

An aerial photograph of a large group of people, all wearing bright pink outfits, standing on a green lawn. They are arranged to form the letters 'ibotta' in a stylized, lowercase font. The 'i' is a vertical line, 'b' is a vertical line with a rounded bottom, 'o' is a circle, 't' is a vertical line with a horizontal top bar, 't' is a vertical line with a horizontal top bar, 'a' is a vertical line with a rounded bottom and a horizontal top bar. The people are densely packed to create the shape of each letter. Long shadows are cast to the right of the group, indicating the sun is low in the sky. The background is a vast, green lawn.

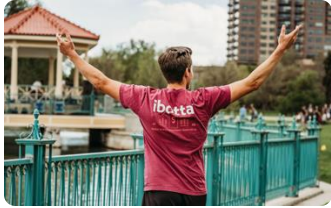
**ibotta**<sup>®</sup>

**Culture Deck**

**2024**



# Why Ibotta?



Want to be 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.

# Ibotta culture



We are **passionate about our Mission**



We are **builders**



We are **a high-performing team**



We are **coaches**



We are **thought leaders**



We are **pioneers**



We are **volunteers**



We are **culture creators**

# Our Mission

Make Every  
Purchase Rewarding

“

When the going gets tough, focus on doing the small things directly in front of you and before you know it, **you're on track to reaching your goal!**”

— **Kikkan Randall**  
Cancer fighter, Olympic champion

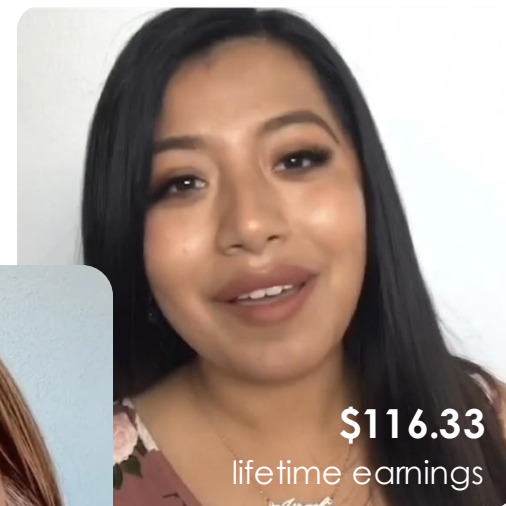


# We help Savers

“You have no idea how much this is going to help — funds have been extremely tight!!”

“Thanks again for providing families with Free Thanksgiving items. Being a single mom working part time to spend more time with my family means sometimes only having \$20 for groceries. **I love saving on my items to stretch my grocery budget further.**”

“I just want to thank you for the free Thanksgiving meal. I have been a COVID nurse for the last year and a half and have recently been sick. Because of this I'm only able to work two days a week and my income has plummeted. **Without this, I would be unable to have Thanksgiving. I am so incredibly grateful.**”



