



GROWTH CAPITAL EXPO 2016

**CAESAR'S PALACE, LAS VEGAS, NV
MAY 3 - 5, 2016**

Safe Harbor Statement

This presentation may contain forward-looking statements regarding future events or the future financial and operational performance of HealthWarehouse.com. Words such as “targets,” “expects,” “believes,” “anticipates,” “intends,” “may,” “will,” “plan,” “continue,” “forecast,” “remains,” “would,” “should,” “projected,” “focus” and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on current expectations, are not guarantees of future performance and involve assumptions, risks, and uncertainties. Actual performance may differ materially from those contained or implied in such forward-looking statements. Risks and uncertainties that could lead to such differences could include, among other things: effects of changes in the economy; changes in consumer spending; fluctuations in the stock market; changes affecting the Internet, online retailing and advertising; difficulties establishing our brand and building a critical mass of customers; the unpredictability of future revenues and expenses and potential fluctuations in revenues and operating results; risks related to business combinations and strategic alliances; possible tax liabilities relating to the collection of sales tax; consumer trends; the level of competition; seasonality; the timing and success of expansion efforts; changes in senior management; risks related to systems interruptions; possible governmental regulation; and the ability to management a growing business. Additional information regarding factors that potentially could affect our business, financial condition and operating results is included in our periodic filings with the SEC on our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Forward-looking statements represent our views as of today and we expressly disclaim any intent or obligation to update any forward-looking statement.



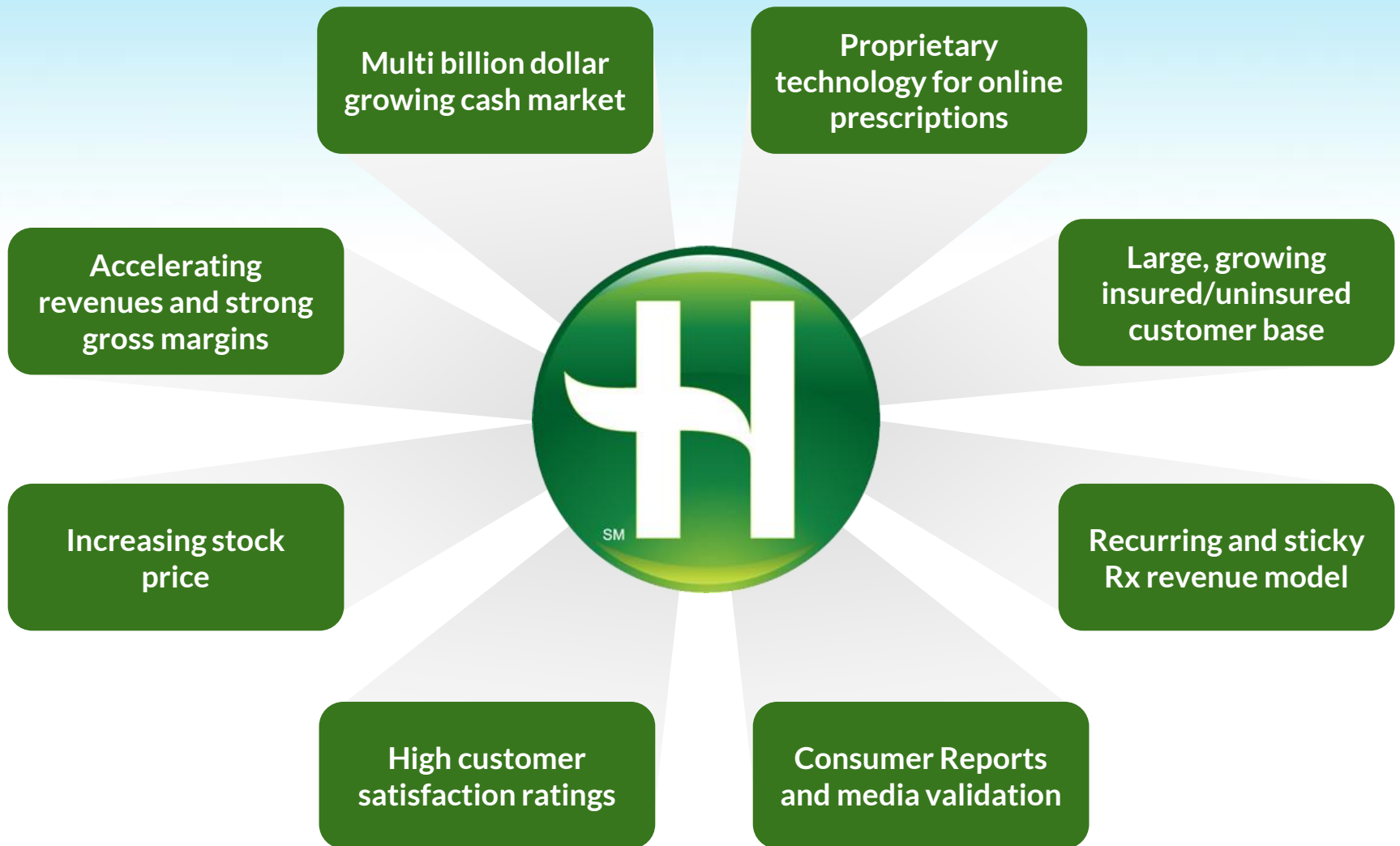
Company Profile

E-commerce pharmacy selling generic & brand name prescription medications and OTC products with convenient online ordering & home delivery

