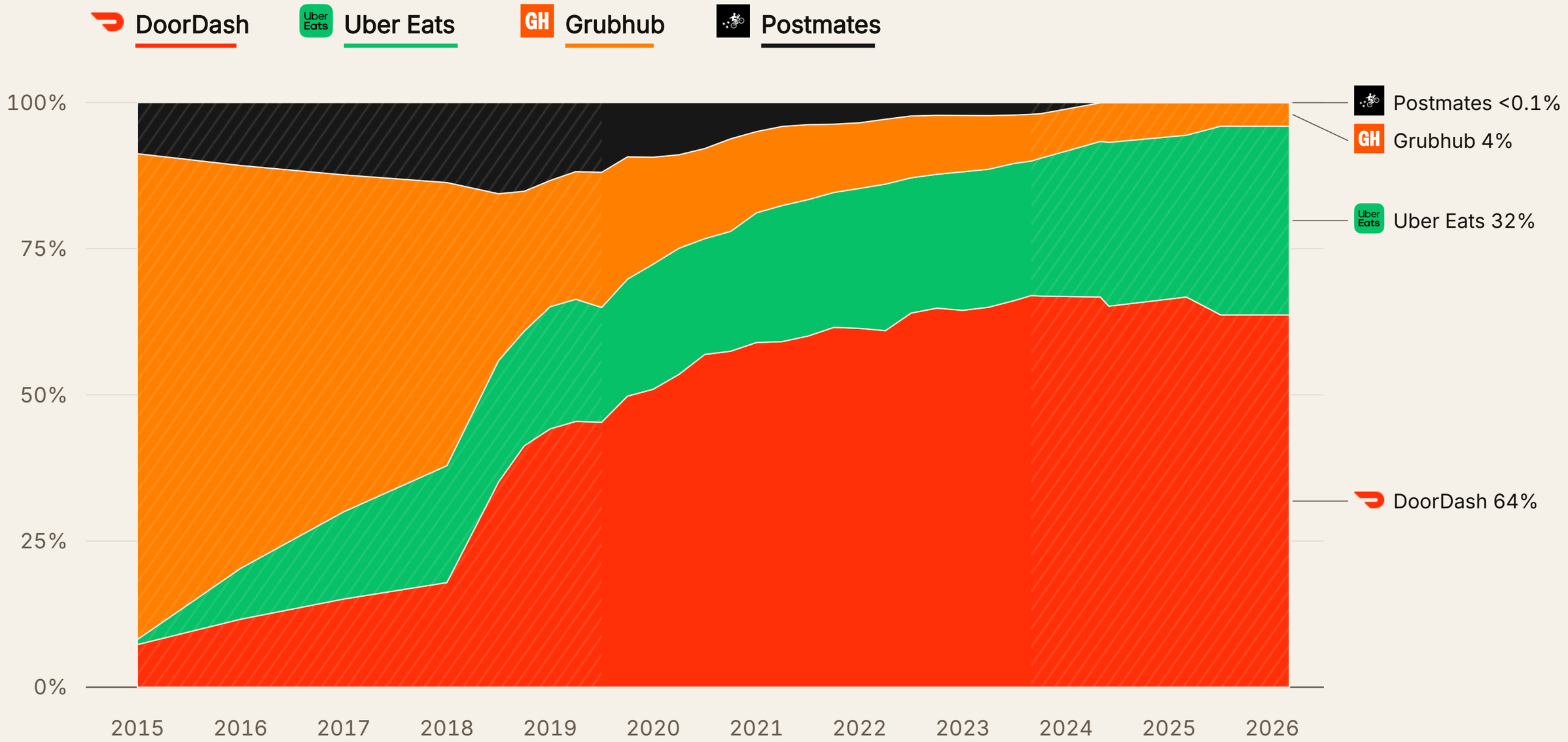
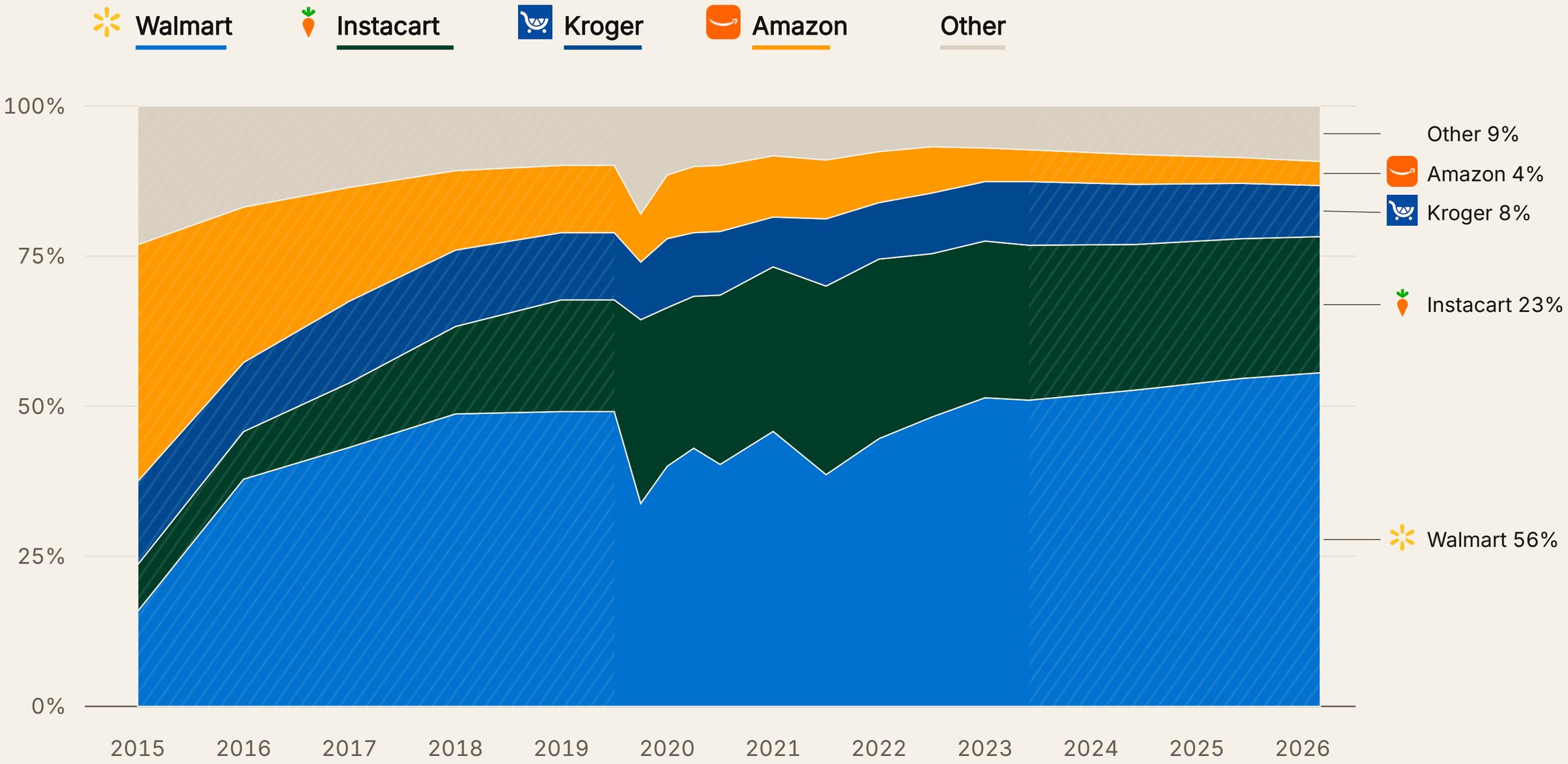
Grubhub once ran food. Now Doordash does



