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ROBOMART SIGNS DEAL WITH UNILEVER TO LAUNCH FIRST- EVER “THE ICE CREAM SHOP” ROBOMARTS

PILOT PARTNERSHIP REVOLUTIONIZES ICE CREAM DELIVERY FOR CONSUMERS – ARRIVES IN AS LITTLE AS TWO MINUTES

LOS ANGELES – May 5, 2022 – [Robomart](#), the world’s first store-hailing service, revolutionizing the retail industry by delivering the fastest and most convenient shopping experience to consumers through its fleet of on-demand mobile mini-marts, today announced a partnership with [Unilever](#), the world’s largest ice cream producer, under its virtual storefront, [The Ice Cream Shop](#). Unilever will deploy a fleet of Ice Cream Robomarts this summer, featuring treats from beloved Unilever ice cream brands Ben & Jerry’s, Breyers, Good Humor, Magnum ice cream and Talenti.

With its patented one-tap grocery ordering technology, consumers can hail The Ice Cream Shop Robomarts to their location using Robomart’s proprietary mobile app. When it arrives, the user swipes across the app to open the vehicle’s door. Robomart’s checkout-free system allows consumers to handpick their selected products and simply walk away – without physically checking out or swiping their credit card.

“We’re excited to work with Unilever – the world’s largest ice cream maker – to pilot The Ice Cream Shop as one of the flagship storefronts on our new marketplace,” said Ali Ahmed, Robomart CEO and co-founder. “Putting a spin on the classic ice cream truck by bringing it to consumers on-demand, we have pioneered a new way for everyone to get their favorite ice cream treats in as little as two minutes. This rollout brings to life the original vision my co-founder and I had over a decade ago while working at Unilever to create ‘The Everywhere Store’ – the fastest and most accessible way to get all your essentials.”

Robomart’s ability to deliver the entire store directly to homes cuts out the need for consumers to shop on a website, create a basket, check out with a credit card, select a delivery window and communicate with delivery drivers.

“We’re thrilled to partner with Robomart to offer a new way to bring our virtual store, The Ice Cream Shop, to fans in Los Angeles in an innovative way,” said Russel Lilly, General Manager, Unilever North

American Ice Cream. “Our pilot program with Robomart is revolutionizing ice cream delivery for consumers and making it even faster to get our beloved brands to our ice cream fans. What better way to shop for your favorite ice cream than just a few steps from your front door?

Robomart has experienced tremendous growth and success since its consumer launch in Los Angeles in June 2021 and the receipt of a patent for its ‘one-tap grocery ordering’ technology. Robomart recorded its fastest end-to-end experience, from the time a consumer opens the app to the time they have goods in hand, at under two minutes – the fastest in the world. Active users of Robomart, on average, hail a Robomart to their location 2.3 times a week. As the company increases market share, it has recorded 9% user growth and 10% order growth per week.

About Robomart

Based in Santa Monica, Calif., Robomart, Inc. has created the world’s first store-hailing platform through its fleet of on-demand, automated stores. Robomarts are engineered with cutting-edge technology, giving consumers the fastest possible way to get their groceries. Founded in 2017 by serial entrepreneurs with deep domain expertise in delivery, robotics, and retail, the company is venture backed and on a mission is to create the fastest and most convenient way to shop. To learn more about Robomart, visit robomart.co.

About Unilever North America

Unilever is one of the world’s leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products, with sales in over 190 countries and products used by 3.4 billion people every day. We have 148,000 employees and generated sales of €52.4 billion in 2021. Over half of our footprint is in developing and emerging markets. We have around 400 brands found in homes all over the world – including iconic brands like Dove, Knorr, Hellmann’s, Magnum, Axe, Ben & Jerry’s, Degree, Seventh Generation, St. Ives, Suave, TRESemmé, and Vaseline.

Our vision is to be the global leader in sustainable business and to demonstrate how our purpose-led, future-fit business model drives superior performance. We have a long tradition of being a progressive, responsible business. It goes back to the days of our founder William Lever, who launched the world’s first purposeful brand, Sunlight Soap, more than 100 years ago, and it’s at the heart of how we run our company today.

The Unilever Compass, our sustainable business strategy, is set out to help us deliver superior performance and drive sustainable and responsible growth, while:

- improving the health of the planet;
- improving people's health, confidence and wellbeing; and
- contributing to a fairer and more socially inclusive world.

While there is still more to do, in the past year we’re proud to have achieved sector leadership in S&P’s Dow Jones Sustainability Index, ‘Triple A’ status in CDP’s Climate, Water and Forest benchmarks, and to be named as the top ranked company in the GlobeScan/SustainAbility Sustainability Leaders survey for the eleventh consecutive year.

For more information on Unilever U.S. and its brands visit: www.unileverusa.com

For more information on Unilever Canada and its brands visit: www.unilever.ca

About The Ice Cream Shop

The Ice Cream Shop is a virtual restaurant and new way to order your favorite ice cream brands right to your front door. Available on major food delivery apps like Doordash, UberEats, GrubHub and Postmates, the Ice Cream Shop features fan-favorite products from beloved ice cream brands Ben & Jerry's, Breyers, Magnum ice cream and Talenti. The Ice Cream Shop is available in most major metro areas including New York, Los Angeles, San Francisco, Seattle, Washington D.C., Baltimore, Philadelphia, Chicago, Boston, South Florida and continues to expand.

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