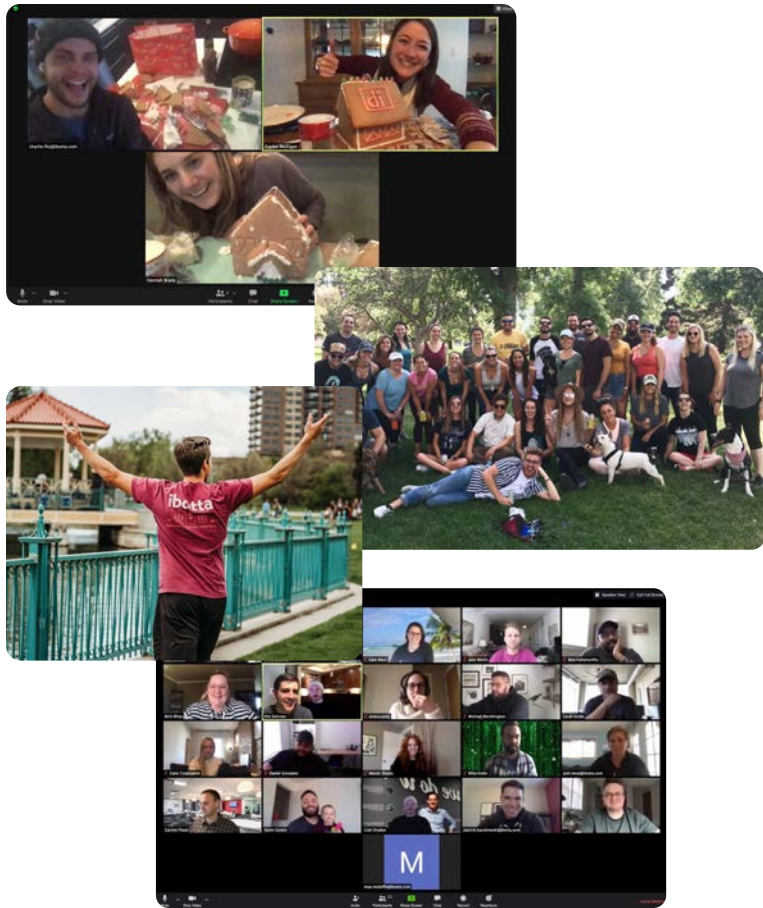


An aerial photograph of a large group of people, all wearing bright pink shirts, standing on a green grassy field. They are arranged in a formation that spells out the word 'ibotta' in a stylized, lowercase font. The 'i' and 'b' are tall and narrow, while the 'o' is a large circle. The 't' is a vertical line with a horizontal bar. The 't' and 't' are also tall and narrow. The 'a' is a small circle. The people are standing close together, and their shadows are cast on the grass. The background is a solid green field. A large, light gray, curved shape is visible on the right side of the image, partially obscuring the formation.

# ibotta®

Life at Ibotta

2022



Want to be a part of a high-performing team that's helping millions of people every day?

**You're in good company!**

Guided by our mission to make every purchase rewarding, and our values, we come to work energized by the business problems we get to solve, the technology we get to build, and the people we get to innovate (and have fun) with.



We are **passionate about our mission**

*Make Every  
Purchase Rewarding*

A message from our **Founder & CEO**

“ We invite you to join our mission to make every purchase rewarding – and make lasting contributions that you'll be proud of.

More than that, we hope Ibotta helps you build a big, bright, future for your career. We know a good idea can come from anywhere and encourage innovation, creativity, and collaboration. That way, every employee can look back on their time at Ibotta and see substantial projects with substantial impact.

