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Ibotta Appoints Chris Riedy as new Chief Revenue Officer

Accomplished Global Industry Leader to Drive Revenue Growth and Expansion

DENVER--(BUSINESS WIRE)-- Ibotta, Inc. (NYSE: IBTA), which operates the largest digital promotions network in North America, announced today that Chris Riedy will join the company as Chief Revenue Officer (CRO), effective January 13, 2025. He will report to CEO and founder, Bryan Leach, and will join the company's Senior Leadership Team.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20241223143897/en/>



(Photo: Business Wire)

As CRO, Riedy will oversee all revenue-generating activities of the company. He will be focused on leading Ibotta's Sales team, strengthening ties with Ibotta's portfolio of premium brand partners, and continuing to establish Ibotta as the CPG ecosystem's critical partner for driving measurable incremental sales at scale.

"Embarking on the next phase of our journey as a public company, we are excited to bring in expertise and advice from a well-respected industry thought leader who will help us achieve our mission to

Make Every Purchase Rewarding," said Bryan Leach, founder and CEO of Ibotta. "Chris is a dynamic, proven leader with deep expertise in building and scaling high-performing sales organizations for major tech companies both in and outside the United States. We are

excited to welcome him to the Ibotta team and look forward to his contributions as we continue to drive sustainable revenue growth, expand our customer base, and optimize our sales operations.”

Riedy brings over 25 years of experience in sales, business development, product and marketing to Ibotta. He joins the company from tvScientific, where he served as Chief Revenue Officer. Prior to tvScientific, Riedy held various leadership positions at X (formerly Twitter), including Vice President of Global Sales and Marketing, Vice President of Europe, Middle East and Africa (EMEA), and Managing Director of US Retail, Financial Services, Travel & Mobile + Inside Sales.

"I am thrilled to be joining Ibotta at such an exciting time in the company's growth," said Riedy. "Ibotta has established itself as a pioneer in the changing digital promotions space with a strong track record of innovation and customer satisfaction. I look forward to working with the team to drive continued revenue growth and market leadership."

Riedy holds a Bachelor of Arts degree from Denison University and a Master of Business Administration from Santa Clara University.

About Ibotta ("I bought a...")

Ibotta (NYSE: IBTA) is the largest digital promotions network in the US, focused on allowing CPG brands to deliver digital promotions to over 200 million consumers through a network of publishers called the Ibotta Performance Network (IPN). The IPN allows marketers to influence what people buy, and where and how often they shop – all while paying only when their campaigns directly result in a sale. American shoppers have earned over \$2 billion through the IPN since 2012. The largest tech IPO in history to come out of Colorado, Ibotta is headquartered in Denver, and is continually listed as a top place to work by The Denver Post and Inc. Magazine.

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