



Delivereasy appoints Simon Botherway as Chairman and welcomes new investors as the company continues to experience strong growth

8 November 2021

Delivereasy, a leading New Zealand on-demand food and drink delivery platform, today announced that professional director Simon Botherway, as well as a small number of investors including family offices and individuals, have invested into the business. Simon Botherway will become Chairman of the board and Mark Soper will become an independent Director.

Founded in 2016 by Nick Foster and Tim Robinson, Delivereasy operates in 23 cities and towns across New Zealand, most recently entering Blenheim and Kapiti. The business now employs 80 people in New Zealand and has around 1,600 contract drivers. The business is 100% New Zealand owned.

Simon Botherway said: "I was impressed with the vision of the Delivereasy founders and their stunning success to date. On-demand delivery is a key secular growth theme globally. International evidence shows that, in addition to convenience, home delivery can have significant carbon and congestion benefits particularly when multiple orders are amalgamated. I am delighted to become an investor and independent Chairman of Delivereasy as it looks to further scale".

Delivereasy has developed a world class technology enabled on-demand delivery platform, overseen by a focused management team based in New Zealand. Its on-demand proposition provides customers with a broad range of food and drink options, convenience and an outstanding end-to-end experience. The business has experienced strong transaction and sales growth since founding, driven by new customer adoption as well as existing customers ordering more frequently.

Tim Robinson, founder of Delivereasy said: "We are delighted to secure someone of Simon's calibre and capability, and along with the other new shareholders, will provide Delivereasy with an enhanced governance structure and strategic input to better position the business to capitalise on the significant market opportunity. Delivereasy intends to continue to invest in its platform as well as making a number of senior management appointments to continue its growth in its core business as well as expanding into further geographies and categories."

Delivereasy was recently named as 8th fastest growth company in the Deloitte Fast 50 awards.

Delivereasy was advised by investment bank, Cameron Partners (NZ global alliance partner of Rothschild & Co), Bell Gully and Deloitte.

Ends.

Simon Botherway, Chairman

Simon Botherway has extensive experience in investment management and corporate governance.

Simon was a member of the NZ Securities Commission and chaired the Financial Markets Authority Establishment Board. He is a highly experienced director, having been a director of Fisher & Paykel Appliances, Callaghan Innovation, Fidelity Life, the NZ Superfund and recently stepped down from the board of NZX-listed tech company, Serko. Simon chaired Serko through its NZX IPO, subsequent ASX dual-listing and capital raisings (including the strategic introduction of Booking.com as a shareholder).

Simon brings to the Chair role his knowledge & capability across governance, capital markets and successfully growing businesses.

Mark Soper, Independent Director

Mark Soper is a strategy and technology executive with 20 years experience founding and scaling SaaS businesses in the energy sector. Mark was a founding member of the team that grew Powershop into a retail energy brand across NZ, Australia and the UK. Most recently, Mark co-founded Marvel Labs which sold Configurable (an advanced energy pricing platform for a smart grid world) to UK based tech unicorn, Octopus Energy Group, which has over 17 million energy accounts across 12 countries. Octopus Energy recently received an additional US\$600m of growth funding from Al Gore's investment management company. Mark is currently at Octopus Energy, leading the global expansion of the Kraken technology platform to accelerate decarbonisation of energy globally.