



Instacart Introduces Mobile Checkout For Shoppers

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New mobile payment offering lets shoppers check out using Apple Pay or Google Pay

SAN FRANCISCO — Instacart, a North American leader in online grocery, today announced a new way for shoppers to check out using mobile payments directly in the Shopper app. Instacart Mobile Checkout will be available for all shoppers in the coming months, so shoppers can easily tap their phone and pay at the register without needing to reach for their wallet.

Instacart Mobile Checkout is being offered in partnership with Marqeta, the modern card issuing platform. Using NFC technology, Instacart Mobile Checkout will be available anywhere credit cards are accepted through Google Pay or Apple Pay.

“We know that for many shoppers, convenience is key,” said Kevin Henrikson, Vice President of Shopper Engineering at Instacart. “We’ve heard from shoppers that they would like an easier way to pay with their phone, instead of relying on a physical payment card that can get lost or buried in their wallet. Mobile Checkout helps us address this feedback and improve the overall shopper experience. For new shoppers, it will also significantly shorten the timeframe before they can begin shopping — with a mobile payment option, new shoppers can go from signing up to their first shop in as little as a few hours.”

- **Speed and convenience** – Shoppers can use Instacart Mobile Checkout to quickly and easily pay with just a tap. Instead of reaching for their wallet or purse, shoppers can use their readily available smartphone to check out, taking less time than a typical physical card.
- **Backup when you need it** – If a shopper forgets their physical payment card at home, loses it while shopping, or finds it’s unable to swipe at checkout, they can use Mobile Checkout as a quick backup, instead of having to stop shopping for the day.
- **Easy onboarding** – New shoppers can sign up and begin shopping in less than a day with Instacart Mobile Checkout. Instead of waiting for their physical payment card to arrive in the mail, shoppers can simply sign up for Instacart and start shopping the moment their background check is cleared.
- **Payment security** – Using NFC technology through the Google Pay and Apple Pay platforms, Instacart Mobile Checkout is highly secure and keeps payment information confidential through tokenization.

“We’re excited to partner with Instacart on Mobile Checkout, which is a great use of Marqeta’s modern card issuing platform to provide a seamless user experience for Instacart’s shoppers,” said Omri Dahan, Chief Revenue Officer at Marqeta. “Marqeta’s platform is the first in the market to instantly issue cards into a mobile wallet, allowing Instacart shoppers to get their cards immediately and begin fulfilling orders, all while benefiting from a more secure way to pay.”

Instacart Mobile Checkout is currently available in select regions, and will be rolling out to all shoppers in the coming months.

About Instacart

Instacart is a North American leader in online grocery and one of the fastest growing companies in e-commerce. Instacart’s same-day delivery and pickup services bring fresh groceries and everyday essentials to busy people and families across the U.S. and Canada in as fast as an hour. Instacart has partnered with more than 350 beloved national, regional and local retailers, including Albertsons, ALDI, Costco, Kroger, Loblaw, Publix, Sam’s Club, Sprouts, Walmart Canada, and Wegmans, among others, to deliver from more than 25,000 stores across more than 5,500 cities in North America. Instacart’s delivery service is available to more than 85% of U.S. households and 70% of Canadian households. The company’s cutting-edge enterprise technology also powers the e-commerce platforms of some of the world’s biggest retail players, supporting their white-label websites, applications and delivery solutions. Instacart offers an Instacart Express membership for unlimited free delivery on orders over \$35. For more information or to start shopping, visit www.Instacart.com.