



eHealth[®]
Q1 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: Medicare broker industry trends, our estimates regarding Medicare enrollment growth; our estimates regarding commissions receivable collection; our estimates of constrained lifetime value of commissions per approved member; our 2024 operational priorities, including our business and growth strategy, local market strategy, branding, and member loyalty and retention strategy; our 2024 annual guidance for total revenue, GAAP net loss, adjusted EBITDA and operating cash flow; the expected impact of positive net adjustment revenue on our 2024 annual guidance; our operational initiatives, including our Agency and Amplify fulfillment models and new platform features, and the expected impact of these initiatives on our business and financial results; our investments in technology and operational initiatives and expected impact of these investments on our business; 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. A reconciliation 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.

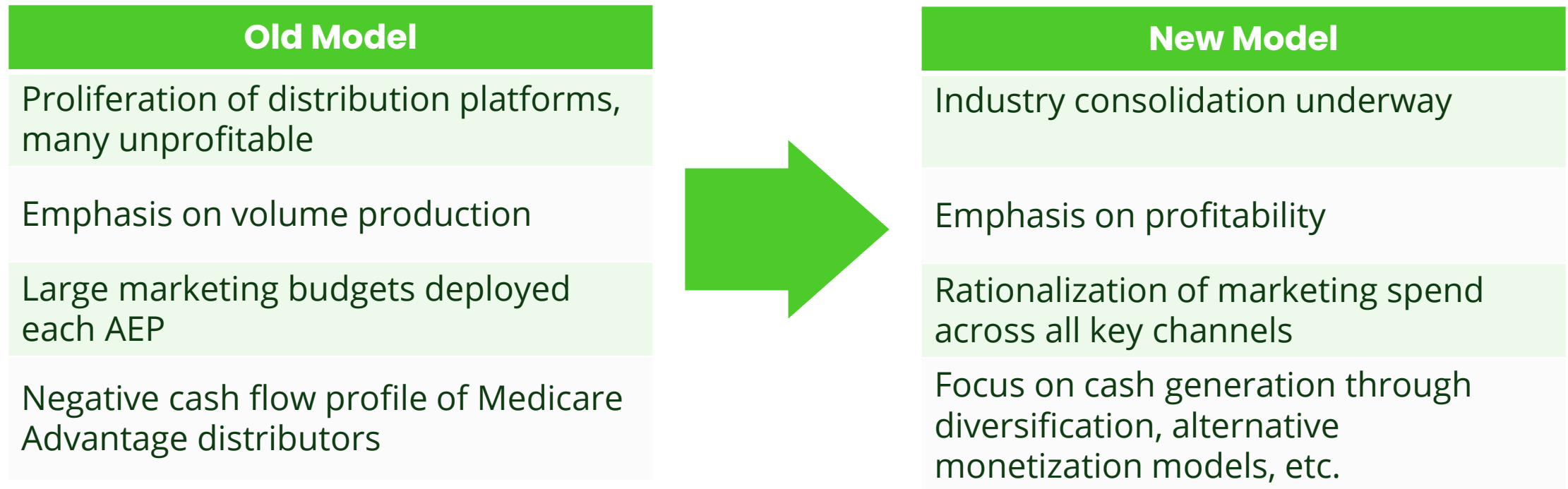
Q1 2024 Earnings Highlights

eHealth delivered strong first quarter performance underpinned by revenue growth and growth in approved members. We are on track to reach our financial goals for FY 2024.

- **Q1 2024 total revenue of \$93.0 million increased 26%** compared to Q1 2023 total revenue of \$73.7 million.
- **Q1 2024 Medicare Advantage approved members increased 9%** to 65,750 compared to Q1 2023 Medicare Advantage approved members of 60,451.
- **Q1 2024 GAAP net loss of \$17.0 million improved \$2.9 million year-over-year. Q1 2024 adjusted EBITDA⁽¹⁾ of \$(1.7) million improved \$11.0 million** compared to \$(12.7) million in Q1 2023.
- **Q1 2024 Medicare Advantage LTV increased 6%** to \$952 from \$901 in Q1 2023, driven primarily by favorable carrier and contract mix.
- **Operating cash flow for the trailing twelve months ended March 31, 2024, was \$3.3 million.**

(1) 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, amortization of intangible assets, 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.

