

30% off (up to £7) on up to 50 orders within 30 days of your first order, with code GO30X. Min. order £10 excl. fees. New customers only.

14/04/2026 - 24/05/2026

DELIVEROO PROMOTION RULES

These are the terms and conditions (“Rules”) that apply to the '30% off new customer orders for 30 days, up to £7 per order, over £10 (excl. fees)' Promotion (“Promotion”). Available in-app only. By entering the Promotion, each entrant agrees to these Rules and confirms they have read and understood the Deliveroo Privacy Notice at <https://deliveroo.co.uk/privacy>.

1) **Promoter:** Roofoods Limited (trading as Deliveroo), a company incorporated and registered in England and Wales with registered company number 08167130 and registered office address at River Building, Level 1 Cannon Bridge House, 1 Cousin Lane, London EC4R 3TE (“Deliveroo”).

2) **Entry period:** The Promotion opens for entry at 0:01 am (UK time) on 14/04/2026 and closes at 11:59 pm (UK time) on 24/05/2026 (“Entry Period”), unless all codes are redeemed earlier than anticipated or if the Promotion needs to end earlier for any other reasonable reason. Deliveroo will update these terms should the promotion end earlier than 11:59 pm (UK time) on 24/05/2026.

3) Eligibility:

Only customers who meet the following criteria are eligible:

A. To participate in the Promotion, entrants must be a legal resident of England, Scotland or Wales and at least 18 years old at the time of entry. Residents of Northern Ireland and the Republic of Ireland are excluded.

B. Entrants must be an “Eligible Customer.” “Eligible Customer” means:

- i) a new customer of Deliveroo who has just placed their first order on Deliveroo. If you have previously had a Deliveroo account you will not be eligible for the offer; and
- ii) that customer has been directly issued the code by Deliveroo via CRM communication (e.g. email or push notification) or in-app promotion, following their first order, once logged in.

C. The Promotion can only be redeemed in-app. Redemption on web is not available.

D. The Promotion is subject to geographical restrictions and some areas are excluded. See Appendix 1 for a full list of areas that are Eligible (“Eligible Areas”).

E. Internet access is required to enter the Promotion.

F. Deliveroo reserves the right at any time to require proof of eligibility in such form as Deliveroo reasonably considers necessary.

G. **Not eligible:** In addition, to the restrictions above, the following persons are not eligible to enter the Promotion: (i) any employee or other individual engaged by Deliveroo or any of its associated companies; (ii) members of the immediate family and/or household (whether related or not) of any of those individuals; and (iii) anyone else professionally involved with the operation or administration of the Promotion.

4) **Promotion redemption:** To redeem the Promotion, entrants must complete the following steps during the Entry Period:

- a. The entrant must log into their Deliveroo account on the Deliveroo App.
- b. The entrant must then enter the code **GO30X** into the voucher and credit tab on the Deliveroo App, or at the checkout stage of their basket when they place a Qualifying Order.
- c. A "**Qualifying Order**" means a paid-for and delivered Deliveroo order of a minimum of £10 on items (excluding any applicable delivery, service charges, small order fees, tips or donations) placed within 30 days of the entrant's first Deliveroo order. The discount applied is 30% off the basket value, up to a maximum of £7 per Qualifying Order, across a maximum of 50 Qualifying Orders within the 30-day window. The value of any restricted products, including age-restricted items, does not contribute towards the minimum spend.

5) **Promotion conditions:** The following conditions apply to the Promotion:

- A. The Promotion is non-transferable, non-refundable, non-exchangeable and no cash alternative is available. However, if Deliveroo considers it appropriate, or if it becomes necessary for reasons beyond Deliveroo's control, the Promotion may be varied or swapped for a suitable alternative in Deliveroo's discretion.
- B. The voucher part of the Promotion cannot be used to purchase age-restricted products or early stage infant formula
- C. The Promotion is subject to Deliveroo Voucher and Account Credit Terms. The entrant should ensure they are aware of any applicable expiry dates. The Promotion can only be redeemed on the Deliveroo app.
- D. There is a limit of 80,000 vouchers that can be redeemed in-app before 11:59 pm (UK time) on 24/05/2026. The Promotion may be increased or withdrawn if Deliveroo considers such changes reasonably necessary to ensure the fair and proper operation of this Promotion or if maximum redemptions are reached before the Promotion end date. Codes may be increased at Deliveroo's sole discretion.
- E. Deliveroo reserves the right to cancel the Promotion with respect to a participant if it suspects that the participant is not an eligible entrant or is not otherwise acting in accordance with these terms and conditions, or any of Deliveroo's terms of use.
- F. The minimum order value to redeem the Promotion is £10, excluding any restricted products and fees (delivery, service, and small order fee), tips and donations. Certain products, including age restricted items, are excluded and the value of any restricted products does not contribute towards the minimum spend.
- G. The Promotion is subject to geographical restrictions and can only be used on orders delivered to eligible areas (see Appendix 1).
- H. This Promotion may be used in addition to available item discounts. Other promotions may not be applicable, see in app. Where an alternative promotion is available, the highest-value discount applies automatically. Customers can choose an alternate promotion.
- I. Not all payment methods are applicable on orders using this Promotion.