– **Bryan Leach, Ibotta  
Founder & CEO**

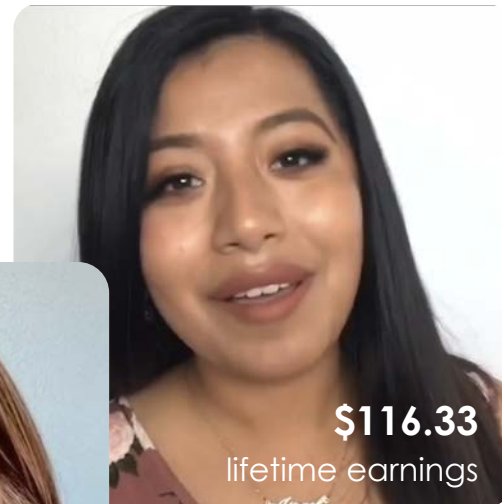


# We're in the giving away money business

**\$1B+** in cash back given  
to Americans

**7M+** active Savers

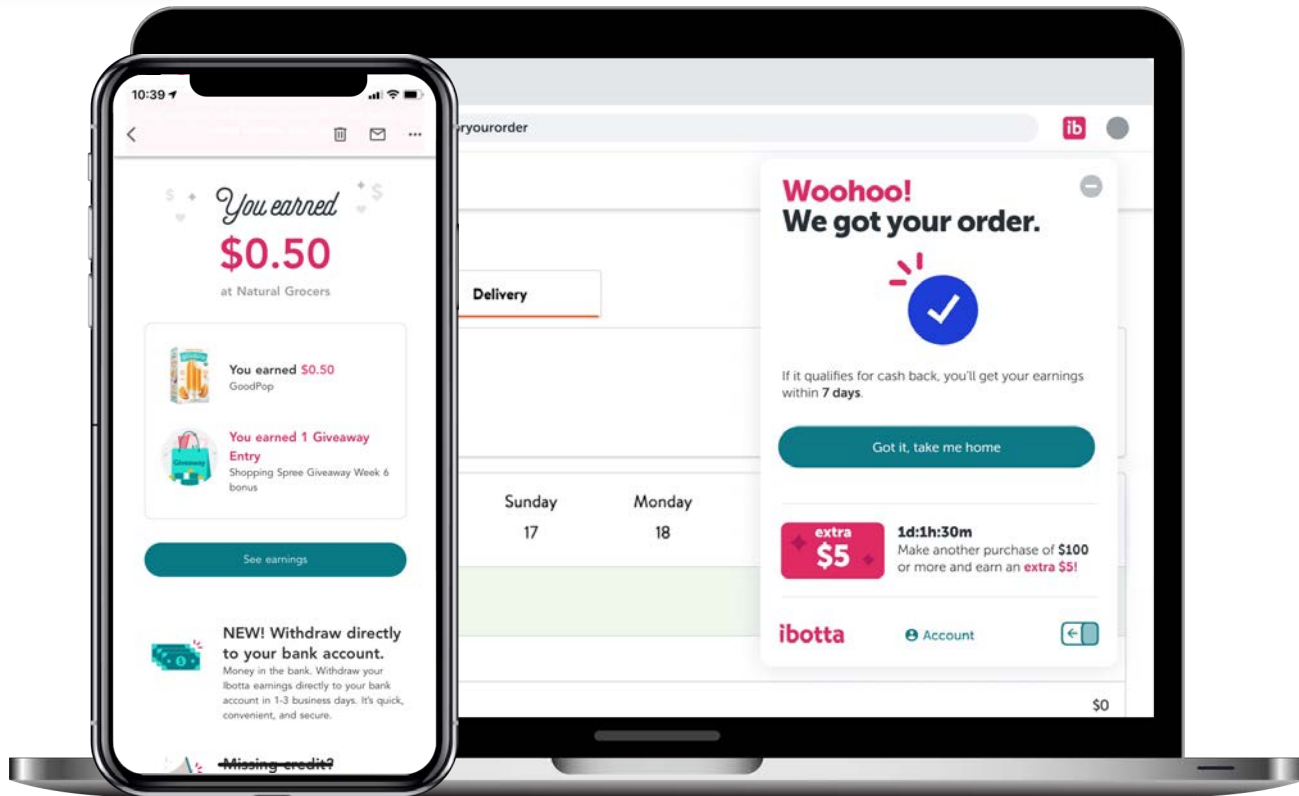
**\$13B+** annual GMV



We are **passionate about our mission**

**We help people in a very tangible way – we pay them.**

The more we give back, the more we earn. We don't have to choose between doing good and doing well.



