NEWS RELEASE

# Instacart Acquires Wynshop to Accelerate the Expansion of its Enterprise Technology Solutions

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Acquisition of Wynshop builds upon Instacart's retailer relationships, and creates opportunity to bring Instacart's full suite of enterprise solutions to Wynshop partners to help them grow their business

SAN FRANCISCO, May 1, 2025 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, today announced its acquisition of Wynshop, a provider of e-commerce solutions for leading grocers and retailers, including Wakefern, Pattison, and more than a dozen more across North America and abroad. The acquisition of Wynshop builds upon Instacart's relationships with retail partners and reinforces Instacart's continued commitment to providing retailers with cutting-edge tools and technologies that help drive their business growth. By bringing together both organizations' expertise and deep retailer relationships, Instacart aims to strengthen its enterprise solutions and empower more retailers to enhance their online experiences and further engage their customers.

"Our deep integration with retailers and our leading technologies are critical advantages for Instacart. By offering our partners an array of enterprise-grade solutions, we can help them better serve customers and drive sales," said Chris Rogers, Chief Business Officer at Instacart. "By acquiring Wynshop, we're building upon our retailer relationships, adding new capabilities to Storefront Pro, and over time, bringing our enterprise solutions to even more partners to help them grow their business."

"We're incredibly proud of what we've built at Wynshop," said Neil Moses, CEO of Wynshop. "We've helped some of the industry's leading grocers elevate their e-commerce capabilities and better serve their customers. Joining Instacart gives us the opportunity to scale our impact and accelerate innovation with a partner that shares our

commitment to helping retailers succeed in an increasingly omnichannel grocery landscape."

Wynshop will initially operate as a wholly owned subsidiary of Instacart and Instacart will not immediately recognize GTV from Wynshop. Over time, Instacart expects to expand more of its enterprise technology solutions to Wynshop's partners, including its e-commerce, advertising, fulfillment, and in-store solutions. Storefront Pro, Instacart's flagship e-commerce solution, powers approximately 600 retail banners' white-label sites – including Costco, Publix, Sprouts, Woodman's, and more — while Carrot Ads, its plug-and-play retail media solution, helps retailers unlock new digital revenue streams from advertising on their existing owned and operated e-commerce websites and apps. Instacart offers a wide variety of fulfillment solutions, ranging from delivery in as fast as 30 minutes to next-day delivery and pickup options, and its suite of in-store solutions can help retailers digitize their brick-and-mortar stores: AI-powered smart Caper Carts drive customer engagement through personalization, savings opportunities, and streamlined checkout, while Carrot Tags pick-to-light technology increases found rates and improves order quality.

## Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact could be deemed forward-looking, including without limitation statements regarding anticipated benefits and outcomes of the acquisition of Wynshop, future integration plans, anticipated impacts on Instacart's enterprise solutions and relationships with retail partners, and expected financial impacts. These forward-looking statements are subject to known and unknown risks, uncertainties, assumptions, and other factors that may cause actual results or outcomes to be materially different from any future results or outcomes expressed or implied by the forward-looking statements. These risks, uncertainties, assumptions, and other factors include the risks described from time to time in Instacart's filings with the Securities and Exchange Commission, including in Instacart's Annual Report on Form 10-K for the year ended December 31, 2024 filed with the Commission on February 28, 2025. You should not rely on forward-looking statements as predictions of future events. Instacart has based these forward-looking statements primarily on information available to it as of the date of this press release and its current expectations and projections about future events and trends that it believes may affect its business, financial condition, and results of operations. These statements are inherently uncertain, and investors are cautioned not to unduly rely on these statements. Except as required by law, Instacart undertakes no obligation, and does not intend, to update these forward-looking statements.

## 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 1,800 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 100,000 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**. Maplebear Inc. is the registered corporate name of Instacart.

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