6) **Liability:** Deliveroo will not be liable for: (i) any loss that is not caused by Deliveroo (or any person acting on Deliveroo's behalf); (ii) any loss caused by any event or circumstance beyond Deliveroo's reasonable control; (iii) any loss of profits or revenue, loss of anticipated savings or loss of goodwill; or (iv) any unavailability of the Deliveroo app. However, nothing in these Rules limits or excludes any person's liability for death or personal injury caused by negligence, for fraud or for any matter for which it would be illegal to limit or exclude liability. In particular, consumers have legal rights in relation to products that are faulty or not as described and services which are not performed with reasonable care

and skill and these legal rights are in addition to and are not affected in any way by anything contained in these Rules. Further advice about consumer rights is available from any local Citizens' Advice Bureau (<https://www.citizensadvice.org.uk/>) or local Trading Standards office (<https://www.gov.uk/find-local-trading-standards-office>).

7) Cancellation and variation: Deliveroo reserves the right to vary, suspend or cancel the Promotion and/or these Rules if it considers it necessary or appropriate to do so, including but not limited to if:

- a) there is any actual or anticipated breach of applicable law;
- b) fraud, abuse, and/or an error (either human or machine) affects or could affect the proper operation of this promotion or the awarding of prizes or offers, or;
- c) variation, suspension or cancellation is necessary due to an event outside Deliveroo's reasonable control.

8) Law and jurisdiction: The Promotion and these Rules are governed by English law, and any disputes arising in connection with them shall be subject to the exclusive jurisdiction of the courts of England and Wales, except that residents of Scotland may also bring proceedings in the Scottish courts.

9) Personal data: Entrants acknowledge that any personal data of entrants will be processed in particular for the purposes of administering this Promotion and in accordance with the Deliveroo Privacy Policy at <https://deliveroo.co.uk/privacy>.

10) Contact: Enquiries about this Promotion can be sent to Deliveroo at: customersupport@deliveroo.co.uk

Appendix

1. List of Eligible Areas

MOS, GWE, BRM, MVK, CHE, FRO, WRD, LIV, EDS, DUL, BAT, MMS, MC, HTP, WME, ALH, EDG, OXN, OXE, WAN, EAL, BSTW, TOO, FAL, GLC, TWI, SBU, FCH, CW, WBR, BNC, STR, VKO, PUT, LC, HME, EBW, SOU, WIM, LEI, CAR, RIC, GRE, EDN, LTH, BB1, REA, GUI, CR2, KND, CHP, BSTH, CHO, SHE, HBY, CHL, FAZ, ATH, WBCH, OXF, NOR, WHITT, POL, CW1, PEC, TH, STO, LEW, GYAR, ABD, CST, EXE, YOR, COV, GBC, BOU, HOLL, NAY, SUD, SIV, THT, SAU, CW2, FIN, SEL, MHB, BQR, WIR, CRK, STA, WLM, SAL, LUR, DUR, EMH, GGF, SNK, RBS, BRU, BTS, CHR, CPP, WLL, S1, DIN, SY03, BEC, HAR, BTH, WHV, S2, BT3, CIR, BRO, DMG, MK, BRA, SY01, DN01, ER1, SY02, CTTN, BT1, WIN, BTE, RTW, JOL3, PRE, JOL1, JOL2, JOL5, JOL4, JOL8, JOL6, JOL7, JOL9, BR2, MR1, CAS, SOT, SOL, BRME, BR1, ER2, RLS, CHEA, EP1, POO, SEV, PIN, HUD, MID, LT1, WAR, HOR, PLY, WIG, SWI, WAL, WGR, SWA, SAN, CLM, BLE, SLS, BOR, STH, LOU, INV, SHR, UXB, HAN, DND, EDW, NMC, EDP, LAN, CRO, LVN, SUR, AYL, BYR, TRFM, NTH, REI, CAN, STI, BT2, PET, BRD1, KNU, BEX, NBC, BRK, SID, EAB, NTA, BLW, CBR, ISLGAP, WEY, WOT, ESH, BRD2, PGS, CLH, NWP, ENF, NP02, SWF, ORP, SUA, BRW, BGR, BVS, PER, TQY, RUG, STAN, WOK, EMS, BAN, SLO, BKS, HIT, BT4, GGFE, AZW, IPS, BAR, UPM, CHS, HWC, CRW, CLC, SHW, RDG, MDS, ILF, BARK, WLW, ELT, RNP, GPA, FLT, MTC, STL, CNN, BWD, HAY, RSL, ECC, CGF, CHA, MAID, STEV, WLSL, DOR, BOO, WRT, BOL, EST, NWB, CHH, BSE, TAM, HAL, HAST, ASH, HOL, LUT, OSHE, PRSN, ROCH, DRY, BKPL, ORTHM, STAI, WAK, BED, DRYE, DRYW,

