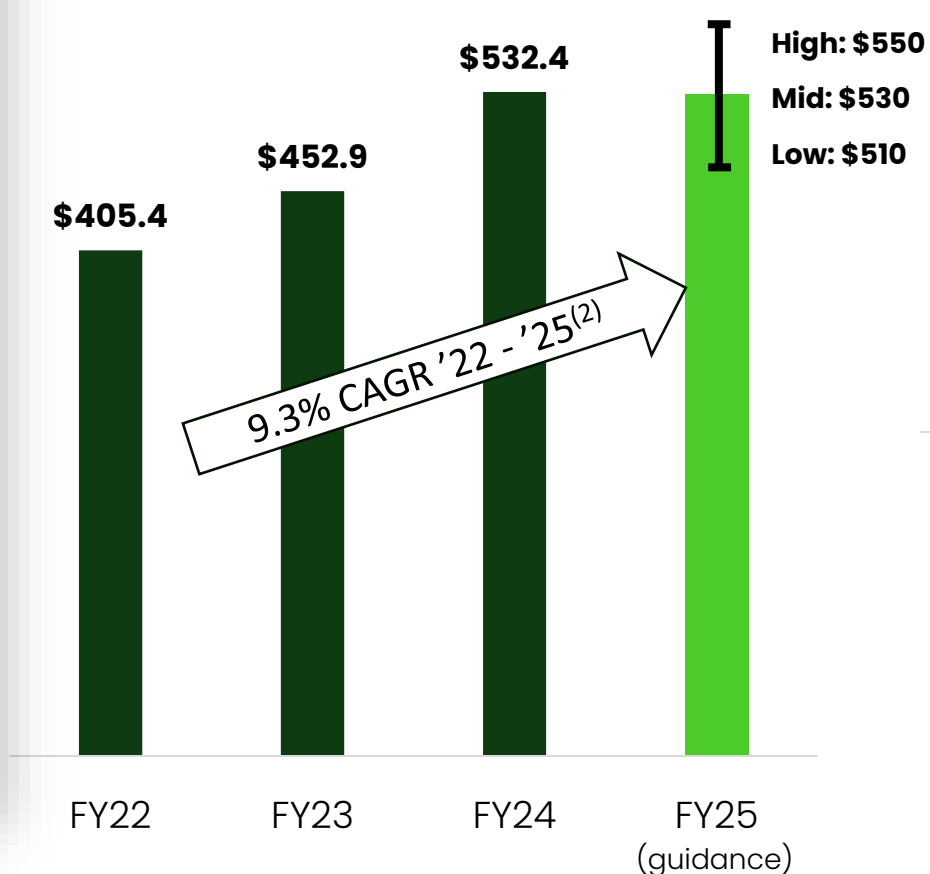
8-10%
adjusted
EBITDA
margin⁽¹⁾ by
'26

ON TRACK

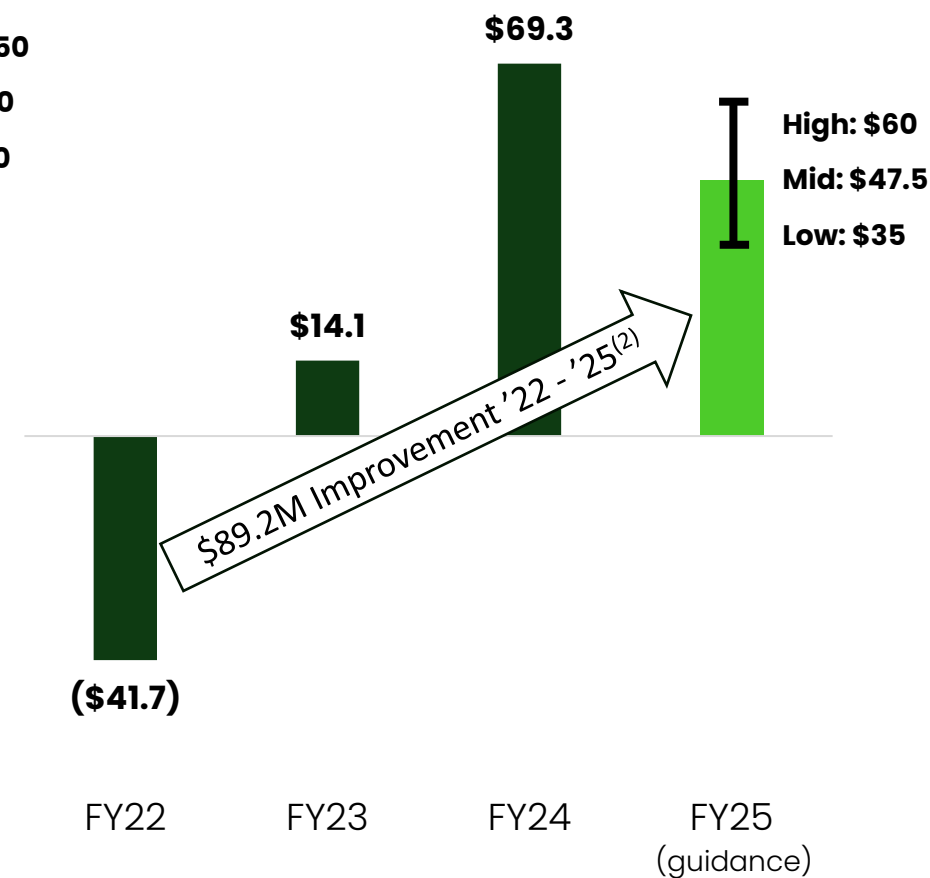
50-60%
adjusted
EBITDA⁽¹⁾ CAGR
'23 to '26

ON TRACK

Total Revenue (\$, MM)



Adjusted EBITDA⁽¹⁾ (\$, MM)



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(2) Using the midpoint of guidance.

FY25 Strategic Objectives

1. Continue to **grow our distinct consumer brand** across all direct marketing channels and beyond our Medicare Advantage products.
2. Evolve and optimize **consumer-centric retention efforts** from policy submission to effectuation and through subsequent renewals with a goal to improve member-level retention on the eHealth platform.
3. Continue to **optimize our telesales organization** by providing advisors with industry-leading brand support, training programs, career development opportunities, and technological tools.
4. Advance our AI and digital **technology leadership** to better serve all key eHealth stakeholders.
5. Strengthen and expand our **carrier relationships** which are critical to both our choice and dedicated models.
6. Invest in existing capabilities beyond MA agency to pursue **targeted diversification**, with a goal of building profitable scale, fully leveraging our distribution platform year-around, and mitigating risk.

FY25 Guidance

- 2025 guidance includes an estimate for positive net adjustment revenue in the range of \$0 to \$20 million.

2025 Full Year Guidance	Guidance Range (in millions)
