

# What is Gopuff?

Gopuff is an Instant Needs platform.

## Instant Access

Convenience through speed and availability with industry leading delivery times of less than 30 minutes.

## Smart Selection

Product variety, affordability and relevance to our audience with a flat \$1.95 delivery fee.

## Customer Fit

High-variety and availability of products make Gopuff top of mind throughout the customer's day, from morning coffee to nighttime ice cream cravings.

## Our success.

**~+200%**

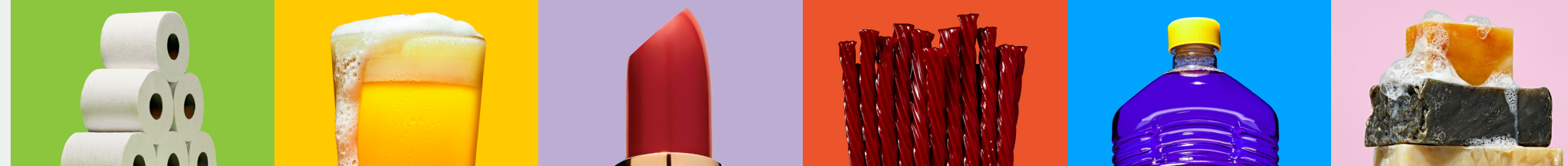
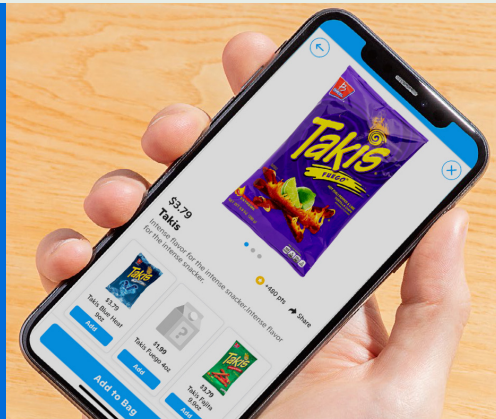
YoY revenue growth

**+130%**

new customer growth

**#3 in the App Store**

for Food & Drink in January 2020



## Where we are.

**US Geographic Expansion by end of 2021 Q4:**

**1,100**

cities

**450**

liquor licenses

**600+**

micro-fulfillment centers

**40%**

US population coverage

**California/BevMo! Expansion**

**161**

locations and liquor licenses (CA, AZ, WA)