Medicare Broker Industry Trends

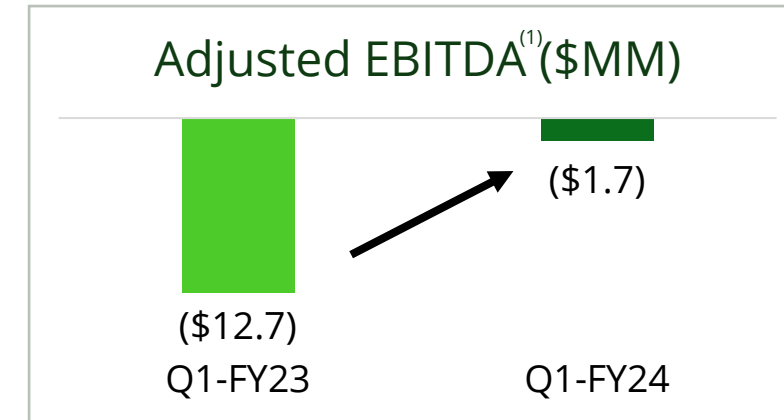
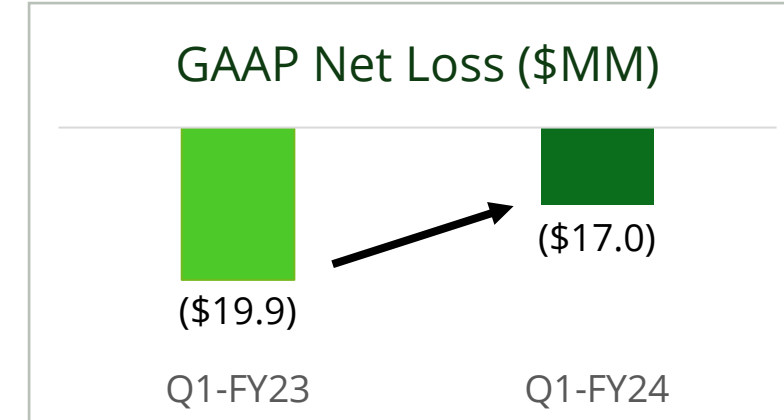
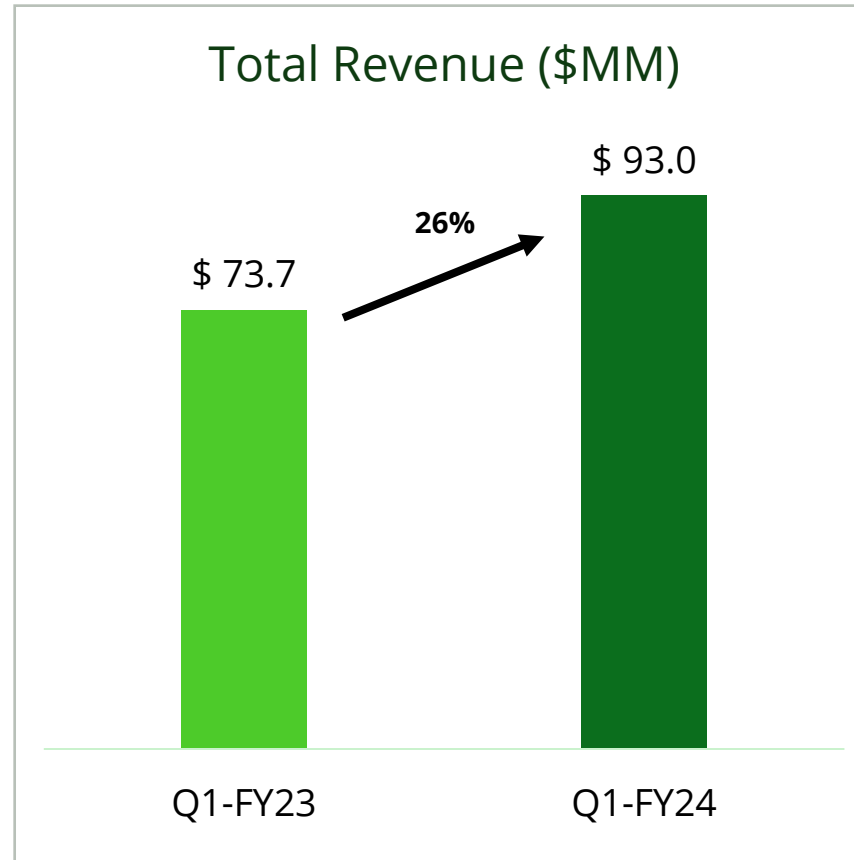


eHealth was ahead of the curve as we launched our Business Transformation Plan in 2022 to enhance enrollment quality, rebuild marketing strategies, launch re-brand, and substantially improve cash flow profile of our business.