Total Revenue	\$510 – \$550
GAAP Net Income (Loss)	(\$10) – \$15
Adjusted EBITDA ⁽¹⁾	\$35 – \$60
Operating Cash Flow	(\$25) – \$10

(1) Refer to the appendix for definitions of our non-GAAP financial measures and reconciliations to the most comparable GAAP measure.

Appendix



Non-GAAP Financial Measure Definitions

Non-GAAP financial measures within this presentation are defined as follows:

- **Non-GAAP total revenue excluding net adjustment revenue** is calculated by excluding the effect of net commission revenue from members approved in prior periods (“net adjustment revenue”) from total revenue.
- **Adjusted EBITDA** is calculated by excluding dividends for preferred stock and change in preferred stock redemption value (together the “impact from preferred stock”), provision for (benefit from) income taxes, depreciation and amortization, stock-based compensation expense, impairment, restructuring and other charges, interest expense, other income (expense), net, and other non-recurring charges from GAAP net income (loss) attributable to common stockholders. Other non-recurring charges to GAAP net income (loss) attributable to common stockholders may include transaction expenses in connection with capital raising transactions (whether debt, equity or equity-linked) and acquisitions, whether or not consummated, purchase price adjustments and the cumulative effect of a change in accounting principles.
- **Adjusted EBITDA Margin** is calculated as adjusted EBITDA divided by revenue.