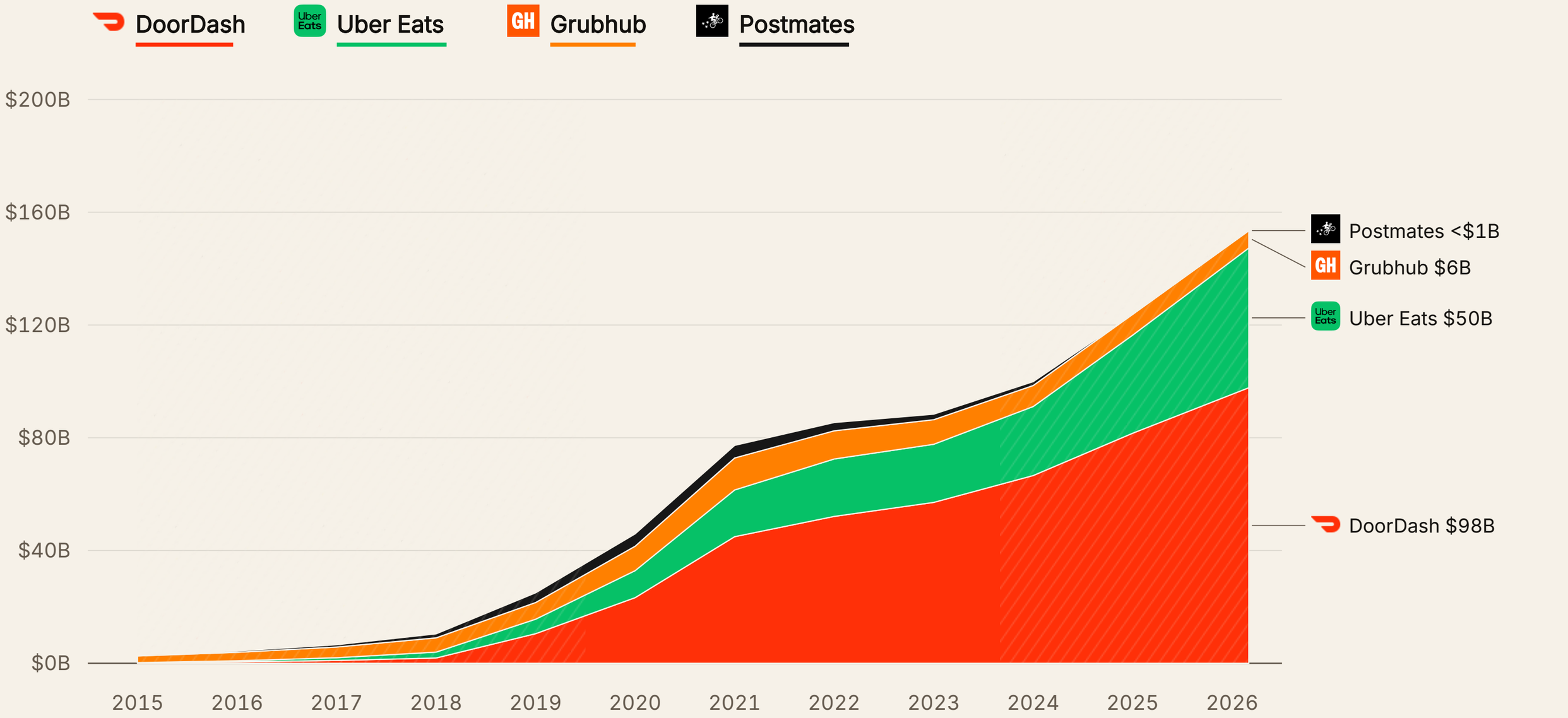
U.S. · share of 4 app groups · early years reconstructed; 2024–26 modeled · BSM / CE / filings