Q1 2024 Total Revenue Grew Year-over-Year with Improved Profitability

Enhanced profitability metrics reflect strong topline growth accompanied by fixed cost reductions.

Q1 2024 GAAP net loss includes one-time expenses including \$6.3 million of impairment and restructuring charges related to lease exits and other cost-reduction efforts.

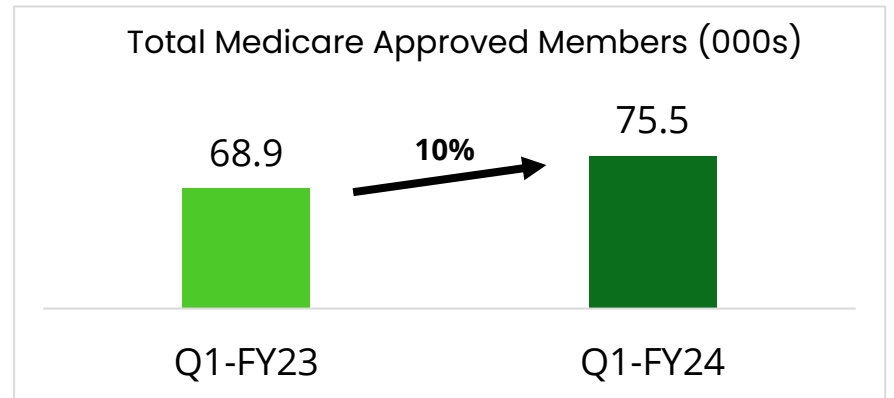
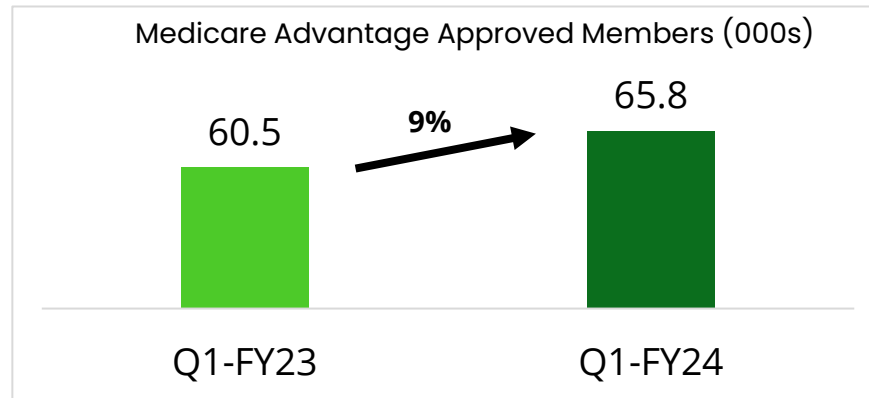
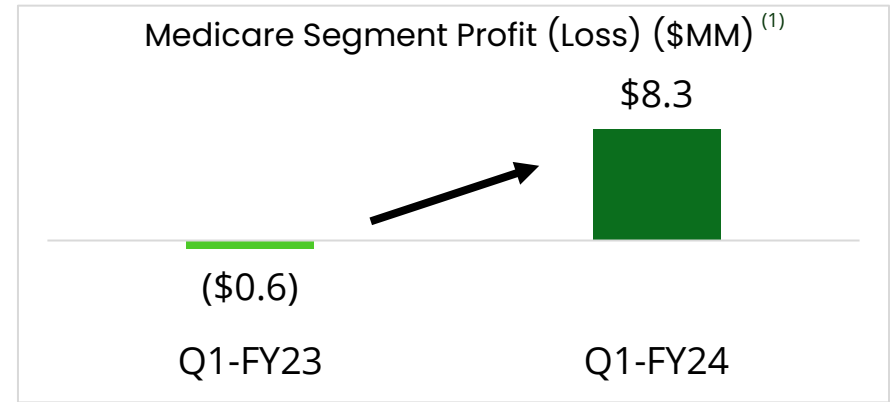
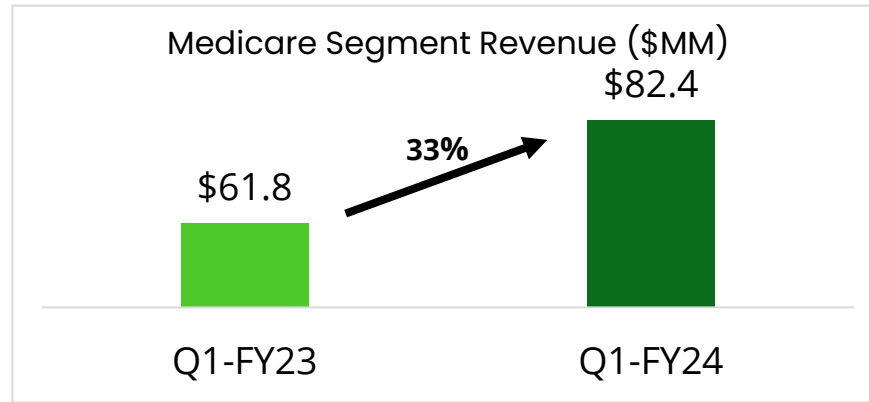