BSF, BEE, BIRK, BSL, EX2, OWLSL, OSOT, ONTG, OGLC, ODER, ODND, OEDN, OHUL, OLC, OBOU, OBRM, WFD, ONTH, OSOU, OPRSN, OREA, OSLO, OSOS, OSLGH, EMC, WMC, NR1, OHUD, NR2, HAX, HLPR, PLYN, HPBN, PSL, LUL, GRY, AB1, SND, OBRM2, EH1, DON, SDW, BLR, DRT, DDY, EH2, AB2, AUL, WLH, HOS, WRG, WGN, ARND, KEA, BSHM, HRL, SLE, EX1, HGV, RNF, ALSM, NUN, HLO, AB3, FRH, RTH, BTR, OLH, EX3, NWTL, SHL, HWH, CHU, PTY, WLY, HRP, BXB, SCR, WOB, NWPA, FLM, RNH, HRF, BGTM, DRNM, SWLM, SWC, GRV, RYA, CLBM, FLE, OABD, GOS, TAU, KENM, WSM, MRG, CHSS, STF, CRA, OXC, DNB, EDM, FLK, BNB, BRT, ESL, BRCH, BRCR, BNCH, BTHN, KNH, AYCL, CRE, BSW, OWKN, BA01, RED, OHWH, HRT, DRG, FSF, S4, CDN, NPSS, IP1, BTHS, IP2, OPTY, PTC, GBL, SNCH, NANT, IP3, LTL, PCH, STS, WTV, LL01, CRS, TRB, ADV, LL02, HSTC, OSTR, ABI, KETT, HMH, LOW, WTL, WDN, GRM, EKL, TON, SA, BROM, SCU, DNS, OLDN, EPRD, DEW, CNK, SCB, MRF, HML, BILL, GRST, MKY, IVK, GL01, LHP, OSS, HOP, CRB, LAND, BARN, DENN, NSH, FOXH, BRNH, MSG, BLCY, THOR, RTHT, LGH, RSH, BCD, LGHB, BRN, BRRY, BOWT, LEA, LNTG, BNS, RUAB, BABD, BLTR, SLEI, CLAN, HYT, WKF, WHH, GL02, STPH, WARM, GL03, WHIT, RDD, PREA, POXF, PTF, PEM, PL01, BA02, HUR, NLB, SCF, RUN, EVER, HOLG, BROA, SIT, TLF, FINE, LGW, BURS, CANF, RAU, MOT, HMP, WOL, KLY, PE01, WELL, NE01, BRDG, YEO, BYW, ALS, DOC, CLBK, BOZ, DOV, LLA, NE02, BCT, WISH, DCT, CWM, SKM, ERD, NPL, EXM, BFSW, BLY, ERDN, WIT, MNG, HDM, GRC, MTY, CROF, CGT, BDN, GVN, WTY, EDC, EDSW, CALDE, LARK, ACG, NCT, DESB, CLS, PTT, ELY, FLW, YTE, CVS, WND, EPP, NWK, FET, ALLB, DUM, CTG, GCE, ILB, HUN, SPL, SNS, KDM, SWD, NWT, LIMG, NRY, YVT, MCKF, BFW, BGW, BIF, BGH, MLV, ANS, OAD, NRT, BLK, NWQ, WHM, CRDB, LET, BRD, PAI, NWM, WUD, SHEER, PHN, MMB, FRW, CDH, AST, BPRT, EVI, BLLG, KKL, CRHT, KGH, DEE, BRSN, OMK, ACC, DMB, DAV, MMILL, LHRR, DEA, SN01, SPA, WOLL, STAS, BRED, LLAN, BLP, NEM, DDL, EWLSL, BRH, GOD, ABB, NPT, SPRK, CBE, CCS, KIL, CLV, CLE, HULM, PTS, GRN, EVE, WTF, EGS, ILK, GLEN, SN02, SLT, KRK, ALL, POTS, WHT, WTH, KTO, GLS, LWS, WSB, NEA, WKT, NKT, ABE, MAR, UCK, GLN, ELG, KSF, MDF, FLX, RDC, MEL, GOO, FLI, ALT, CHM, BA04, PTD, SNY, EBS, BON, TEW, LEV, TIV, RYD, ANT, ROY, BID, GNS, LLD, MLD, KIR, SPN, SNH, TRE, IRV, ARB, ASN, BBG, BNH, CVD, DEV, FAV, NWOL, LCH, TOT, PNZ, SDN, SLN, RHY, OSW, RGL, CNG, LYM, WNG, WOLS, BYG, SLF, CWB, LEK, DNZY, FRM, ESW, RAD, SKG, SWM, STD, HLM, AIR, TRU, PAD, CAI, CON, COW, HWI, LAR, MAG, NTW, NTL, OMH, PBD, PST, RMD, BOS, STON, TGN, GRI, CTW, CWN, NES, PLE, SFD, BUX, RAW, CRU, BPL, SVB, HEN, IOWN, WKB, BGRN, EMRG, WBRS, RMSY, OKNH, PKCH, OILB, OBTE, DN02, IOS, WHOR, RSN, BGC, FILE, OCLBM, OKPT, OEDG, ALC, DN03, OPSL, WTHM, INK, LSB, INNS, GLOW, HOC, WBRD, SMTH, HPMV, VXH, CYR, CLAY, OAW, EBRD, FAS, USH, SBRD, WWP, SRD, LSEA, HPBE, NLEE, HBAM, HGHB, SLEE, NBRD, OLEE, OBRD1, HPBA, OBRD2, DRGH, MLY, KLT, ELEL, LLV, CROS, DLST, SASU, WWD, JDT, SOUW, HPME, WDBY, WLD, ABT, HCR, NUT, SCC, HPSF, HPWW, CM1, STNW, NWH, TOY, PPT, GLH, NPS, BURG, NTT, HLT, SOUE, ESHE, HUY, RAI, DWT, NEH, HGH, ABH, WTHR, KLG, ASHT, LEAB, CRH, TBU, RKCO, WDC, OGGW, PLTN, EGEN, HPBS, HEYS, LNNO, BPG, CM2, LANG, GFK, ASHD, PLST, LGRN, HPHX, STP, MORE, BRGG, ORNF, OWIN, PLAW, TLR, HPCM, SRFH, ASHC, KYHM, BRAD, OXLS, ELTP, ABF, CTP, KNB, EXEW, CHN, CVB, LLDN, CHRC, EXES, CHNW, BBH, SCLM, ECLS, KNWL, SMDS, CAER, MDWF, LLZ, HHEG1, ELME, EDMT, TOTN, NPR, LCK, CHIN, LASH, KNV, PDB, DCE, EHOR, WRSW, UPHL, RAIN, BCLV, SOXF, WCOV, NOXF, ECOV, STNL, BRP, SHIN, SHER, RGU, HTN, DKN, STNB, BLCM, EOXF, EXEE, DCW, BTHW, GGDP, STAV, CHRL, DURU, BRGR, WOXF, NMDS, TTR, CRHL, PRT, SAYS, PREN, TSHM, BOVC, NP01, MGTG, WALT, EMDS, SABD, SVLE, ESTN, WRO, GTAM, BUNY, CBH, CHES, BING, SDY, PNTH, CHAD, BOD, DOWN, OTF, OTT, COTT, THERN, DRK, BRLF, NAD, SRH, CRICK, FLNT, LECN, SASH, KSHY, MFLD, HPWE, NAVS, SBB, BECC, WSTW, BATL, CHEB, HPKT, WLTN, STDN, WESTE, WALK, HULW, HULE, SALTE, CLEC, HALP, BRNS, LBEV, ANBY, SNO, HPAC, CDON, HOB, LEDA, EPRS, NPRS, OWAK, WPRS, SOUC, BARBY, OGCE, HPNO, CKT, DUNS, LDEW, HATF, MILL, EDGW, KING, ESTR, MKW, HVNT, WLWT, BOW, HESW, PECN, ISTW, THRP, WICK, WBOL, TURT, MOD, SKEA, NBOL, HOO, EUST, LTE, WPNG, WLG, WTB, WCT, LUTT, SPBR, BSY, CBW, WLOO, SPD, EBOL, PSNT, CHLS, SSEA, WKEA, CAMNE, CAMS, CAMW, MLG, BLCN, HHTH, DESF, CSTS, PL02, LTLT, PL03, SN03, DUND, STRN, SLIN, WNW, SWAE, NGF, ONEW, CDND, MUM, HPCT, DUV, SUB, LYMM, KBG, SWAN, NEW, OSWA, SWU, UDND, CNS, WCK, BDND, EDND, WOR, NGH, NLIN, WLIN, WDND, SSH, SBOL, WSH, DRM, MAS,

