



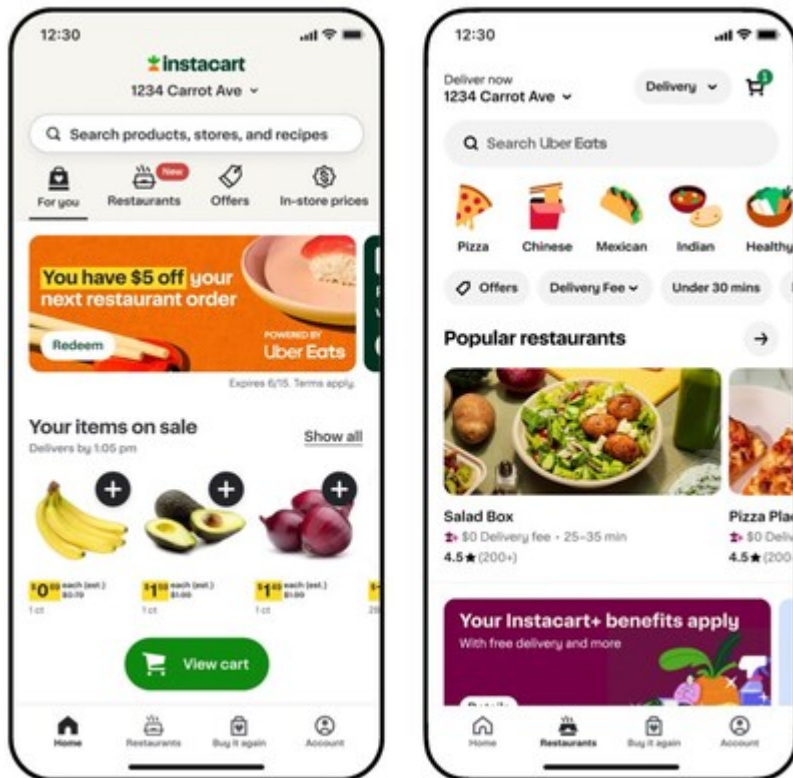
Uber Eats to Power Restaurant Delivery on Instacart

May 7, 2024

Partnership gives Instacart customers easy access to food delivery from hundreds of thousands of Uber Eats restaurant partners across the U.S.

Instacart+ members now get even more value, with \$0 delivery on grocery and restaurant orders over \$35

SAN FRANCISCO, May 7, 2024 /PRNewswire/ -- Instacart (Nasdaq: CART) and Uber Technologies, Inc. (NYSE: UBER) today announced a strategic partnership to bring Uber Eats restaurant delivery to Instacart customers. In the coming weeks, Instacart customers nationwide will be able to use the Instacart app to order from hundreds of thousands of restaurants, powered by Uber Eats.



The experience will be featured through a new "Restaurants" tab in the Instacart app, providing a user-friendly interface that allows consumers to choose from a selection of nearby restaurants, browse menus, place orders, and track deliveries in real-time. Customers will be able to order groceries for the week from Instacart's more than 1,500 national, regional, and local retail banners across more than 85,000 stores – all fulfilled by Instacart and its shopper community – as well as dinner for the night from hundreds of thousands of restaurants, which will be fulfilled by Uber Eats and the couriers on its platform. Instacart+ members will also get even more value from their membership at no additional cost, with \$0 delivery on grocery and restaurant orders over \$35.

"Our goal is to make it effortless for people to go anywhere and get anything," said Dara Khosrowshahi, CEO of Uber. "We're excited that this new strategic partnership with Instacart will bring the magic of Uber Eats to even more consumers, drive more business for restaurants, and create more earnings opportunities for couriers."

"Through this partnership, Instacart customers now have access to both the best online grocery selection in the U.S. and restaurant delivery, making it even easier for them to conveniently tackle all their food needs from a single app," said Fidji Simo, CEO and Chair of Instacart. "Whether it's ingredients for a beloved family recipe, a prepared meal from a nearby grocer or takeout from a favorite restaurant – customers can now get the food they want, from the retailers and restaurants they love, all within the Instacart app."

For Uber, powering restaurant delivery in the Instacart app is another way to help drive more orders to Uber Eats restaurant partners. This new channel also enables Uber to extend its leading restaurant selection to millions of customers across the U.S., including families in suburban markets that use Instacart.

This partnership also extends the efforts of both companies to create technologies and solutions that support brick-and-mortar businesses. Through this launch, Uber and Instacart are helping restaurants and retailers grow by increasing opportunities for them to reach new customers online and drive more sales through an even more engaging Instacart experience.

About Uber

Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 47 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and

things move through cities, Uber is a platform that opens up the world to new possibilities.

About Instacart

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,500 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 85,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit www.instacart.com/company, and to start shopping, visit www.instacart.com.



 View original content to download multimedia:<https://www.prnewswire.com/news-releases/uber-eats-to-power-restaurant-delivery-on-instacart-302137471.html>

SOURCE Instacart

Contacts: For Uber: press@uber.com; For Instacart: press@instacart.com