(1) Adjusted EBITDA is calculated by excluding the impact from preferred stock, provision for (benefit from) income taxes, depreciation and amortization, stock-based compensation expense, amortization of intangible assets, impairment, restructuring and other charges, interest expense, other income (expense), 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.

Q1 2024 Medicare Segment Performance

Q1 '24 Medicare approved members increased 10% YoY reflecting strong execution in both fulfillment models, core Agency and Amplify.

Q1 '24 Medicare non-commission revenue was \$11.6 million – YoY growth of more than 100%.



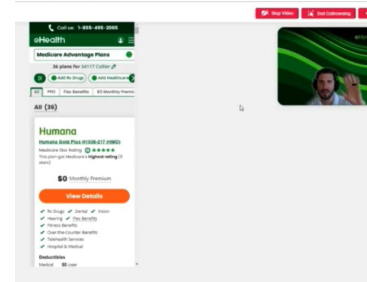
(1) Segment profit (loss) is calculated as total revenue for the applicable segment less direct and indirect allocated marketing and advertising, customer care and enrollment, technology and content and general and administrative operating expenses, excluding stock-based compensation expense, depreciation and amortization, impairment, restructuring and other charges, interest expense and other income (expense), net.

Recently Launched New Features **ePerks** and **Live Advise**



- Launched in early Q2 2024
- Loyalty program that offers our members a seamless start to access their plan benefits and services, a plan check-up, and offers & discounts on partner services
- Since its April launch, we have already enrolled more than 200,000 existing eHealth Medicare customers
- Expected to impact retention and customer affinity