- Headquarters Florence, KY (Cincinnati, OH metro area)
- Operations began in 2007
- 48 full-time employees
- Publicly traded (OTCQB:HEWA)
- \$13M market capitalization
- +119% YTD increase in share price



Investment Highlights



Historical Income Statement

	2010	2011	2012	2013	2014	2015
Sales	\$5,691,765	\$10,363,293	\$11,081,429	\$10,233,112	\$6,129,660	\$7,018,137
Gross Profit	\$2,241,744	\$4,517,768	\$5,167,452	\$5,121,357	\$3,637,278	\$4,471,745
Gross Profit %	39%	44%	47%	50%	59%	64%
Opex	\$5,303,617	\$9,246,431	\$9,657,821	\$7,554,954	\$5,370,727	\$5,001,654
Net Loss	(\$3,691,674)	(\$2,439,502))	(\$5,574,775))	(\$5,489,892))	(\$1,783,279)	(\$596,594)
EBITDAS	(\$2,094,360)	(\$1,828,865))	(\$659,325)	(\$870,207)	(\$596,594)	(\$23,080)



Our Core Business

America's Trusted Online Pharmacy focusing on consumers who pay out of pocket for their prescriptions and over the counter products

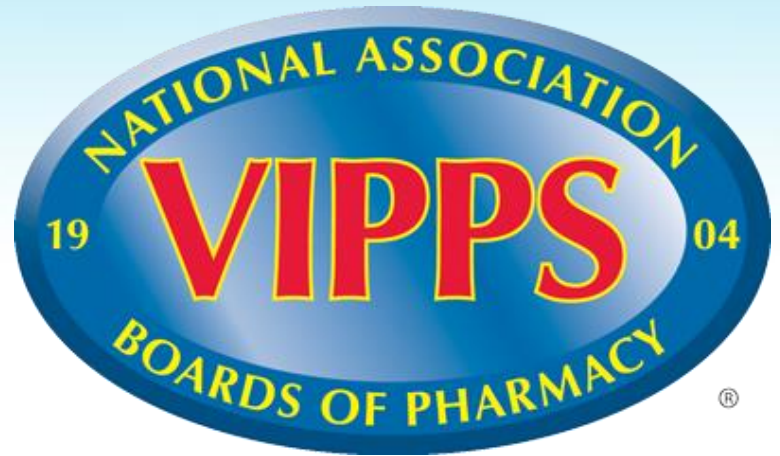
Consumers who pay out of pocket for their prescriptions include those:

- With no insurance coverage
- With high insurance deductibles or copays
- With Health Savings Accounts (HSA) or Flexible Savings Accounts (FSA)
- With insurance through the Affordable Care Act (ACA) with high deductibles
- With Medicare Part D plans with high deductibles
- With drug exclusions and quantity restrictions placed by insurance companies



Unique Positioning

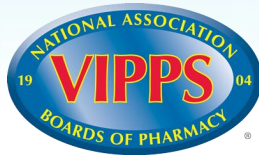
- 1 of 45 VIPPS accredited pharmacies by NABP
- Only VIPPS accredited pharmacy selling online to customers in all 50 states & Washington D.C.
- Only VIPPS accredited pharmacy targeting \$80 billion cash market
- VIPPS accreditation enables HealthWarehouse.com to attain an online marketing presence



Customer Acquisition Sources

Search Engines

Google™ bing
YAHOO!



Social Media

facebook® twitter

Partners

GoodRx

MedLion ™



Rx
REVU



Customer Convenience

HealthWarehouse.com offers quick delivery from the company's headquarters, combining convenient online ordering with home delivery



*"Great customer service,
quick accurate, **no worry**
fast deliveries. Easy
website to work with."*

80% of U.S. population reached in 2 days or less

Jonathan April 26, 2016



Simplify Channel Distribution

Current Supply Chain

Manufacturer

Wholesaler

Distributor

Pharmacy

Customer

Cost paid by Customer,
Employer, Insurance

HealthWarehouse Model

Manufacturer

HealthWarehouse.comSM
 America's Trusted Online Pharmacy

Customer

Savings to Customer,
Employer, Insurance

Consumer Reports®



Generic Actos,
30 mg
(pioglitazone)



Generic Cymbalta,
10 mg
(duloxetine)



Generic Lipitor,
20 mg
(atorvastatin)