# Ibotta timeline



2012 - 2013

**\$4.9M**

paid to Savers

10 offers  
3.7M total redemptions  
28 employees



2017

**\$100M**

paid to Savers

1,500 offers  
131M total redemptions  
518 employees



2019

**\$500M**

paid to Savers

2,300 offers  
214M total redemptions  
870 employees



2020

**\$700M**

paid to Savers

3,000 offers  
193M total redemptions  
832 employees



2021

**\$1B+**

paid to Savers

4,854 offers  
202M total redemptions  
1,022 employees

Our **core values**

i

INTEGRITY

b

BOLDNESS

o

OWNERSHIP

t

TEAMWORK

t

TRANSPARENCY

a

ADVOCATE FOR SAVERS





## Our **core values**

### Integrity

**We trust each other.** We dedicate time to give back. **We speak the truth.** We treat company resources as if they were our own.



### Boldness

**We are not afraid** to break the status-quo. **We break the mold.** We foster a culture of continuous learning. We believe a good idea can come from anywhere.



### Ownership

**We outhustle.** We are empowered. We take responsibility for our actions and mistakes. **We encourage team members** to advocate for themselves.



### Teamwork

**We look for opportunities** to bring others into our work. **We collaborate enthusiastically.** We pride ourselves on being solutions-oriented.



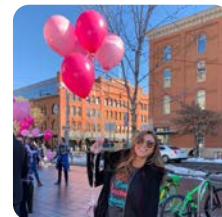
### Transparency

**We proactively share information.** We share our results at company meetings. **We discuss performance openly.**



### Advocate for Savers

**We are are champions for the Saver.** We take responsibility for delivering exceptional experiences for our Savers.



## How we **live our values**

### **<we>botta** INCLUSION & DIVERSITY

Our Vision is for Ibotta to be seen as a leader among tech companies in the U.S. on issues of Diversity and Inclusion. Our Mission is to enhance our culture and business by focusing on Diversity and Inclusion through education, programs and self-discovery. We commit to not compromise our goals and values in furthering this mission, but will do so in a professional manner and in keeping with Ibotta's core values. We aspire to become an integral resource to Ibotta's leadership on issues and policies involving Diversity and Inclusion.



### **W** WOMEN **@** IBOTTA

Women @ Ibotta equips, educates, and empowers women and allies to be their best, most authentic selves in and out of the office. Unfettered discourse and meaningful events are our tools, equality and connection are our goals. Women @ Ibotta is a powerful force for women and allies at Ibotta. The impact of our events and connections pushes us to do more, go further, and feel confident in our professional and personal lives.



### **ibotta**<sup>®</sup> GIVES

The Ibotta Gives team acts as the liaison between our employees and the community. We look to partner with organizations that our team is passionate about in order to identify opportunities to volunteer our time or to offer financial support. Our overall goal is to improve the lives of the people around us. Ibotta Gives facilitates opportunities to give back to our community whether it's volunteering events, coat drives, school supply drives, etc.

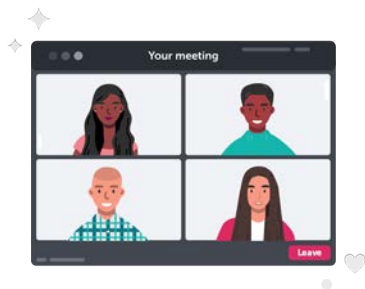


# Life at Ibotta



## Wellness initiatives

Our employees work hard, and we work hard to let them know they're appreciated. That's why we offer flexible time off, virtual wellness sessions and community events, a lifestyle spending account, an annual dinner perk, and so much more.



## Remote work culture

Ibotta empowers our employees to achieve our mission and values from anywhere within the continental U.S. We offer a flexible hybrid work schedule for most positions.



**ibotta®**

Life at Ibotta | 2021