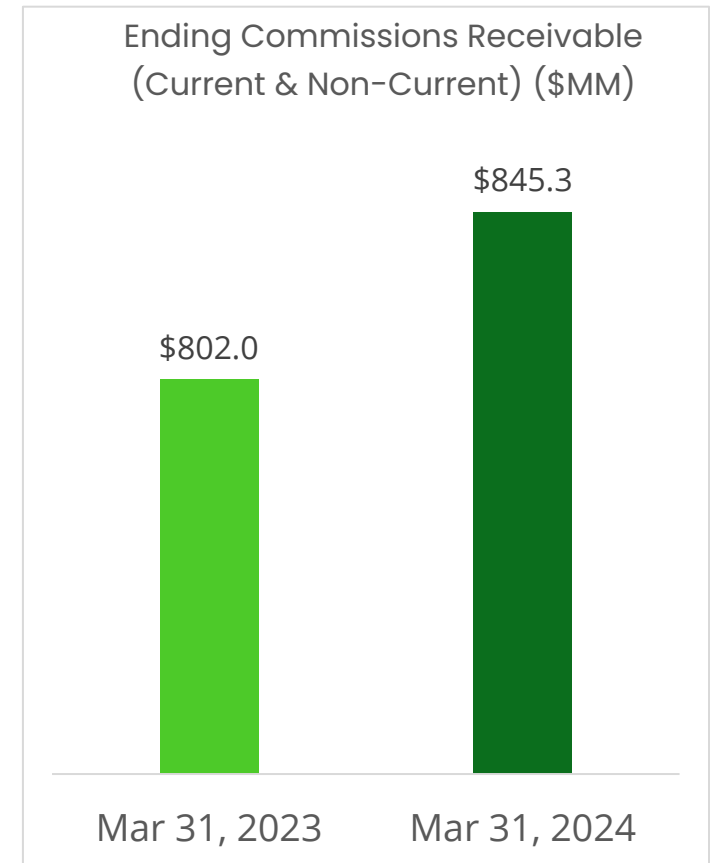
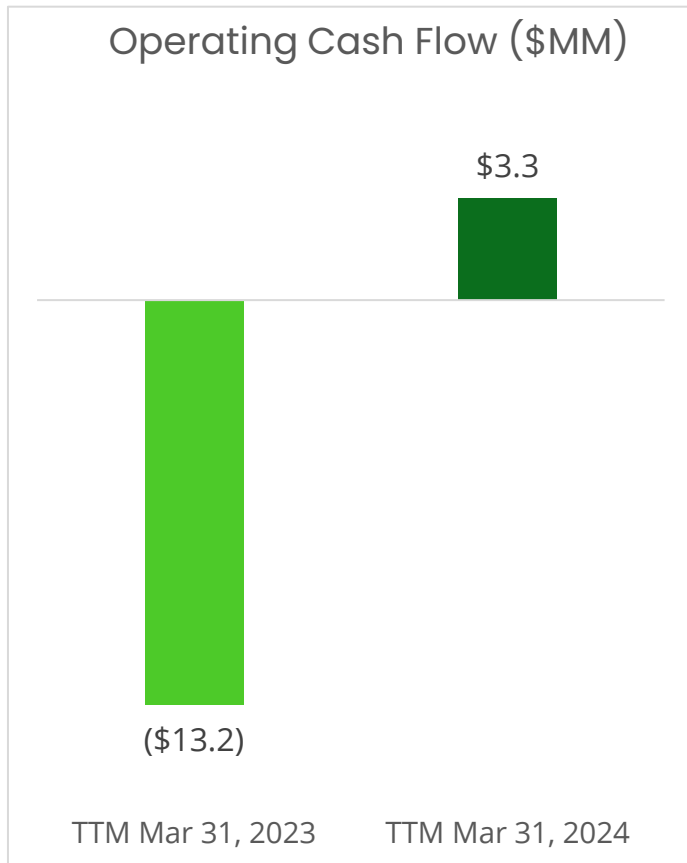
Live Advise



- Limited launch in early Q2 2024
- Offers secure one-way video chat capability
- Allows customers to see their benefit advisor during the enrollment process, fostering additional connection
- Expected to impact enrollment quality and sales efficiency

Cash Flow & Balance Sheet Highlights

Operating cash flow for Q1 '24 was \$70.8 million, relative to \$60.8 million in Q1 '23. Importantly, our operating cash flow for TTM ended 3/31/24 was positive \$3.3 million – up from negative \$13.2 million a year ago – and exceeded our goal of breakeven operating cash flow for this period. Our next milestone is free cash flow generation.