America ('s Groceries) run on Walmart



U.S. online grocery · selected channels incl. pickup · 2015–19 reconstructed; 2024–26 modeled · Yipit / filings

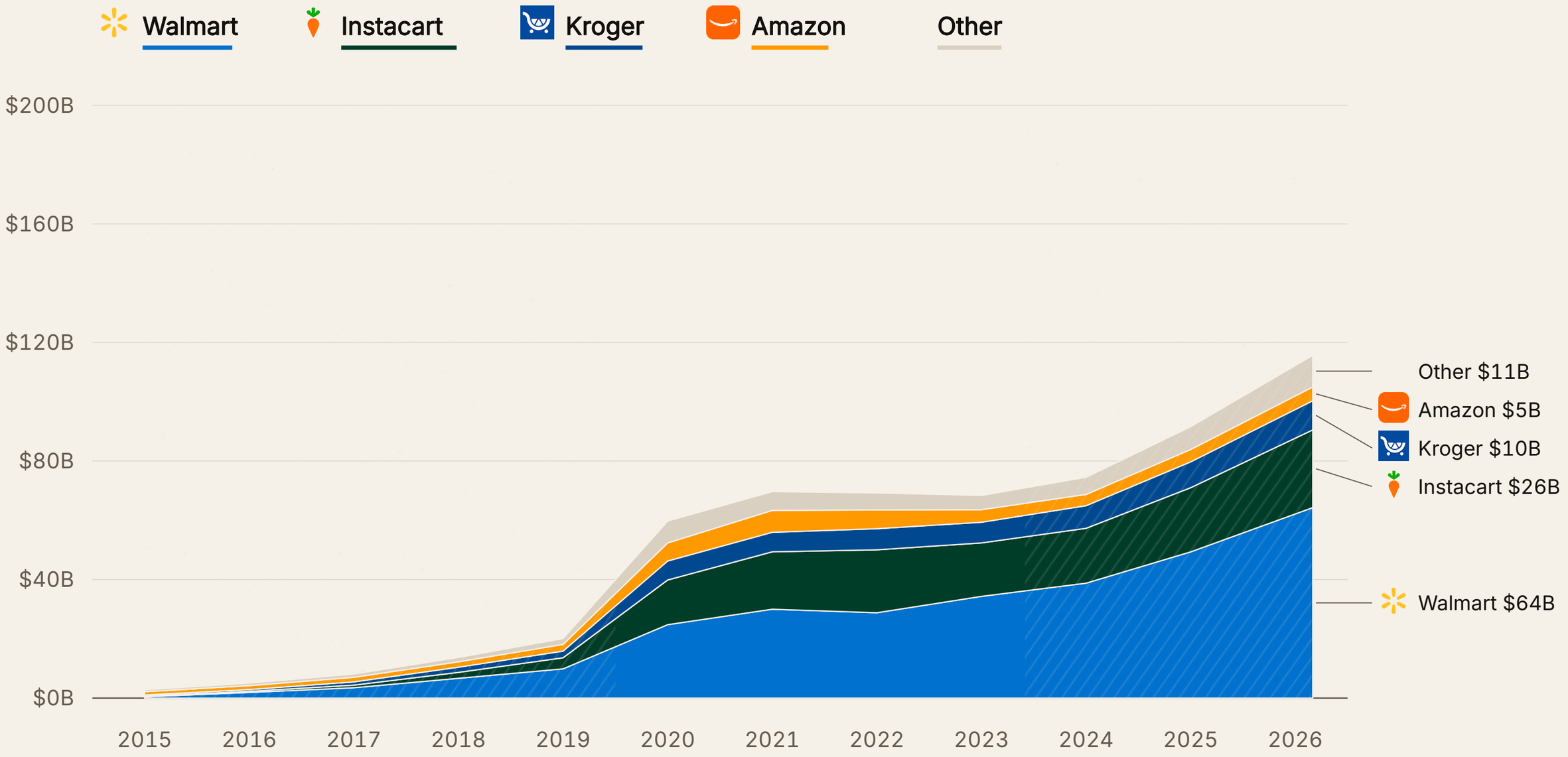
DoorDash leads food delivery spending



U.S. · 4 app groups · modeled annual order value / Q3 2026 pace · BSM / CE / filings