# We help brands & retailers



Sourcing rewards from  
**2,100+ CPG brands**



Distributing offers to  
**~100M Savers**



Validating purchases at  
**100s of supported retailers**

# We are builders



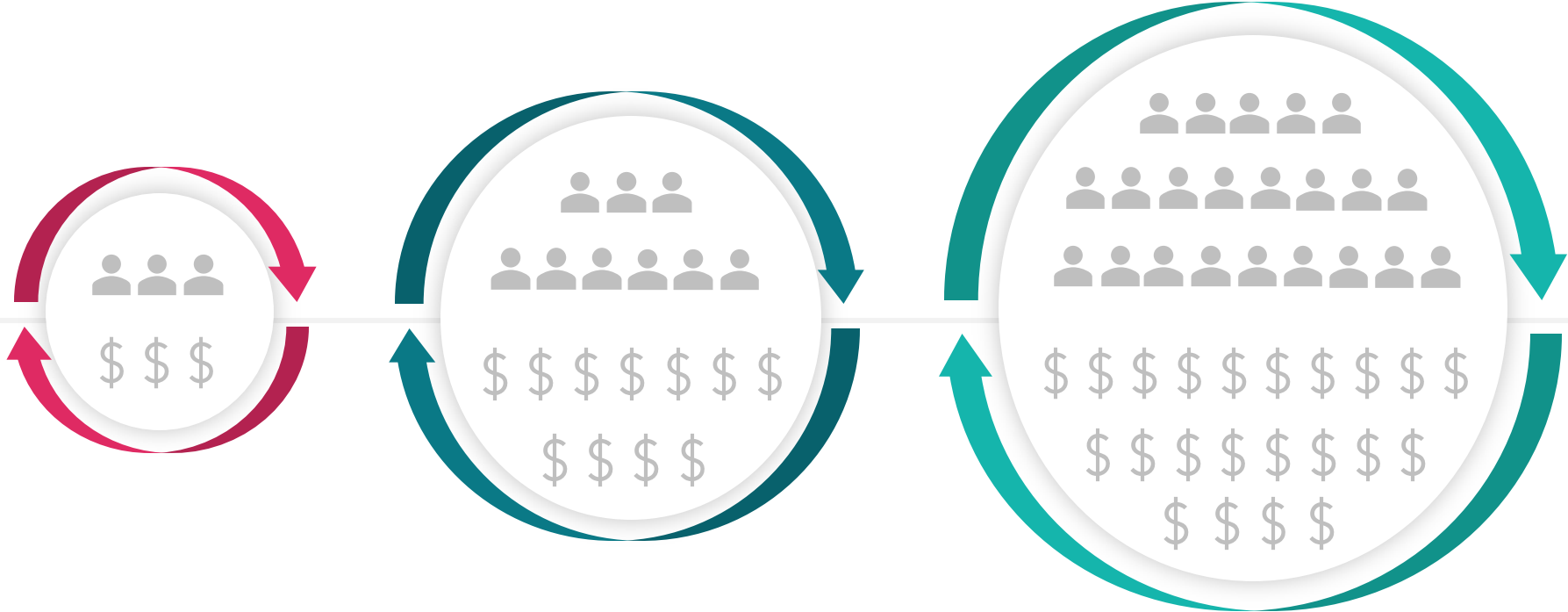
In 2012, we set out to solve

# BIG problems





# A novel approach

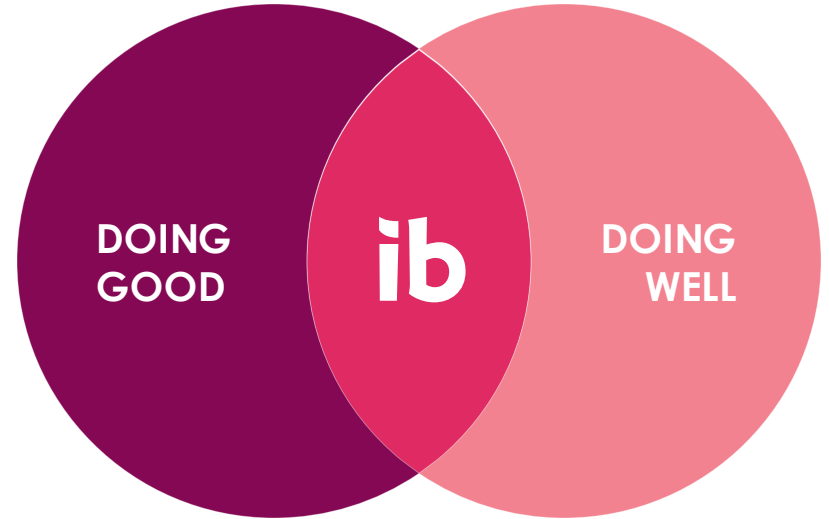


More shoppers, **more advertisers**

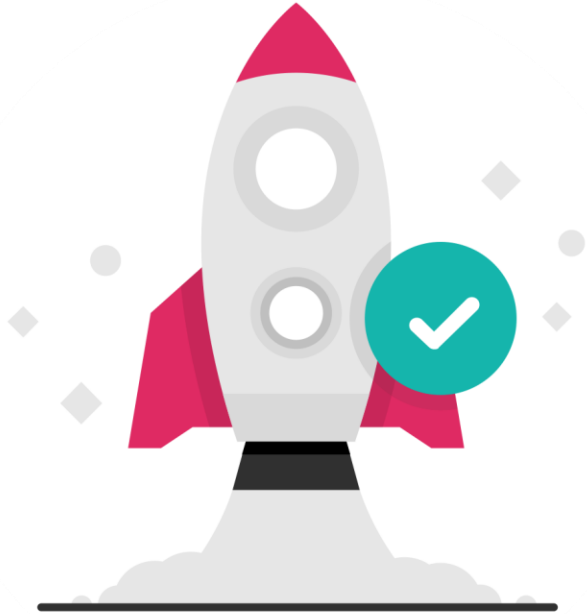
# What's so special about Ibotta?

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.



# We deliver results



Our company goals keep us on track as we build a highly profitable business that **maximizes positive impact on the world around us.**

# We are a high-performing team



**We work together to advance our Mission.**



# We are coaches

Our leaders are committed to helping you become the **best version of yourself.**



# We are thought leaders



We shape the future of marketing through **groundbreaking approaches to business and technology.**

# We are pioneers





# We are volunteers

Through our Ibotta Gives program,  
**we invest money and time in our local communities.**





# We are culture creators



Our culture is more than  
just a list of values.

**It's how we interact, how  
we treat people, and  
what we celebrate.**

# Ibotta values



i

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.



b

BOLDNESS

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



o

OWNERSHIP

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



t

TEAMWORK

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



t

TRANSPARENCY

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



a

A GOOD IDEA CAN  
COME FROM ANYWHERE

We carefully consider every idea that could help advance Ibotta's mission regardless of its source.

# How we live our values



i

INTEGRITY



b

BOLDNESS



o

OWNERSHIP



t

TEAMWORK



t

TRANSPARENCY



a

A GOOD IDEA CAN  
COME FROM ANYWHERE

## We speak the truth to each other

We don't say one thing publicly and another behind the scenes. We acknowledge our mistakes. We never lie, cheat, or cut corners. We treat company resources as if they were our own.

# How we live our values



i

INTEGRITY



b

BOLDNESS



o

OWNERSHIP



t

TEAMWORK



t

TRANSPARENCY



a

A GOOD IDEA CAN  
COME FROM ANYWHERE