Total Cash Collected by Revenue Type (\$, MM)⁽¹⁾

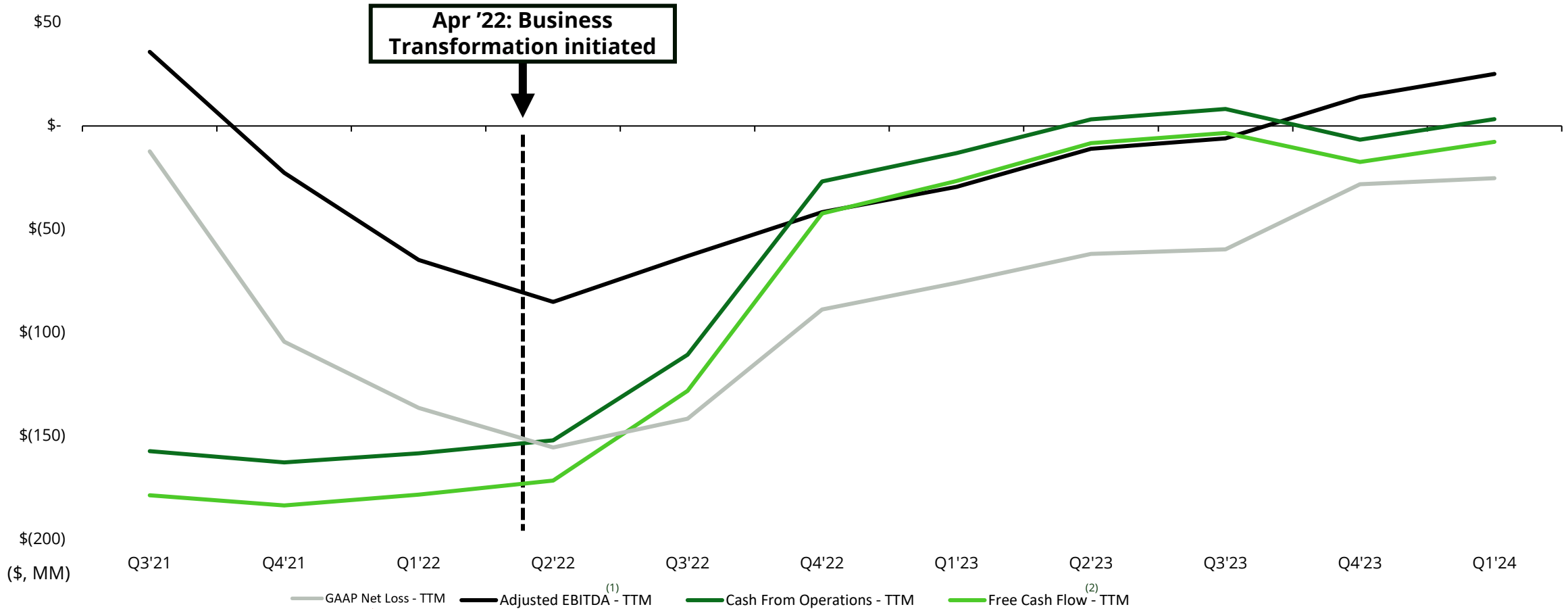
Q1 2024 total cash collections of \$180.5 million grew 13% on a year-over-year basis, driven by an increase in non-commission revenue as well as increased commission payments generated by our existing book of business.



(1) We distinguish between commission and non-commission based cash collections using the same methodology we use to distinguish between commission revenue and revenue from non-commission sources, which can be found in our Annual Report on Form 10-K filed with the SEC on February 29, 2024.

Trailing 12-Month Profitability and Cash Flows

Following the implementation of our Business Transformation, we have seen steady improvement in profitability and cash flow performance on a TTM basis.



(1) Adjusted EBITDA is calculated by excluding the impact from preferred stock, provision for (benefit from) income taxes, depreciation and amortization, stock-based compensation expense, amortization of intangible assets, 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.

(2) Free cash flow is calculated as net cash provided by (used in) operating activities reduced by capitalized internal-use software and website development costs and purchases of property and equipment and other assets.

FY24 Operational Priorities

1

Grow revenue year-over-year while producing positive adjusted EBITDA

2

Advance our local market focused, omni-channel enrollment engine to drive higher conversions and greater margins

3

Launch the next phase of our member loyalty & retention strategy

4

Drive our B2B strategy and fortify the organizational foundation that supports our strategic partners and direct-to-employer opportunities

5

Enhance eHealth's comprehensive product portfolio beyond Medicare Advantage agency business to drive year-round growth

Two Distinct Fulfillment Models

- Both models capitalize on strong and growing Medicare Advantage market
- Can be expanded to other eHealth products

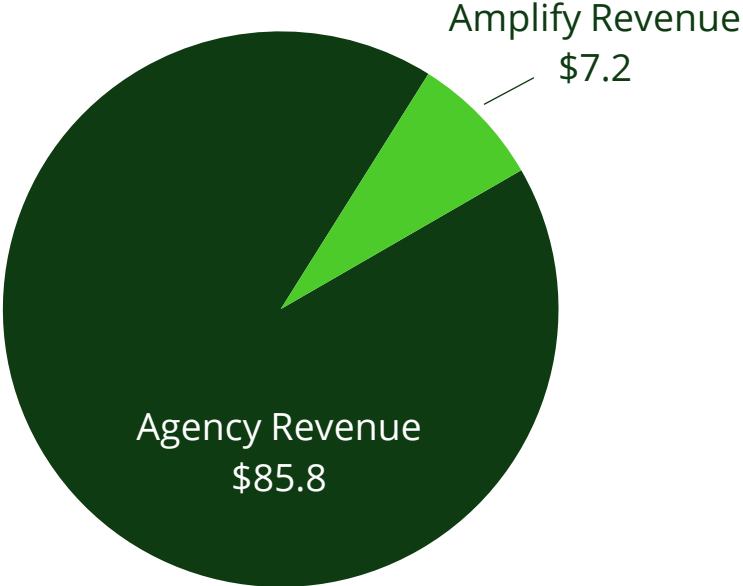
Agency (Choice)