**60%**

coverage of CA

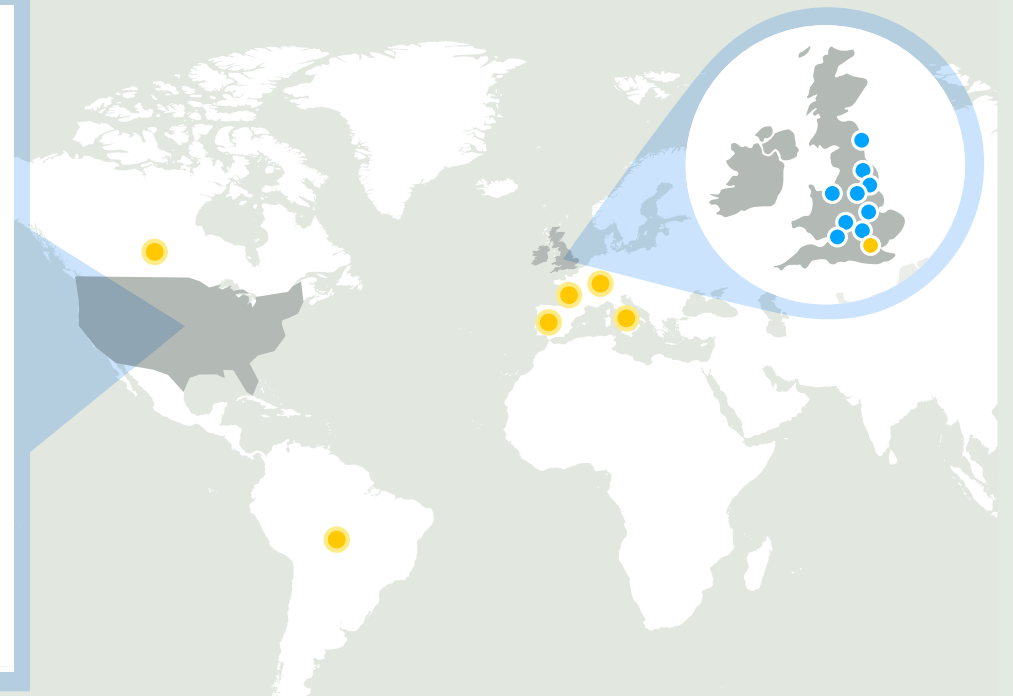
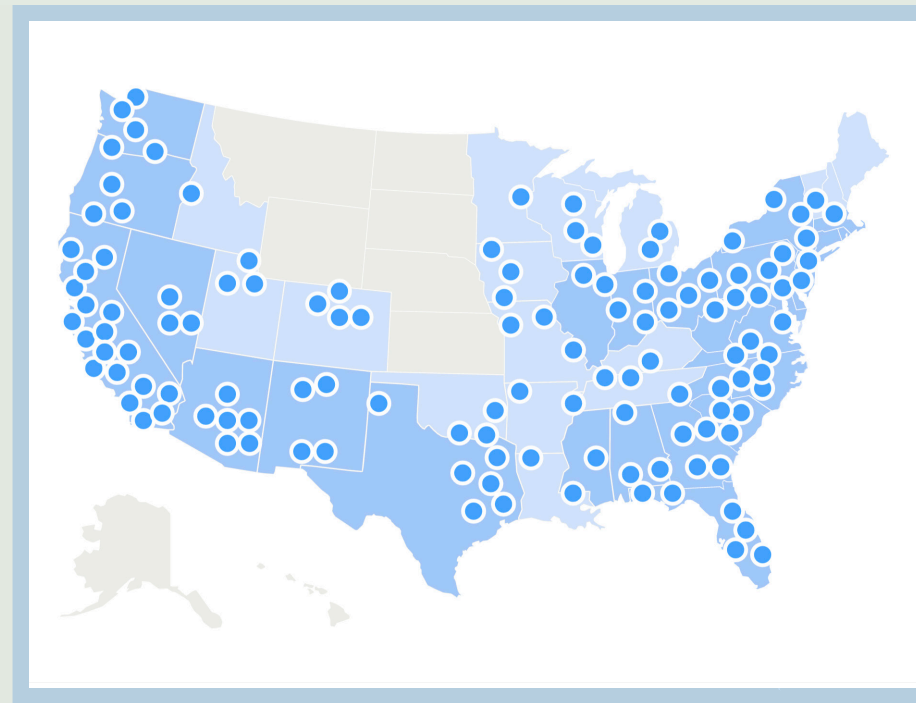
**4M+**

loyalty program customers, accounting for 96% of sales

**International Expansion**



Gopuff acquired UK delivery service Fancy in 2021 and plans to expand further internationally.



Our vision is to become the world's go-to solution for immediate, everyday needs.

**gopuff**

# Our ultimate assortment.

Leveraging our vertically integrated model, Gopuff has and will continue to bring disruptive innovative offerings to customers.



Snacks



Grocery



Drinks



Alcohol\*



Cleaning



Ice Cream



Quick Meals



Bath & Beauty



Health



Home & Office



Pets



Baby

\*Beer, wine & liquor available in select markets.

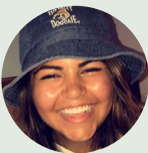


# Our audience.

## Generation Now

We serve Generation Now: a community of customers, employees and partners united by a universal mindset that spans all ages, markets and demographics. This collection of people is accustomed to life at the speed of now and includes Customers, HQ & Field Employees, Driver Partners, Brand Partners, and Local Communities.

Our customers approach life with the belief that every situation has the potential to be improved or enhanced.



### Resourceful Revelers

Looking for opportunities to maximize their social lives



### Adulting Adapters

Looking for opportunities to assert control over their day-to-day



### Power Parents

Looking for opportunities to optimize quality time with their families



### Career Crushers

Looking for opportunities to more efficiently address their evolving responsibilities



### Gen Z

Nearly one half (46%) of Gopuff customers are students (in college or otherwise)

# Our point of difference.

Customers go from seeing an ad to product in hand in minutes, truly defining the instant needs demand moment.

1.

Customer is served an ad through Gopuff Marketing Solutions based on their browsing and shopping behavior.

2.

Customer heads to Gopuff to browse the advertised product and adds to cart.

3.

Product is packed in an average of 2.5 minutes and delivered to customer in under 25 minutes.

# In the news.

Gopuff lands on the CNBC Disruptor 50 list.

Gopuff enters UK rapid delivery market with Fancy acquisition.

Uber partners with Gopuff to deliver everyday essentials.

NBA's Chris Paul joins with Gopuff in push for Black businesses.

Gopuff acquires rideOS for \$115 million.