



To our Stakeholders,

At DoorDash our mission since 2013 has been to grow and empower local economies. We have continued to provide a platform for businesses to create brand awareness and increase their profits. As a leader in the industry with a 57% market share in the U.S, it is important for us to identify our competitors and new emerging strategies. We've invested millions into research and development along with sales and marketing in 2020 to better our merchants. Thus, increasing our revenue to \$2.8 billion in 2020 with 816 million delivery orders. Our platform has maintained 20 million users and 1.5 million DashPass subscribers since December 2020. In total, we have supported 340 businesses through an application and intend to grow our merchants throughout the coming years.

Although we have achieved many successes in the last three years, we can continue to make improvements. Moving forward, our goal is to expand into new partnerships that connect with our core demographics. A majority percentage of our users range from the ages of 18 - 29, followed by those who are 30 to 44. These age groups extend to college students, work at home/remote professionals, and families looking to order meals for convenience. Additionally, these users live in San Francisco, Houston, Dallas-Fort Worth, Philadelphia, and Phoenix representing over 50% of the market share by metro area.

Based on the analysis, we believe partnering with existing industries of our core audience can be beneficial. As we aim to target millennials statistics show that 57% that they order meals and stream shows and movies. DoorDash should take advantage of this insight to partner with streaming companies like Netflix, HBO Max, DisneyPlus, Hulu, and Amazon Prime videos.

Recommendations to move forward:

- Partner with streaming platforms for movie and television series (ie. holiday season releases).
- Launch promotion codes at the time of new releases on the streaming services with a 10% discount on delivery orders.
- Promote family meals/kits for merchants on premier nights of streaming releases.