Amplify (Carrier Dedicated)

	eHealth Marketing Engine	Carrier Demand Generation Efforts		
Operational Model	<table border="1"> <tr> <td>National & Local Market Advisors</td> <td>Online Marketplace</td> </tr> </table>	National & Local Market Advisors	Online Marketplace	Dedicated Benefit Advisors
	National & Local Market Advisors	Online Marketplace		
	Proprietary Plan Recommendation Algorithm	Expert Match with Best Plan from that Carrier		
Products: MA, MS, PDP, IFP, SMB, Ancillary	Products: MA, MS, PDP			
Financial Impact	<ul style="list-style-type: none"> • Primarily a Broker of Record model • LTV-based revenue • Recurring cash commission payments • Commissions receivable created • Flows through reported approval/membership metrics • Variable cost: marketing and agent 	<ul style="list-style-type: none"> • Evolving from LTV-based in FY23 and Q1 '24 into primarily fee-based revenue model in Q2 (with some broker-of-record) • Fee-based revenue <ul style="list-style-type: none"> • Upfront cash payment • No commissions receivable created • Does not impact enrollment or membership metrics • Variable cost: primarily agent (partially offset by carrier fees) 		

Amplify vs Agency Financial View

Q1 '24 Revenue Breakdown (\$, MM)



Amplify annual gross margin target of 30%-35% in line with our margin target for Medicare Agency

Expected FY 2024 Contribution as Amplify Scales and Transitions to BPO Model

Medicare Revenue Positive Contributor	eHealth Cash Profile Positive Contributor
Medicare Volume Processed Positive Contributor	Adj. EBITDA Positive Contributor
Est. Medicare Membership Minimal Impact	Medicare Approved Members Minimal Impact

Q4 '23 & Q1 '24 Amplify Compensation Model:
Majority Broker-of-Record



Q2 '24 & Beyond Amplify Compensation Model:
Largest contracts Fee-Based BPO

FY24 Guidance

We are reiterating our previously issued guidance ranges for FY 2024. Guidance includes an estimate for positive net adjustment revenue in the range of \$0 to \$15 million reflective of potential tail revenue that was previously constrained.

2024 Full Year Guidance	Range (in millions)
Total Revenue	\$450 – \$475
GAAP Net Income (Loss)	(\$40) – (\$20)
Adjusted EBITDA ⁽¹⁾	(\$5) – \$20
Operating Cash Flow	(\$15) – (\$5)

(1) Adjusted EBITDA is calculated by excluding the impact from preferred stock, provision for (benefit from) income taxes, depreciation and amortization, stock-based compensation expense, amortization of intangible assets, 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.