Generic Plavix,
75 mg
(clopidogrel)



Generic Singulair,
10 mg
(montelukast)

RETAILER	PRICE					TOTAL PRICE
HealthWarehouse.com	\$14	\$35	\$11	\$9	\$15	\$83
Costco	\$18	\$44	\$18	\$16	\$21	\$117
Independents	\$25 (\$11-\$345)	\$49 (\$26-\$222)	\$19 (\$8-\$177)	\$17 (\$7-\$236)	\$25 (\$8-\$200)	\$136 (\$90-\$1,086)
Sam's Club	\$96	\$11	\$30	\$29	\$27	\$193
Target	\$66	\$160	\$30	\$30	\$31	\$317
Walmart	\$140	\$118	\$30	\$30	\$35	\$352
Kmart	\$180	\$220	\$73	\$30	\$56	\$558
Grocery Stores	\$140 (\$10-\$349)	\$182 (\$4-\$274)	\$66 (\$11-\$180)	\$90 (\$10-\$161)	\$83 (\$12-\$200)	\$561 (\$72-\$957)
Walgreens	\$167	\$220	\$64	\$65	\$87	\$603
Rite Aid	\$255	\$170	\$127	\$130	\$143	\$827
CVS	\$235	\$191	\$146	\$150	\$133	\$855

Savings for Core Rx Customers

Drug ¹	Qty								
Benazepril 20mg tablets	90	\$9.00	\$9.99	\$10.00	\$10.00	\$38.39	\$12.00	\$38.39	\$53.99
Famotidine 20mg tablets	90	\$5.40	\$8.10	\$41.99	\$6.00	\$37.09	\$10.00	\$37.09	\$35.99
Gabapentin 300mg capsules	90	\$12.60	\$14.82	\$29.49	\$44.85	\$92.59	\$26.40	\$92.59	\$92.99
Levothyroxin 50mg tablets	90	\$61.37	\$26.97	\$62.99	\$10.00	\$35.09	\$46.00	\$35.09	\$29.89
Nitrofurantoin 50mg capsules	90	\$151.20	\$83.99	\$164.99	\$175.16	\$86.59	\$125.00	\$86.59	\$131.89
Paroxetine 20mg tablets	90	\$9.00	\$9.99	\$10.00	\$10.00	\$90.59	\$10.00	\$90.59	\$28.69
Pioglitazone 15mg tablets	90	\$25.20	\$25.40	\$375.99	\$294.00	\$437.99	\$150.00	\$438.00	\$581.99
Simvastatin 40mg tablets	90	\$9.00	\$13.41	\$61.49	\$53.00	\$117.99	\$58.00	\$118.00	\$89.89
Sumatriptan 100mg tablets	27 tablets 3 pack)	\$38.91	\$47.97	\$133.49	\$284.83	\$439.99	\$365.00	\$439.99	\$500.89
Tacrolimus 1mg capsules	90	\$111.60	\$61.00	\$353.49	\$358.24	\$352.99	\$322.00	\$353.00	\$487.89
Tamiflu 75mg capsules	27 tablets 3 packs	\$143.28	\$132.70	\$144.99	\$138.33	\$144.99	\$133.00	\$145.00	\$146.99
Valacyclovir 50mg tablets	90	\$61.20	\$74.17	\$328.49	\$475.11	\$554.99	\$461.00	\$555.00	\$602.99

¹ Source: Cash, out-of-pocket price sold in Scottsdale, AZ on May 20, 2015

Retail Pharmacy Focus

Shifting significant portion of revenue stream away from prescription medications