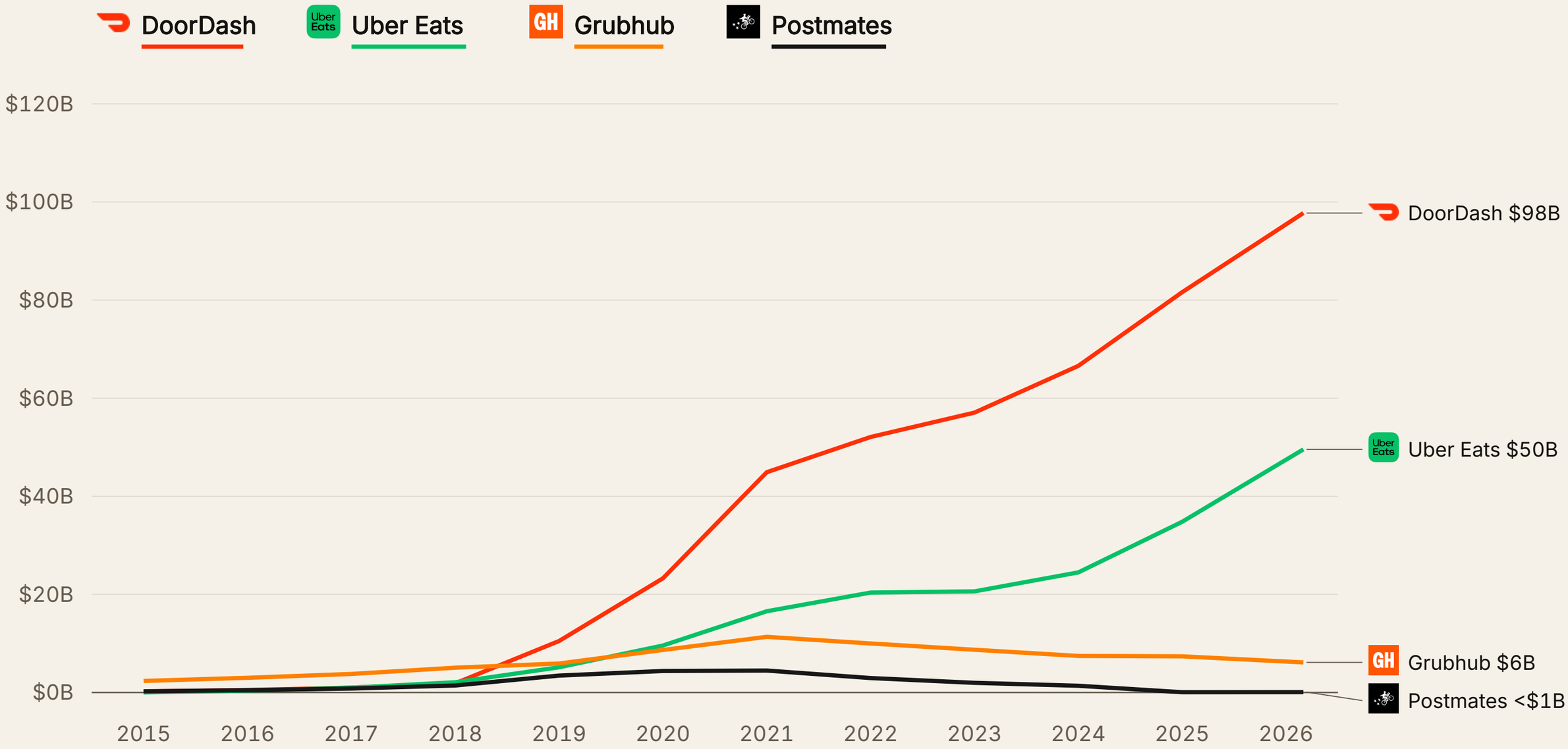
PROPHET SHARING PS

Walmart leads online grocery spending



U.S. selected channels incl. pickup · 2015–19 reconstructed · modeled annual value / Q3 2026 pace · Yipit / BMC

DoorDash overtook Grubhub as delivery grew



U.S. · 4 app groups · modeled annual order value / Q3 2026 pace · BSM / CE / filings