## We deliver remarkable experiences

We break the mold even when it's seemingly impossible. We celebrate and reward unconventional thinking.



# How we live our values



i

INTEGRITY



b

BOLDNESS



o

OWNERSHIP



t

TEAMWORK



t

TRANSPARENCY



a

A GOOD IDEA CAN  
COME FROM ANYWHERE

## We take responsibility

We own our actions and our mistakes.  
We encourage each other to outhustle  
and advocate for ourselves

# How we live our values



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INTEGRITY



b

BOLDNESS



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OWNERSHIP



t

TEAMWORK



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TRANSPARENCY



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A GOOD IDEA CAN  
COME FROM ANYWHERE

## We collaborate enthusiastically

We pride ourselves on being friendly and solutions-oriented. When issues arise, we resolve them in person. We assume positive intent, which allows us to air differing viewpoints without becoming defensive.

# How we live our values



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INTEGRITY



b

BOLDNESS



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OWNERSHIP



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TEAMWORK



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TRANSPARENCY



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A GOOD IDEA CAN  
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## We discuss performance openly

We share our results at company gatherings. We expect team members to advocate for themselves, and in turn we provide open and constructive feedback.

# How we live our values



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## We look for the merit in new ideas

We make space for new voices and stay curious when leading discussions. We create shared context so each person can take intelligent risks. We speak up if we disagree or see an opportunity to improve.



# What's your magnum opus?

***mag · num o · pus** // (n) a large and important work of art, music, or literature, especially one regarded as the most important work of an artist or writer.*

We invite you to join our Mission and make lasting contributions that you'll be proud of for the rest of your career.

We hope you'll look back on your time at Ibotta as the magnum opus of your career.





**ibotta**<sup>®</sup>

Culture @ Ibotta | 2024