Beer & Wine



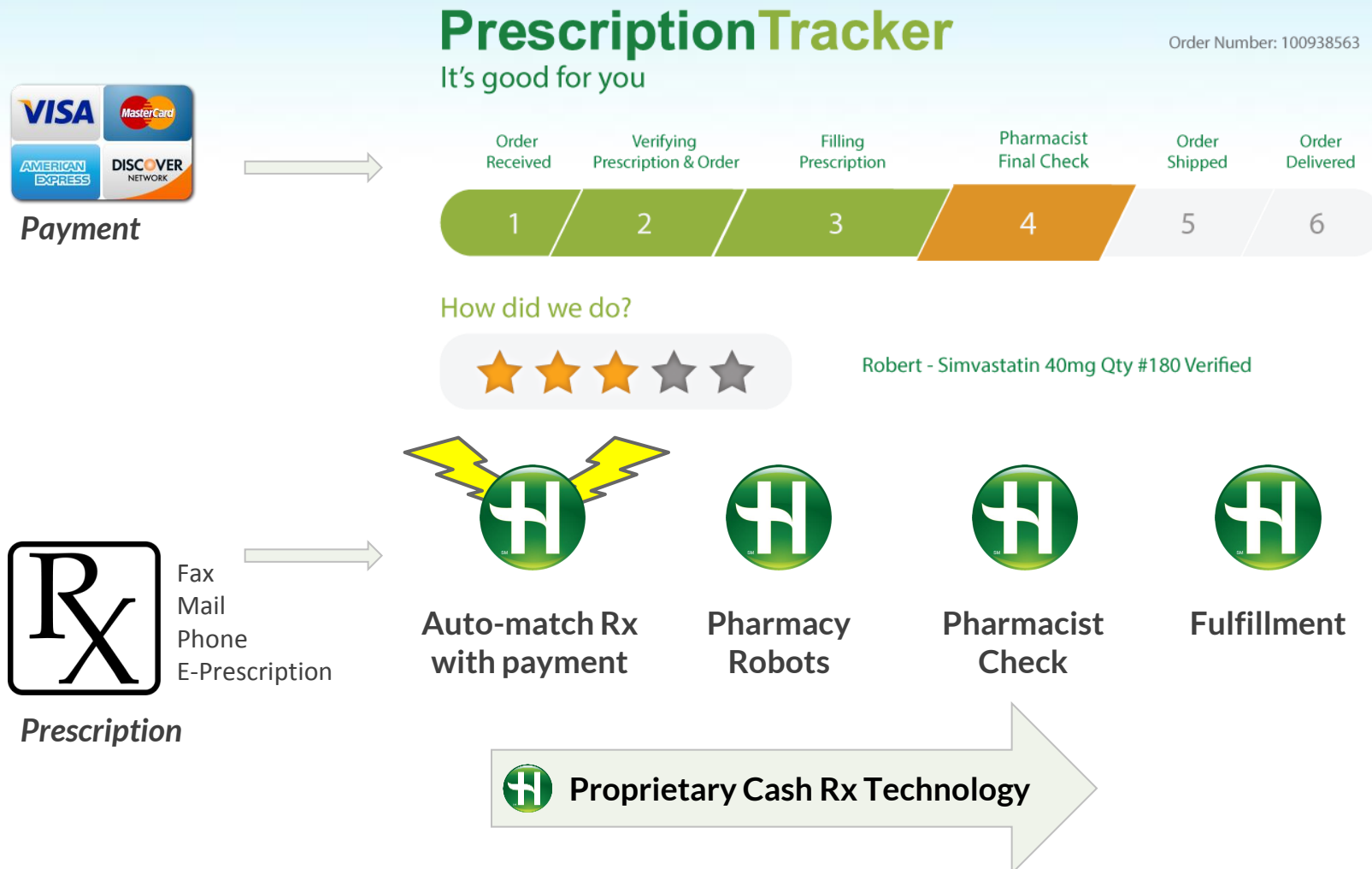
Coffee Bars



Groceries

Ordering & Fulfillment System

Proprietary system for customer to view Rx order, verification and delivery



Ordering & Fulfillment System

Proprietary system for navigating order from payment to shipping

Pharmacy Queue Prescriptions New Rx Forms Fax History Quality Assurance Pharmacy Law Reorder Reports

Search All Queues : Search
☐ Show only non-archived orders
You can input MG Order#, Patient Name, Patient DOB (YYYY-MM-DD), CP Order#

Unverified Verified Transfers **Ready** Hold Exceptions Pending Exceptions Archived

☐ Show All Orders (not limited to 3 month(s))
Note : Below are orders within 3 months

Page of 1 pages | View per page | Total 10 records found

Select Visible | Unselect Visible | 0 items selected

Actions Submit

	Order #	CP Order #	Created On	Patient Name	Region	Shipping Method	Marked Ready	Faxes
Any ▼	<input type="text"/>	<input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<input type="text"/>
<input type="checkbox"/>	101025494	412407	Feb 13, 2014 11:49:20 AM	██████████	New Hampshire	USPS Free	Mar 3, 2014 5:02:16 PM	RxFaxId163546
<input type="checkbox"/>	101030930	416494	Feb 25, 2014 2:09:12 PM	██████████	New York	USPS Free	Mar 3, 2014 5:53:33 PM	RxFaxId165940
<input type="checkbox"/>	101033794	418756	Mar 3, 2014 3:48:01 PM	██████████	Georgia	USPS Free	Mar 3, 2014 5:00:04 PM	
<input type="checkbox"/>	101033795	418757	Mar 3, 2014 3:50:52 PM	██████████	New Jersey	USPS Free	Mar 3, 2014 5:00:05 PM	
<input type="checkbox"/>	101033798	418760	Mar 3, 2014 3:52:05 PM	██████████	Pennsylvania	USPS Free	Mar 3, 2014 5:00:13 PM	
<input type="checkbox"/>	101033804	418765	Mar 3, 2014 4:08:24 PM	██████████	Pennsylvania	USPS Free	Mar 3, 2014 5:15:08 PM	
<input type="checkbox"/>	101033808	418768	Mar 3, 2014 4:16:18 PM	██████████	California	USPS Free	Mar 3, 2014 5:30:03 PM	
<input type="checkbox"/>	101033809	418769	Mar 3, 2014 4:16:24 PM	██████████	Georgia	USPS Free	Mar 3, 2014 5:30:05 PM	
<input type="checkbox"/>	101033815	418771	Mar 3, 2014 4:27:04 PM	██████████	Indiana	USPS Free	Mar 3, 2014 5:30:10 PM	
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Proprietary Cash Rx Technology

