

Waitrose and Deliveroo boost partnership with new rapid grocery service trial

Waitrose is expanding its partnership with Deliveroo and will be trialling Deliveroo Hop, the rapid delivery service that brings groceries to customers' doors in as little as ten minutes.

Deliveroo launched Deliveroo Hop in September 2021 with the aim to complement the company's existing on-demand grocery service and provide an improved consumer experience, in partnership with major grocery partners.

The first delivery-only store in partnership with Waitrose will open in Bermondsey later this year. The store will give rapid on-demand access from 8am-midnight each day to Waitrose products in as little as ten minutes, which is in line with the current quickest delivery time within the rapid food delivery market.

Shoppers will be able to use the Deliveroo app to choose from more than 1,000 Waitrose lines. Ready meals, free-from and vegan ranges, prepared fruit and vegetables, meat and fish, snacks and store cupboard staples will all be available, as well as wine, champagne, flowers and seasonal foods.

The trial builds on Waitrose's existing partnership with Deliveroo, which delivers food from 150 Waitrose shops across the UK in as little as 20 minutes. The existing partnership between Deliveroo and Waitrose itself began as a trial back in 2020, before scaling to its current national footprint.

James Bailey, Executive Director, Waitrose said:

"It's important that we continue to evolve along with shopping behaviour to give our customers more options for how and when they want to shop with us. Deliveroo has given us more flexibility in meeting customers' needs and expanding our successful partnership to trial 'Hop' gives us an exciting opportunity to introduce more new customers to the excellent food and drink we offer."

Carlo Mocchi, Chief Business Officer UK&I, Deliveroo said:

"We are pleased to announce that Waitrose will trial Deliveroo Hop, our new rapid grocery service. Deliveroo Hop complements our existing on-demand grocery service and will build on our successful partnership with Waitrose, improving the consumer experience and bringing a wide range of groceries and household products to consumers' doors in as little as 10 minutes."

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About Deliveroo plc ('Deliveroo' or 'the Company')

Deliveroo is an award-winning delivery service founded in 2013 by William Shu and Greg Orlowski. Deliveroo works with around 160,000 most-loved restaurants and grocery partner sites, as well as over 180,000 riders to provide the best food delivery experience in the world. Deliveroo is headquartered in London, with offices around the globe. Deliveroo operates across 11 markets, including Australia, Belgium, France, Hong Kong, Italy, Ireland, Netherlands, Singapore, United Arab Emirates, Kuwait and the United Kingdom.