PROPHET SHARING PS

Walmart pulled ahead of online grocery rivals

Walmart Instacart Kroger Amazon Other

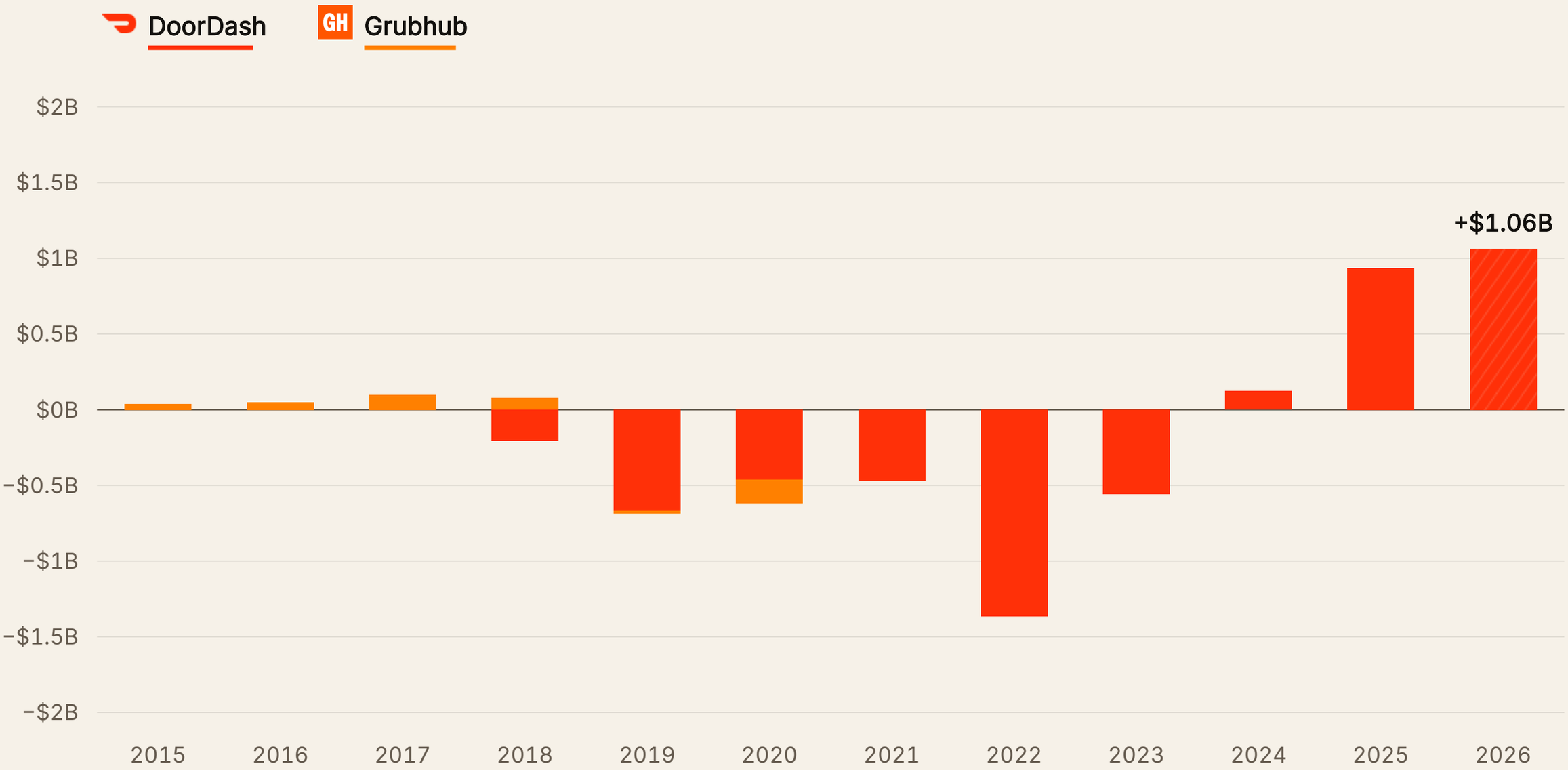
$120B
$100B
$80B
$60B
$40B
$20B
$0B

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

Walmart $64B
Instacart $26B
Other $11B
Kroger $10B
Amazon $5B

U.S. · modeled annual order value / Q3 2026 pace · 2015–19 reconstructed · Yipit / filings