“ObamaCare” Opportunity

- Affordable Care Act increasing deductibles & copays by 34%¹
- Nevada Silver State Exchange Bronze Plan increases
 - o \$6,000 deductible for an individual
 - o \$12,000 deductible for a family
- Market quickly moving from insurance to cash
- \$80 billion cash prescription market by 2015²

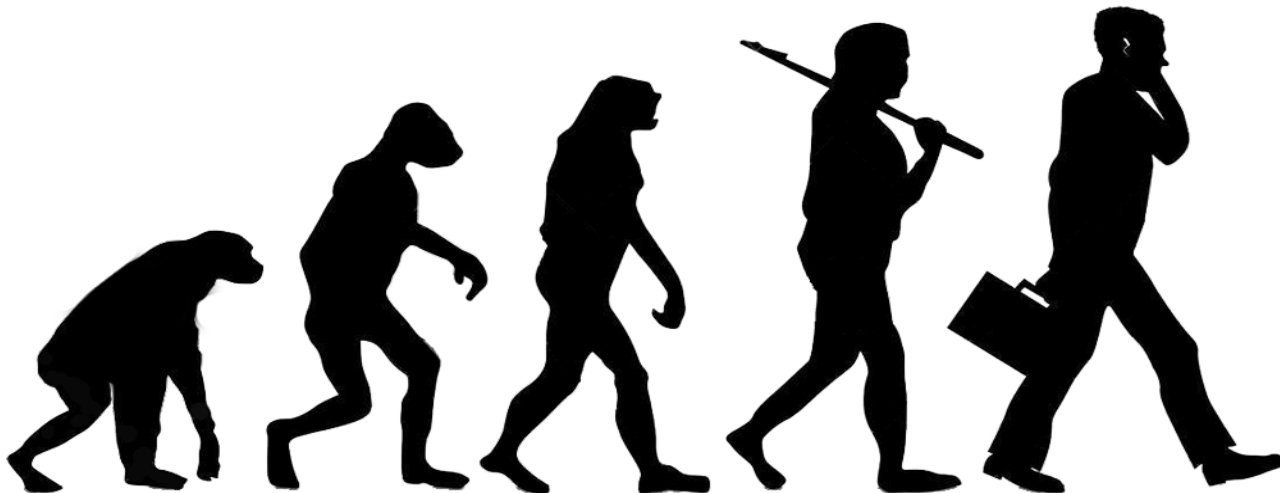


¹ Source: HealthPocket.com

² Cash market estimated at \$20 billion in 2007 at HealthWarehouse founding

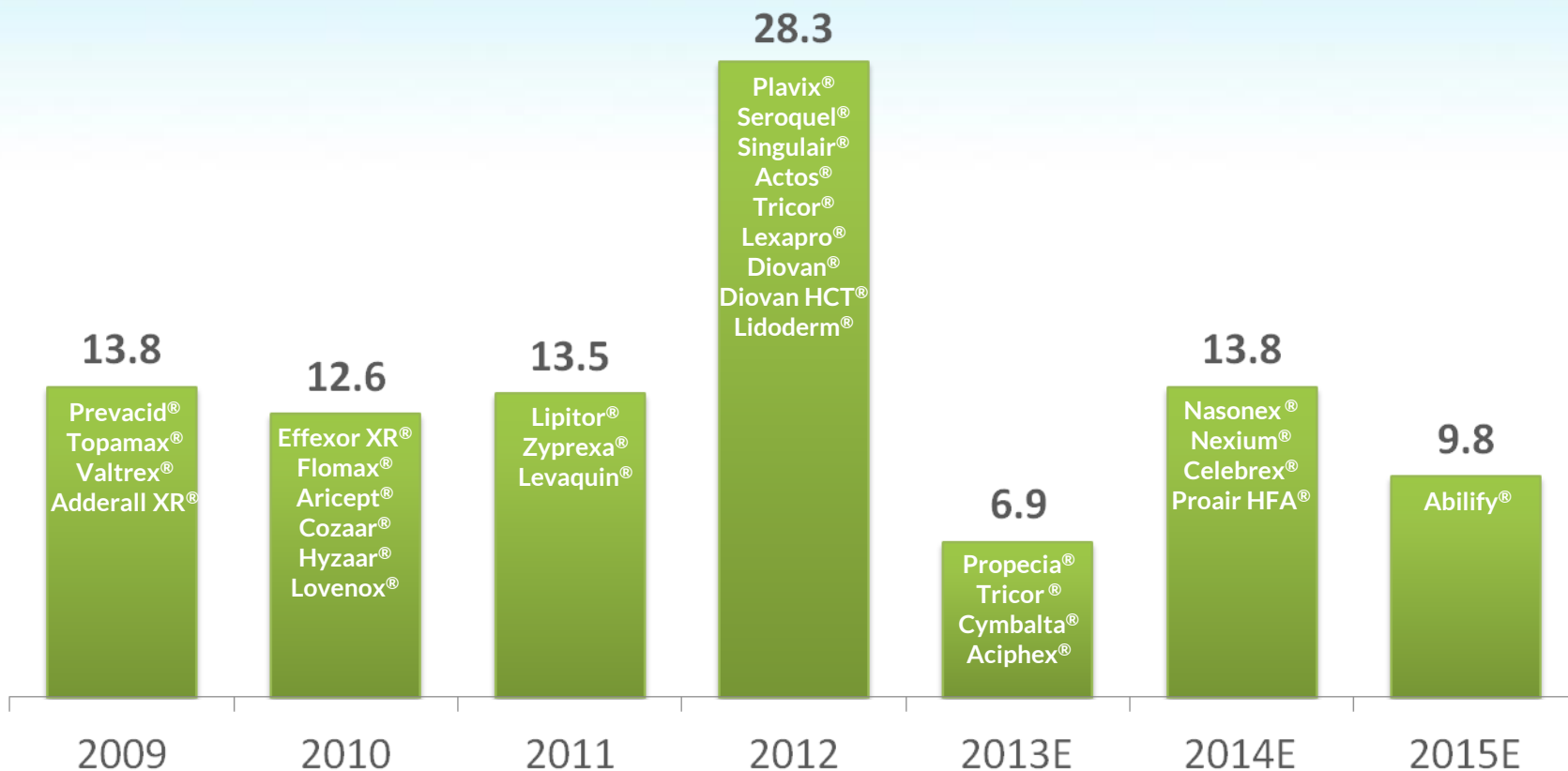
ACA Impact on Rx Consumer

Year	2007	2014	2016
Consumer Profile	Uninsured	Insured	All
HealthWarehouse™ Customer	5% Insured	90% Insured	All
Income Level	Low	Middle	All Levels
Reason Shopping Online	No Alternative	Increasing copays	Convenience
Demand Driver	Price	Price & Convenience	Online & Mobile
Innovator	Big Box Chains	Grocery Chains	HealthWarehouse™



Brand to Generic Opportunity

\$212 billion in brands go generic 2009-2015



Once drugs go generic, cash price on HealthWarehouse typically cheaper than copay/deductible
Source: HealthWarehouse

Market Consolidation

Brick & mortar retail pharmacy chains merging with wholesalers for increased margin & distribution

- Walgreens & Amerisource Bergen (May 2013)
