



## Harrow Expands VEVYE® Access for All Program to ImprimisRx's Klarity-C Patients

April 10, 2025

Existing Klarity-C Patients to Have Access to VEVYE for \$59 Per Bottle

NASHVILLE, Tenn.--(BUSINESS WIRE)--Apr. 10, 2025-- Harrow (Nasdaq: HROW), a leading North American eyecare pharmaceutical company, today announced an expansion of its [VEVYE® Access for All](#) ("VAFA") program to include patients currently prescribed Klarity-C Drops®, a compounded cyclosporine 0.1% product manufactured and distributed by ImprimisRx®, Harrow's compounding subsidiary. Since its launch on March 17, 2025, VEVYE Access for All has simplified dry eye therapy for eligible patients by eliminating access barriers like prior authorization and reimbursement delays, providing free home delivery, and offering a no-questions-asked, money-back guarantee.<sup>1</sup> The VEVYE Access for All program is flexible, allowing patients to choose to use their insurance coverage<sup>2</sup> or take advantage of Harrow's affordable cash price.

As a result of today's announcement, beginning immediately, more than 25,000 patients across the U.S. will be able to convert their Klarity-C prescriptions to VEVYE (cyclosporine ophthalmic solution) 0.1%, an FDA-approved treatment for the signs and symptoms of dry eye disease, for \$59 per bottle (including refills). As a part of this transition, Klarity-C prescribers have access to a prescription authorization platform to transfer Klarity-C prescriptions to PhilRx in a process that shouldn't take more than 5 minutes.

"We are pleased to make VEVYE accessible and affordable to Klarity-C patients," said Mark L. Baum, Chief Executive Officer of Harrow. "The secret to the success of VEVYE Access for All is simple: *lower costs to patients and eliminate the requirement for prescribers to endure the burden of access obstacles like prior authorizations and step therapy.* The result is twofold: dry eye patients receive what their doctor prescribes at an affordable price; and for doctors and their staff, choosing VEVYE is an absolute no-brainer."

"Pharmaceutical companies have long made promises to tackle the access barriers my colleagues and I encounter when advocating for our patients – especially in the realm of dry eye treatments. Harrow, a company that has consistently brought meaningful innovation to my practice, has delivered once again with VEVYE Access For All," said Alice Epitropoulos, MD, FACS, Partner and Co-founder of the Eye Center of Columbus. "I often prescribed Klarity-C because it provided exceptional value to my patients, particularly those without insurance or with limited coverage. Now, being able to offer VEVYE at that same affordable price point to some of my dry eye disease patients – without the usual insurance hassles – is a game changer. This is true price transparency and accessibility that simplifies care and supports what matters most: better outcomes."

"The value proposition here is undeniable," added Mitchell Jackson, MD, Founder/Medical Director of Jacksoneye and a pioneer in refractive surgery and dry eye management. "My colleagues in ophthalmology and optometry already know about VEVYE's extraordinary clinical benefits. But how often do we see a pharmaceutical company actually lower costs and pass those savings directly to the patients – all while removing the insurance hurdles that have burdened our practices? Only Harrow. No prior authorizations or step therapy requirements, no surprise bills – just straightforward, reliable access to an excellent medication. It's the kind of model our healthcare system should be moving toward."

Klarity-C prescribers who have questions regarding the transition to VEVYE or the VEVYE Access for All program may call (855) 977-0975 or e-mail [mdsupport@usephil.com](mailto:mdsupport@usephil.com) for further assistance.

### About Harrow

Harrow, Inc. (Nasdaq: HROW) is a leading eyecare pharmaceutical company engaged in the discovery, development, and commercialization of innovative ophthalmic pharmaceutical products for the North American market. Harrow helps eyecare professionals preserve the gift of sight by making its portfolio of pharmaceutical products accessible and affordable to millions of patients each year. For more information about Harrow, please visit [harrow.com](http://harrow.com).

### Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Any statements in this release that are not historical facts may be considered such "forward-looking statements." Forward-looking statements are based on management's current expectations and are subject to risks and uncertainties which may cause results to differ materially and adversely from the statements contained herein. Some of the potential risks and uncertainties that could cause actual results to differ from those predicted include, among others, risks related to: liquidity or results of operations;

our ability to successfully implement our business plan, develop and commercialize our products, product candidates and proprietary formulations in a timely manner or at all, identify and acquire additional products, manage our pharmacy operations, service our debt, obtain financing necessary to operate our business, recruit and retain qualified personnel, manage any growth we may experience and successfully realize the benefits of our previous acquisitions and any other acquisitions and collaborative arrangements we may pursue; competition from pharmaceutical companies, outsourcing facilities and pharmacies; general economic and business conditions, including inflation and supply chain challenges; regulatory and legal risks, including litigation matters, and other uncertainties related to our pharmacy operations and the pharmacy and pharmaceutical business in general; physician interest in and market acceptance of our current and any future formulations and compounding pharmacies generally. These and additional risks and uncertainties are more fully described in Harrow's filings with the Securities and Exchange Commission (SEC), including its Annual Report on Form 10-K for the year ended December 31, 2023, subsequent Quarterly Reports on Form 10-Q, and other filings with the SEC. Such documents may be read free of charge on the SEC's web site at [sec.gov](https://www.sec.gov). Undue reliance should not be placed on forward-looking statements, which speak only as of the date they are made. Except as required by law, Harrow undertakes no obligation to update any forward-looking statements to reflect new information, events, or circumstances after the date they are made, or to reflect the occurrence of unanticipated events.

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<sup>1</sup> This offer is available on one fill only and is valid only for eligible patients paying cash who do not have commercial or government insurance. This offer is not valid for patients with government insurance, including, but not limited to, Medicaid or Medicare. Contact Harrow at 833-443-7769 for information on our money-back guarantee.

<sup>2</sup> For patients whose prescriptions are covered by commercial insurance, use of this program may reduce their VEVYE copayment to as little as \$0. For patients whose prescriptions are not covered by commercial insurance, this program may reduce their cost for prescriptions to as little as \$59. For full terms and conditions, please visit [vevye.com/accessforall](https://vevye.com/accessforall).

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