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Ibotta Strengthens Senior Revenue Leadership to Supercharge Sales Strategy

DENVER--(BUSINESS WIRE)-- Ibotta, Inc. (NYSE: IBTA), which operates the largest digital promotions network in North America, today announced the strategic expansion of its senior sales leadership team with the appointments of David Parisi as Senior Vice President of Client Partnerships and Chris Boyd as Senior Vice President of Business Marketing. The key hires underscore Ibotta's commitment to advancing its go-to-market strategy and establishing Ibotta as the first full-service performance marketing platform for the CPG industry.

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

<https://www.businesswire.com/news/home/20250611664437/en/>

David Parisi, SVP of Client Partnerships at Ibotta

"David and Chris bring a wealth of experience and proven track records in

driving revenue growth, building high-performing teams, and scaling innovative marketing and sales initiatives," said Chris Riedy, Ibotta's Chief Revenue Officer. "They signal a significant investment in deepening Ibotta's market penetration, and empowering our clients to drive measurable, incremental sales and connect with consumers in a tailored way."

As SVP of Client Partnerships, Parisi will focus on the continued scaling of Ibotta's Enterprise sales organization, including the company's Food, BevAlc, Beauty & Personal Care, and Home & General Merchandise verticals. Most recently, he was the General Manager of Omnichannel and Partnerships at Fetch, where he led partnership teams across agency development and data partnerships, as well as multiple sales verticals. Prior to Fetch, he served as Head of U.S. Financial Services Partnerships at Twitter (now X), where for more than a decade he was in charge of building and leading teams focused on innovation and revenue growth.

"Ibotta's unique approach to performance marketing and its robust network present a compelling value proposition for the market," said Parisi. "I'm eager to lead the sales team in capitalizing on the immense opportunities ahead and helping our clients leverage the Ibotta Performance Network (IPN) to achieve industry-leading reach and campaign effectiveness."

As SVP of Business Marketing, Boyd will spearhead the ongoing development and execution of marketing and sales enablement strategies aimed at promoting Ibotta's business offerings, and significantly enhancing brand awareness among key customer audiences. Previously, he held senior marketing roles at Seekr AI and Twitter/X, where he successfully led go-to-market strategies and developed global business narratives.

These appointments come on the heels of Ibotta's successful launch of [first-of-its-kind dynamic performance marketing](#) campaigns with two leading CPG clients, allowing them to

manage promotional spend based on measurable ROIs. The new offering is central to Ibotta's strategy to further enhance its industry-leading IPN, which offers CPG brands and retailers a way to deliver digital promotions to over 200 million consumers through a single, convenient network.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Any statements relating to expectations concerning matters that are not historical facts may constitute forward-looking statements. When words such as "believe," "expect," "anticipate," "will", "outlook" or similar expressions are used, the Company is making forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve risks, uncertainties and assumptions, including those related to the Company's relatively limited operating history, which makes it difficult to evaluate the Company's business and prospects, the demands and expectations of clients and the ability to attract and retain clients. The actual results may differ materially from those anticipated in the forward-looking statements as a result of numerous factors, many of which are beyond the control of the Company. These and other factors are disclosed in the Company's reports filed from time to time with the Securities and Exchange Commission, available at www.sec.gov. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof, except as required by law.

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

Ibotta (NYSE: IBTA) is a leading performance marketing platform allowing 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 \$2.4 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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