- CVS & Cardinal Health (December 2013)
- Rite Aid & McKesson (February 2014)
- CVS & OmniCare (May 2015)
- Walgreens & Rite Aid (November 2015)

Renewed Focus on Core Business

	Q3' 2013	Q4' 2015	Change	% Change
Inventory	\$ 393,000	\$ 183,000	\$ 210,000	-53%
Accounts Receivable	\$ 270,000	\$ 0	\$ 270,000	-100%
Accounts Payable	\$3,336,000	\$2,190,000	\$1, 146,000	-34%
Operating Expenses	\$2,167,000	\$1,290,000	\$ 877,000	-40%
Full Time Employees	50	36	14	-28%
Blended Gross Margin	48%	63%	15%	+31%
EBITDAS	(\$ 672,000)	(\$ 29,000)	\$ 643,000	+96%

Renewed Focus on Core Business

	Q4' 2014	Q4' 2015	Change	% Change
Sales	\$1,475,000	\$1,845,000	\$ 370,000	+25%
Gross Profit	\$ 906,000	\$1,152,000	\$ 246,000	+27%
Operating Expenses	\$1,684,000	\$1,290,000	(\$ 394,000)	-23%
Net Income	(\$ 582,000)	(\$ 46,000)	\$ 536,000	+92%
EBITDAS	(\$ 392,000)	(\$ 29,000)	\$ 363,000	+93%

Accelerating Growth

	Q1' 2015	Q1' 2016 (P)	Change	% Change
Sales	\$1,613,000	\$2,348,000	\$ 735,000	+46%
Gross Profit	\$ 982,000	\$1,456,000	\$ 474,000	+48%
Operating Expenses	\$1,108,000	\$1,684,000	\$ 576,000	+52%
Net Loss	(\$ 201,000)	(\$ 254,000)	(\$ 53,000)	-26%
EBITDAS	(\$ 65,000)	(\$ 107,000)	(\$ 42,000)	-65%