Reconciliation of GAAP to Non-GAAP Financial Measures

Reconciliation of GAAP Total Revenue to Non-GAAP Total Revenue Excluding Net Adjustment Revenue⁽¹⁾ (in thousands, unaudited):

	Three Months Ended December 31,		\$ Change	% Change
	2024	2023		
GAAP total revenue	\$ 315,181	\$ 247,662	\$ 67,519	27%
Net adjustment revenue	(7,568)	(15,573)		
Non-GAAP total revenue excluding net adjustment revenue ⁽¹⁾	<u>\$ 307,613</u>	<u>\$ 232,089</u>	\$ 75,524	33%

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Reconciliation of GAAP to Non-GAAP Financial Measures

Reconciliation of GAAP Net Income (Loss) Attributable to Common Stockholders to Adjusted EBITDA⁽¹⁾ (in thousands, unaudited) and Adjusted EBITDA Margin⁽¹⁾:

	Three Months Ended December 31,			
	2024	2023	2022	2021
GAAP net income (loss) attributable to common stockholders	\$ 85,687	\$ 41,691	\$ 12,572	\$ (39,306)
Preferred stock dividends	5,646	5,321	4,937	4,563
Change in preferred stock redemption value	6,149	5,178	3,162	2,591
GAAP net income (loss)	97,482	52,190	20,671	(32,152)
Stock-based compensation expense	4,756	5,472	4,382	7,976
Depreciation and amortization	3,827	4,775	5,423	5,491
Amortization of intangible assets	—	—	—	120
Impairment, restructuring and other charges	66	—	8,926	48,218
Interest expense	2,642	2,852	2,382	211
Other income, net	(475)	(1,953)	(1,541)	(455)
Provision for (benefit from) income taxes	12,991	6,279	9,231	(1,237)
Adjusted EBITDA ⁽¹⁾	<u>\$121,289</u>	<u>\$ 69,615</u>	<u>\$ 49,474</u>	<u>\$ 28,172</u>
Net income (loss) margin	31 %	21 %	11 %	(13)%
Adjusted EBITDA margin ⁽¹⁾	38 %	28 %	25 %	12 %

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Reconciliation of GAAP to Non-GAAP Financial Measures

Reconciliation of GAAP Net Loss Attributable to Common Stockholders to Adjusted EBITDA⁽¹⁾ (in thousands, unaudited):

	Year Ended December 31,		
	2024	2023	2022
GAAP net loss attributable to common stockholders	\$ (34,960)	\$ (66,515)	\$ (119,414)
Preferred stock dividends	22,249	20,965	19,357
Change in preferred stock redemption value	22,768	17,336	11,335
GAAP net income (loss)	10,057	(28,214)	(88,722)
Stock-based compensation expense	19,881	23,213	20,316
Depreciation and amortization	16,338	19,916	21,108
Impairment, restructuring and other charges	9,475	—	19,616
Interest expense	11,159	10,974	7,627
Other income, net	(6,900)	(9,453)	(3,951)
Provision for (benefit from) income taxes	9,255	(2,381)	(17,667)
Adjusted EBITDA ⁽¹⁾	<u>\$ 69,265</u>	<u>\$ 14,055</u>	<u>\$ (41,673)</u>

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Reconciliation of Guidance GAAP to Non-GAAP Financial Measures

Reconciliation of Guidance GAAP Net Loss Attributable to Common Stockholders to Adjusted EBITDA⁽¹⁾:

	(in millions)	
	Full Year 2025 Guidance	
	Low	High
GAAP net loss attributable to common stockholders	\$ (60.0)	\$ (35.0)
Impact from preferred stock	50.0	50.0
GAAP net income (loss)	(10.0)	15.0
Stock-based compensation expense	15.0	12.0
Depreciation and amortization	18.0	17.0
Interest expense	11.0	10.0
Other income, net	(3.0)	(3.0)
Provision for income taxes	4.0	9.0
Adjusted EBITDA ⁽¹⁾	\$ 35.0	\$ 60.0

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