



2022 in Review: A Shipt Business Snapshot

Reflecting on a Year of
Change, Growth and Impact



2022: The Year in Review

At Shipt, we believe that going the extra mile is what makes us stand apart from the rest. Whether it's taking the time to get to know our customers, creating opportunities for shoppers, or advocating on behalf of communities impacted by food insecurity - we spark connections that make a difference.

We're pleased to introduce our second annual Shipt Business Snapshot Report; sharing updates, advancements and investments shaping our business and our industry today.

11% 

increase of orders delivered
YoY (2021 vs. 2022)

6 

Target Sortation Centers with plans to support more locations next year

90% 

of orders **delivered right on time**

200 

retailers available across Shipt's offerings

17 

new Shipt Driven partners

92% 

of orders **rated 5 stars**

BIG LOTS!

PETSMART



CARDENAS

SEPHORA

As consumer trends continue to shift to healthier food choices, with common eating patterns in 2022* including **clean eating (16%), mindful eating (14%), and plant-based (12%)**, produce rose to the top of customer carts. In years past, top products have included milk, meats and non perishables, among other items.

* IFIC 2022 Food & Health Survey

This Year's Top Ten Delivered Products



1. **Bananas**



2. **Strawberries**



3. **Cucumbers**



4. **Raspberries**



5. **Hass Avocado**



6. **Lemon**



7. **Honeycrisp Apples**



8. **Green Bell Pepper**



9. **Red Seedless Grapes**



10. **Roma Tomato**

Spotlight on Shipt's CPG Retail Media Solutions

Our retail media solutions benefit brands, retailers and customers alike. This year, Shipt doubled down on our offering for brands with the mission to continue delivering on the customized experience we have become known for.

Kraft Heinz

Kellogg's

MARS WRIGLEY



Results That Matter

Delivering Back to School

Success: During this year's back-to-school season, a large CPG manufacturer leveraged Shipt's CPG offering to drive sales lift for its snacking portfolio. Fueled by a full funnel approach, **Shipt delivered a 21% sales lift, 6x return on ad spend and a 1.4% click through rate.**

Growing Together: Meet Shipt's Leadership Team

Shipt's incredible growth has been further enabled by its leadership team, which today is 64% female and 73% racially diverse. Together, each of these individuals drive Shipt on its journey toward becoming a more dynamic last-mile fulfillment solution for retailers, brands and customers.



Kamau Witherspoon
Chief Executive Officer



Mike Calvo
Chief Technology Officer



Chris Falk
Chief Financial Officer



Rina Hurst
Chief Business Officer



Smrutha Ipparthy
Chief Product Officer



Raj Kapoor
Chief Operating Officer



Alia Kemet
Chief Marketing Officer



Amy Patel
Chief of Staff to CEO
VP of Strategy



Courtney Richardson
Chief People and
Community Officer



Linda Seal
Chief Legal Officer



Molly Snyder
Chief Communications
& Public Affairs Officer

**Shipt HQ:
DEI By the
Numbers**

Gender Headcount

- 52.2% Male
- 47.1% Female
- 0.7% Non-binary

Race/Ethnicity Headcount

- | | |
|---------------------------------|--|
| 57.3% White | 3% Two or More Races |
| 17.5% Black or African-American | 2.3% Don't Wish to Answer |
| 14.8% Asian | 0.2% American Indian or Alaska Native |
| 4.8% Hispanic or Latin | 0.1% Native Hawaiian or Other Pacific Islander |

A Look Ahead From Shipt's CEO

In March, Shipt welcomed Kamau Witherspoon as the company's CEO, who has since leveraged his wealth of leadership experience in the retail, healthcare, and food spaces to build upon Shipt's purpose-driven momentum. A core component of Kamau's vision is to make Shipt the most diverse tech company - a trait already embodied by the executive team.

As we near the close of 2022 and enter a bustling holiday season, Kamau shares his insights and predictions for the year ahead.

What emerging technologies in the retail and delivery space do you anticipate in 2023?

Last-mile delivery continues to be top-of-mind for our retail partners. We're continuing to work with partners, like Target, on efficient, cost effective offerings that best meet consumers whenever, wherever they are. We're also seeing younger consumers grow up on virtual platforms that shape their shopping behavior, which is why we work with these powerful platforms to connect with customers way beyond the actual transaction.

The supply chain and inflation continues to be a challenge. What are you doing to help consumers and retailers?

Amid continued supply chain challenges, we've proactively implemented features such as preferred item substitution, so that shoppers can quickly and easily swap in back-up items that customers have already selected in the event their preferred item is out of stock. We also recognize that prices remain high across the country, so in addition to consistent promotions, we introduced 'Deelivery Days' to provide customers with valuable deals this holiday season on the products and categories most impacted by inflationary prices. These cost-saving programs have a direct impact on customer's wallets. In fact, over 60% of orders have items in-cart that are on sale.

What do you foresee as the next phase of CPG and retail/customer experience?

As consumers actively seek immersive, discovery-based shopping experiences, we expect consumer behavior to further take advantage of a 'one-stop-shop' digital



destination. This is a huge component of meeting consumers whenever, wherever they are. In doing so, consumers can engage in multi-retailer shopping, all with an end-to-end, trusted experience through Shipt's platform. It's a win for all retailers, grocers, brands and customers alike, and we're excited to be a part of it.

Shipt partners with retailers who touch so many categories - groceries, pet food, medications, beauty products, party supplies, etc. What are the new product categories that will soon be available on the app?

We're excited to see apparel, technology and home goods continue to join marketplaces, demonstrating a real demand for new retail partner options. We're also seeing traditionally B2B companies, such as food distributor and grocery store retailer SpartanNash, leverage Shipt to participate in a uniquely B2B2C partnership. We anticipate this trend to further gain momentum in 2023.

What is Shipt's future vision for supporting food equity, equality and health?

We seek to make a difference in our communities through a focus on three distinct pillars - economic mobility, food security and communities in-need. At the 2022 White House Conference on Hunger, Nutrition and Health, we announced our accelerator program to support grocery retailers (with a priority on minority-owned businesses), added healthy decision making and meal planning options to our marketplace, and expanded our University of Michigan partnership to study the correlation between Type 2 diabetes and a healthy diet. In addition to these defined initiatives, we have year-to-date provided 11 million meals and contributed 600,000 pounds of food to fight food insecurity through in collaboration with Feeding America and Meals on Wheels - partnerships we greatly look forward to continuing in the year ahead.