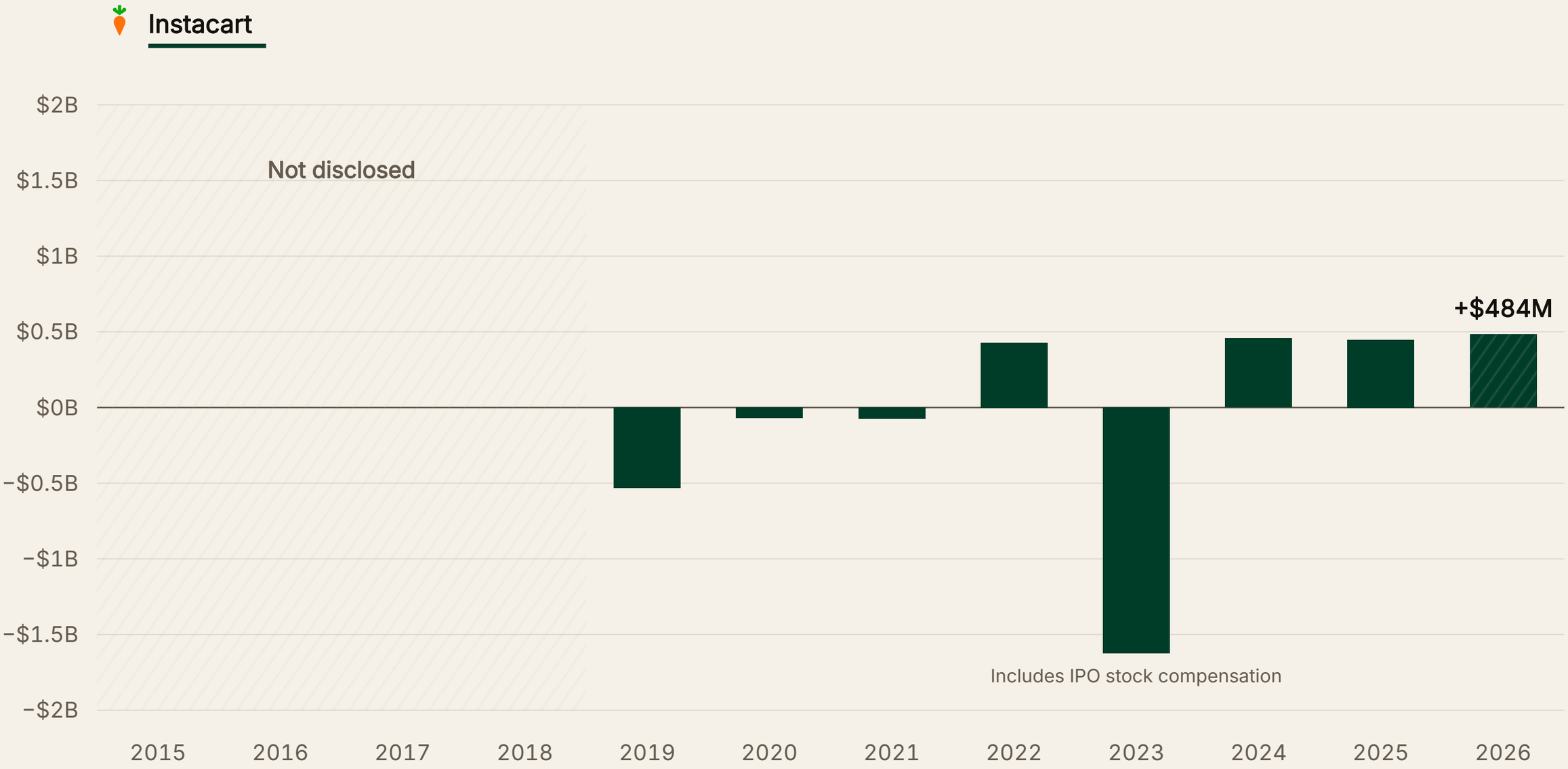
DoorDash turned profitable in 2024



Reported DoorDash + historical Grubhub · company net income; coverage varies · 2026 TTM · SEC filings

Instacart lost $1.6B in its IPO year

Instacart



Reported Instacart only · company net income incl. noncash items · undisclosed years unfilled · 2026 TTM