P: Projected: Q1' 2016 to be reported the week of May 9, 2016

Prescription Business

	Q4' 2015	Q1' 2016	Change	% Change
New Prescriptions	20,779	29,292	+8,513	+41%
Refill Prescriptions	22,028	26,521	+4,493	+20%
Total	42,807	55,813	+13,006	+30%
Net Transfers	3,518	4,675	+1,157	+33%

Prescription Business

	Q4' 2014	Q4' 2015	Change	% Change
New Prescriptions	12,942	20,779	+7,837	+61%
Refill Prescriptions	17,551	22,028	+4,477	+26%
Total	30,493	42,807	+12,314	+40%
Net Transfers	1,258	4,675	+3,417	+272%

Prescription Business

	Q1' 2015	Q1' 2016	Change	% Change
New Prescriptions	13,780	29,292	+15,512	+113%
Refill Prescriptions	16,871	26,521	+9,650	+57%
Total	30,651	55,813	+25,162	+82%
Net Transfers	1,308	4,675	+3,367	+357%

Projected Income Statement

	2011	2012	2013	2014	2015	2016 (P)
Sales	\$10,363,293	\$11,081,429	\$10,233,112	\$6,129,660	\$7,018,137	\$10,041,000
Gross Profit	\$4,517,768	\$5,167,452	\$5,121,357	\$3,637,278	\$4,471,745	\$6,326,000
Gross Profit %	44%	47%	50%	59%	64%	63%
Opex	\$9,246,431	\$9,657,821	\$7,554,954	\$5,370,727	\$5,001,654	\$6,480,000
Net Loss	(\$2,439,502)	(\$5,574,775)	(\$5,489,892)	(\$1,783,279)	(\$596,594)	(\$400,000)
EBITDAS	(\$1,828,865)	(\$659,325)	(\$870,207)	(\$596,594)	(\$23,080)	\$100,000

P: Projected, unaudited financials

Highly Rated by 3rd Parties



Excellent 9.1 out of 10



Based on 659 reviews



Overall Satisfaction:  9.1 out of 10

Would Shop Here Again:  9.4 out of 10

Likelihood To Recommend:  9.2 out of 10

Based on 599 reviews



BBB Rating: A+

4.8 out of 5
Based on 15 reviews



Nextag

ResellerRatings 
by Answers™



facebook.



Voice of the Customer

Nina



"Best alternative to Canadian drugs licensed in the USA so subject to the same regulations. I've told anyone who will listen about them. I've been using them for years. If you have any problems, their **customer service is responsive and quick.**" - May 2016

Wendy



"As I recently lost my health insurance, this was the first time I had even compared prices on my prescription. Never really knew the true cost at my local pharmacy. I was shocked when I called them to ask what my perscriptions cost without insurance. That's when I started researching other avenues. I **have been impressed with the speed of delivery, ease of transferring my Rx, and ease of ordering.** Very impressed." - May 2016

Gail



"When I lost my health insurance, I went looking for the best prices for my generic meds. Fortunately, I found Healthwarehouse.com. Not only were my prescriptions available at great prices, but when I did get insurance, I found that **I could continue to get my meds at better prices than my co-pays.** Their automatic renewals and mailed delivery help me avoid the monthly wait checkout in the local pharmacy. Great company. Thanks for keeping prices low and providing great service." - April 2016

David



"**This is one of the most courteous and professional pharmacies period.** I love their customer service and their experience and knowledge of products. We need these pharmacies, as the ones on the corners are becoming convenience stores instead of caring for the health of their patients. Thank you for your service." - March 2016

HealthWarehouse.comSM



America's Trusted Online Pharmacy

Thank you!

Management Team

Lalit Dhadphale | *Chairman, President & CEO*

Co-founded HealthWarehouse.com in August 2007 and launched the company's prescription drug business in 2008. Prior, co-founded Zengine, Inc. serving as V.P. of Product Development and later as Chief Operating Officer. Under his day-to-day leadership, Zengine grew from start-up to \$30+ million in annualized sales, achieving profitability in its second quarter as a public company. Prior to co-founding Zengine, Mr. Dhadphale was a co-founder of Excite Japan, where he was involved with product development, internationalization and localization of web sites and Internet products. He produced the launch of both Excite Japan and Netscape Netcenter Japan. Prior, Mr. Dhadphale was International Business Development Manager for CNET, securing relationships throughout Asia and the Pacific Rim. Mr. Dhadphale received his BA from the University of Michigan, Ann Arbor in Japanese Language & Literature and Asian Studies.

Dan Seliga MBA | *COO & CFO*

Mr. Seliga joined the company in January 2016 and has provided financial and operational consulting to the Company since August 2013. He has held various leadership positions in operations and finance with private companies located in the southwest Ohio region since 1996. Most recently he was General Manager and Business Manager for the largest truck dealership network in Ohio and previously he was CFO and VP of Operations for a wholesale distributor of commercial construction materials and a retail home improvement company. In these capacities, Mr. Seliga gained extensive experience in both the acquisition and sale of various business units. Prior to 1996, he was a commercial and real estate lending officer for Bank of New York and PNC Bank serving middle market companies primarily located in the New York, Connecticut and Ohio. Mr. Seliga received his MBA in Finance from the University of Notre Dame in 1988 and his BS in Accounting from Saint Vincent College in 1987.