Appendix



Reconciliation of GAAP to Non-GAAP Financial Measures

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

	Three months ended													
	December 31, 2020	March 31, 2021	June 30, 2021	September 30, 2021	December 31, 2021	March 31, 2022	June 30, 2022	September 30, 2022	December 31, 2022	March 31, 2023	June 30, 2023	September 30, 2023	December 31, 2023	March 31, 2024
Net income (loss) attributable to common stockholders	\$ 59,873	\$ (800)	\$ (22,888)	\$ (59,948)	\$ (39,306)	\$ (39,960)	\$ (45,029)	\$ (46,998)	\$ 12,572	\$ (28,048)	\$ (32,915)	\$ (47,243)	\$ 41,691	\$ (27,711)
Preferred stock dividends	-	-	3,082	4,561	4,563	4,717	4,771	4,933	4,937	5,101	5,223	5,320	5,321	5,480
Change in preferred stock redemption value	-	-	1,397	2,373	2,591	2,501	2,756	2,916	3,162	3,069	4,191	4,898	5,178	5,247
GAAP net income (loss)	59,873	(800)	(18,409)	(53,014)	(32,152)	(32,742)	(37,502)	(39,149)	20,671	(19,878)	(23,501)	(37,025)	52,190	(16,984)
Stock-based compensation expense	3,450	11,402	8,245	5,234	7,976	5,285	5,505	5,144	4,382	4,994	6,193	6,554	5,472	5,540
Depreciation and amortization	3,539	3,944	3,997	4,899	5,491	4,778	5,349	5,558	5,423	5,245	5,151	4,745	4,775	4,406
Amortization of intangible assets	286	176	119	121	120	-	-	-	0	-	-	-	-	-
Impairment, restructuring and other	-	2,431	-	573	48,218	4,823	1,369	4,498	8,926	-	-	-	-	6,313
Interest expense	215	210	211	213	211	1,171	1,980	2,094	2,382	2,580	2,721	2,821	2,852	2,809
Other (income) expense, net	(157)	(360)	(383)	(402)	(455)	(150)	(813)	(1,447)	(1,541)	(1,988)	(2,829)	(2,683)	(1,953)	(2,391)
Provision for (benefit from) income taxes	19,462	308	(6,752)	(12,834)	(1,237)	(7,993)	(9,138)	(9,767)	9,231	(3,608)	(2,543)	(2,509)	6,279	(1,345)
Adjusted EBITDA	\$ 86,668	\$ 17,311	\$ (12,972)	\$ (55,210)	\$ 28,172	\$ (24,828)	\$ (33,250)	\$ (33,069)	\$ 49,474	\$ (12,655)	\$ (14,808)	\$ (28,097)	\$ 69,615	\$ (1,652)
Trailing Twelve Month Adjusted EBITDA				\$ 35,797	\$ (22,699)	\$ (64,838)	\$ (85,116)	\$ (62,975)	\$ (41,673)	\$ (29,500)	\$ (11,058)	\$ (6,086)	\$ 14,055	\$ 25,058

Reconciliation of Net Cash Provided by (Used In) Operating Activities to Free Cash Flow (in thousands):

	Three months ended													
	December 31, 2020	March 31, 2021	June 30, 2021	September 30, 2021	December 31, 2021	March 31, 2022	June 30, 2022	September 30, 2022	December 31, 2022	March 31, 2023	June 30, 2023	September 30, 2023	December 31, 2023	March 31, 2024
Net cash provided by (used in) operating activities	\$ (96,901)	\$ 42,809	\$ (32,083)	\$ (71,047)	\$ (102,301)	\$ 47,112	\$ (25,766)	\$ (29,636)	\$ (18,579)	\$ 60,803	\$ (9,428)	\$ (24,681)	\$ (33,386)	\$ 70,761
Capitalized internal-use software and website development costs	(3,923)	(3,242)	(4,100)	(5,247)	(4,403)	(4,205)	(4,171)	(4,164)	(2,752)	(2,164)	(2,038)	(2,826)	(1,665)	(2,286)
Purchases of property and equipment and other assets	(1,297)	(1,899)	(806)	(849)	(311)	(55)	(172)	35	(22)	(67)	(306)	(1,386)	(327)	(204)
Free Cash Flow	\$ (102,121)	\$ 37,668	\$ (36,989)	\$ (77,143)	\$ (107,015)	\$ 42,852	\$ (30,109)	\$ (33,765)	\$ (21,353)	\$ 58,572	\$ (11,772)	\$ (28,893)	\$ (35,378)	\$ 68,271
Trailing Twelve Month Free Cash Flow				\$ (178,585)	\$ (183,479)	\$ (178,295)	\$ (171,415)	\$ (128,037)	\$ (42,375)	\$ (26,655)	\$ (8,318)	\$ (3,446)	\$ (17,471)	\$ (7,772)

Guidance GAAP Net Loss Attributable to Common Stockholders to Adjusted EBITDA

(in millions)

	Full Year 2024 Guidance	
	Low	High
GAAP net loss attributable to common stockholders	\$ (85.0)	\$ (65.0)
Impact from preferred stock	45.0	45.0
GAAP net loss	(40.0)	(20.0)
Stock-based compensation expense	20.0	17.0
Depreciation and amortization	19.0	18.0
Impairment, restructuring and other charges	1.0	1.0
Interest expense	11.0	10.0
Other income, net	(8.0)	(9.0)
Provision for (benefit from) income taxes	(8.0)	3.0
Adjusted EBITDA	<u>\$ (5.0)</u>	<u>\$ 20.0</u>