



Chevron || DoorDash

May, 2022

CONFIDENTIAL



DoorDash Overview



Chevron¹ is excited to work with DoorDash to bring this program to its retailers and marketers.

Delivery, speed, and convenience go hand in hand - and DoorDash's goal is to bring your products to customers in 30 minutes or less.

Why DoorDash?

- ❑ **Incremental Business:** DoorDash is incremental to your business: DoorDash can deliver alcohol for you! (ask about your state) DoorDash customers are ordering from your store at off-peak hours, when your in-store traffic is lowest (night/late night). Customers will select your store because of your assortment, proximity, and low delivery times you offer.
- ❑ **Quick to Launch:** We will onboard your store seamlessly. We only need your UPCs and pricing information, and we will create and merchandise your shopping experience for you.

How does it work?

- 1/** DoorDash customers browse your store's selection and place their order directly through our platform.
- 2/** Your store prepares the order for pickup.
- 3/** A Dasher picks up the already picked order and delivers it to your customer.
- 4/** You'll receive monthly invoices from us.



See the next section for more information on how to [get started!](#)



Convenience is the fastest growing on-demand delivery channel as consumers push for even faster delivery

[Edison Trends](#), collecting market data across the last year, shows that growth in the convenience on-demand delivery channel outpaces all other channels by at least 2x.

4.46x

On-Demand Convenience
Growth: '20-'21

2.21x

On-Demand Grocery Growth:
'20-'21

2.12x

On-Demand Restaurant
Growth: '20-'21

Convenience Delivery Growth '20-'21

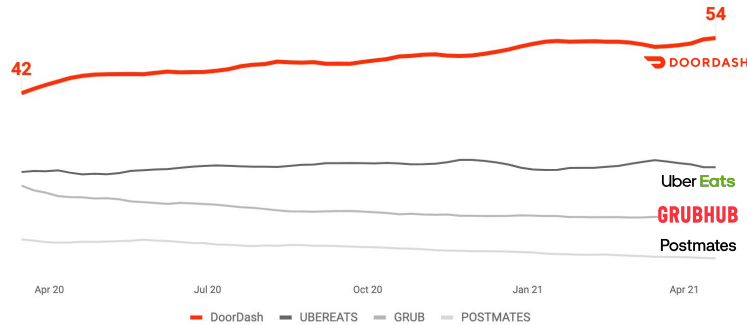


Edison Trends



With a focus on selection and speed, DoorDash is now >2x our closest digital convenience competitor

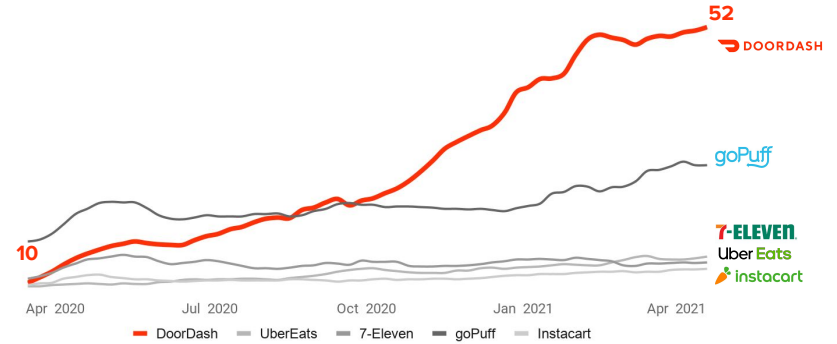
DoorDash Restaurant Market Share



MAJORITY RESTAURANT MARKET SHARE

DoorDash has established ourselves as the largest player in the restaurant space.

Convenience Market Share



MAJORITY CONVENIENCE MARKET SHARE

We entered the digital convenience space in January, 2020; taking a market leadership position 9 months later



DoorDash research has shown an to **more** convenience in recent years

While many customers enjoy the **convenience** of on-demand delivery, they also highly value **accessibility** and **saving time**. Moreover, COVID has fundamentally changed consumer purchasing habits.

Customer purchasing decision insights

- *“I did not want to go out because I was not feeling well”*
- *“I wanted soda and delivery saves time and makes it so I don't need to get in the car to go myself”*
- *“I have epilepsy and cannot drive so my brother or my girlfriend usually has to go to the store for me. Delivery overall makes my life easier for quick runs and top offs”*
- *“Pre-COVID, I just went in. Since COVID, I've been doing delivery and pickup whenever possible. COVID has made me realize how much I hate shopping in stores and I really hope that free and low cost pickup and delivery options continue even after this is over.”*

Top loyalty drivers

- 1 **Robust Selection** Offer full store assortment at price parity
- 2 **Order Completedness** 100% fill rate on all orders
- 3 **Good Substitutions** Offer substitutions when at item is OOO
- 4 **Speed & Convenience** < 30 minute delivery



Customers prioritize accessibility and often purchase miscellaneous treats and snacks



Ordering Behavior

- The average DoorDash convenience basket contains an average of 4.3 items per order totaling \$17.
- Commonly ordered items include:



Unit-Level Insights

- DoorDash convenience customers are spending ~\$3.95 on each item.
- This average item price is much closer to a bag of chips rather than a candy bar.



Getting Started

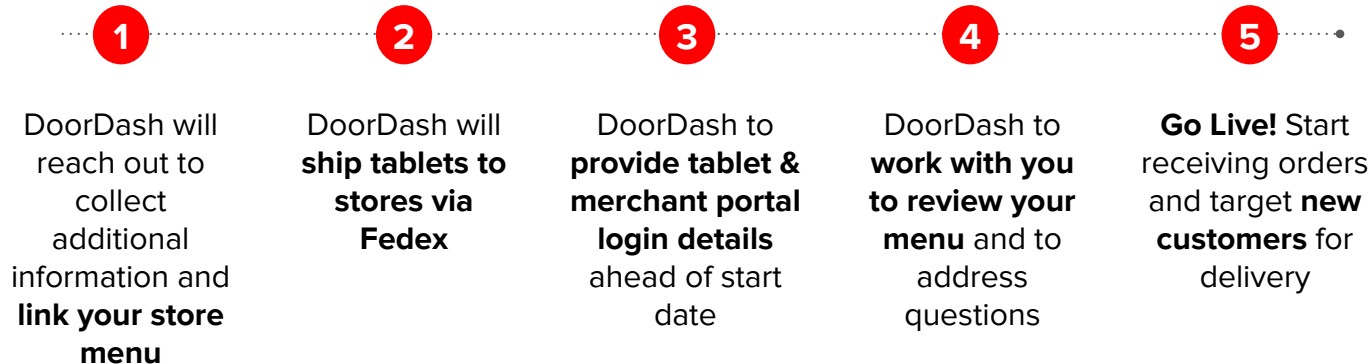


At DoorDash, we aim to provide a seamless onboarding process and ongoing support to ensure a strong relationship.

Getting Started

Click [here](#) if you're interested in signing up with DoorDash. DoorDash will contact you to discuss the onboarding process. ***Due to demand, this may take one to three months.***

Onboarding Process: What happens next? When will I go live?





Ongoing Support

Where do I go for help? What resources are there?



Tablet Support

Live support: (650) 681 9470

[Tablet Guide](#)

[Tablet Troubleshoot](#)



General Support

[General Support](#)



Merchant Portal

[Portal Overview](#)

[Login to Portal](#)

[How to use the Portal](#)



Live Help

(855) 973-1040

[Help Overview](#)