Management Team

Jennifer Trenkamp RPh | *Pharmacist In Charge*

Ms. Trenkamp joined HealthWarehouse.com in May 2014 and is the Pharmacist In Charge (PIC). She is currently responsible for the company's pharmacy operations and has helped the company complete its Verified Internet Pharmacy Practice Sites (VIPPS) re-accreditation. Previously, she was Pharmacist in Charge for 14 years at Remke Biggs Pharmacy, a grocery/retail chain owned by SuperValu in the Cincinnati metropolitan area. Ms. Trenkamp received her BS in Pharmacy from the University of Cincinnati in 1995.

Joseph Peters CpHT | *VP of Operations*

Mr. Peters joined HealthWarehouse.com in January of 2012, working in nearly every role in the company before becoming Human Resources Manager in 2013 and Vice President of Operations in 2014. With his unique experience at all levels of the organization, Mr. Peters who is also a Certified Pharmacy Technician (CpHT), currently oversees all aspects of the company's operations, including pharmacy, customer service, and fulfillment. Prior to joining HealthWarehouse.com, Mr. Peters was Director of Operations at ToneRite, Inc., a company producing automatic musical instrument tuners sold on and offline. Mr. Peters oversaw multiple departments from assembly to sales and promotion. Mr. Peters led the company's successful expansion overseas into Australia, Singapore and Japan. Mr. Peters received his BA from the University of Florida in Business Management in 2009 and MA in International Business in 2010.



Board of Directors

Ambassador Ned L. Siegel

Ambassador Siegel was appointed by then President George W. Bush, as the U.S. Ambassador to the Commonwealth of the Bahamas from October 2007 to January 2009. He was also appointed by President Bush to serve under Ambassador John R. Bolton at the United Nations in New York, serving as the Senior Advisor to the U.S. Mission and as the United States representative to the 61st Session of the United Nations General Assembly. Prior to his ambassadorship, he was appointed to the Board of Directors of the Overseas Private Investment Corporation (OPIC). In addition to his public service, Ambassador Siegel has over 30 years of entrepreneurial successes. Presently, he is Chairman of the Board of The Siegel Group, a multi-disciplined international business management advisory firm specializing in infrastructure, real estate, ports, energy, utilities, technology and financial services. Ambassador Siegel serves on the Board of Directors and Advisory Boards of numerous public and private companies, and private equity groups. He graduated Phi Beta Kappa from the University of Connecticut in 1973 and received a JD from the Dickinson School of Law in 1976.

Youssef Bennani MBA

Through January 30, 2012, Mr. Bennani was a Senior Managing Director in Kaufman Bros., L.P.'s Investment Banking department which he joined in 1995. His responsibilities ranged from public and private financing transactions to general financial advisory for mergers and acquisition, restructuring, acquisition financing and recapitalization. Prior to joining Kaufman Bros., L.P., Mr. Bennani was an investment banker at Barington Capital, L.P., where his primary industry focus was technology. Mr. Bennani received his MA in Computer Science as well as BS in mathematics and physics from the University of Pierre and Marie Curie in Paris. He also received his MBA in international finance from New York University's Stern School of Business.



Board of Directors

Joseph Savarino

In January 2014, Mr. Savarino was named CEO of Carpeturn.com, Inc. has been a co-founder and Director since June 2010. Carpeturn.com provides flooring materials and services to the multifamily housing industry, where customers have online and mobile access to schedule installations, manage budgets and track apartment histories. Mr. Savarino was engaged in select Internet and e-commerce consulting projects from 2002 through June 2010 and has prior experience in management, sales, business development and market research. Mr. Savarino was President and Chief Executive Officer of Zengine, Inc., from 1998 until its sale in 2002. Zengine was a public company that provided sell-side e-commerce software and services to customers in the United States and Japan. Mr. Savarino received his BA from the University of Michigan, Ann Arbor in English Literature and Japanese Language & Literature.

Joseph Heimbrock

Joseph Heimbrock is currently the Regional General Manager in Ohio for Rush Enterprises, Inc. Rush Enterprises (NASDAQ:RUSHA), which is headquartered in New Braunfels, Texas, owns and operates the nation's largest network of commercial vehicle dealerships Rush Truck Centers representing truck and bus manufacturers including Peterbilt, International, BlueBird and IC Bus. Mr. Heimbrock has over 30 years of business experience primarily in the commercial trucking industry, including sales, marketing and operational management. Mr. Heimbrock received his BS degree from Northern Kentucky University in Accounting.