MOL, NLS, PTH, RET, SIVC, TRA, WNT, SKC, BRS, DNF, BRY, RUS, GGW, NTG, BAL, RTHM, UPT, BSAL, KIN, SHLT, EPS, CHI, HCN, CLA, BRX, ROM, BOHV, ASTL, EC, LEY, CNV, ME, SHRL, WRX, LL03, WKN, WVR, CPH, FARN, CLN, BRCK, YTM, WKS, GLOE, MNS, CHF, FAK, ALD, ASSU, SBLD, BNYB, FRL, ALF, QDG, BXS, EP2, LT2, CAB, NHP, HDT, CAM, WC, ISL, FUL, BEL, HEA, DAL, LBR, BAS, BTC, HAM, WEM, WAT, DER, HRO, WCH, BLH, DID, HER, LS, FWT, SUT, RDM, OLEI, LDE, WOMM, ROMS, ABR, LIN, WOMB, BRWD, CLTM, NBG, STK, HEM, SHMM, PRL, CNEM, BEV, WRKH, TN1, TN2, HUL, OXL, SMOU, CDB, BIRS, BRGH, BROX, BAG, SOTH, PEN, MOOR, CMB, ESLE, MAC, BELB, HORM, EGG, POT, SHRB, PE02, BLF, BIG, STM, BFC, EDBRC, WRGT, EDDUL, HLYT, CSTR, CAMR, BLSM, OLR, WLCT, SWIC, NORE, NORW, EDACT, EDPLG, EDICR, EDMTW, EDWHI, EDWNW, EDBSY, MTHW, NORN, ELIN, HTS, SWIS, PORT, EDMDV, HSF, NORC, DYT, RWB, WNBR, STIV, CDSL, CTBR, NRCK, TQ03, BS01, BA03, HRB, PE03, EDBER, EDBCP, EDBYR, ML02, ML03, ML01, EDCAN, ERSW, IKLY, HCK, HR01, BLO, IOWC, CM8, RG05, IOWR, EDCRE, CDW, KY02, SHM, RH01, THR, NDND, MK01, BH01, HR02, IOWS, KNOW, PE04, RH02, RH03, RH04, WYM, BH02, TTH, BH03, KY03, MK02, MK03, NN01, NN02, COS, OX01, DG01, POR, DG02, YO01, TA01, NP03, TA02, YO02, TR01, FAR, HU01, LN01, LN02, ONGH, DG03, OX02, OX03, TR02, DRAY, HAV, HU02, PO01, BRNK, PO02, DD01, SP01, SP02, SP03, CF01, CF02, CF03, DL01, CO01, DL02, DT01, DT02, TQ02, TQ01, LN03, RMG, CB01, CSC, IV01, PO03, IV02, IV03, CB03, PO04, PO05, BS02, RG01, RG02, DD02, DD03, SECL, PH01, SO1, SO2, PH02, SANQ, CT01, IV04, HG01, HG02, KA01, G01, CT02, CBB, DE01, RG03, RG04, STB, SO3, TD01, DE02, DE03, TD02, TD03, G02, GU01, PH03, GU02, DE04, BS03, CB04, KA02, PH04, KY01, CA01, CA02, PH05, PA01, CB02, FK01, PA02, SG02, ME01, SK01, STRD, ME02, LE01, ME03, LS02, OVR, LE06, CH01, LA01, LA02, LA03, OL01, OL02, SG01, SG03, PR01, PR02, PR03, TS01, ST01, CH02, LE08, FK02, FK03, DY01, ST02, ST03, TS02, ST04, DH01, WV01, TF01, DH02, WV02, TF02, LE02, WR01, WR02, WR03, LE07, SR01, WS, LE03, ME04, LE04, ME05, ME06, NG01, NG02, DH03, VWP, LE05, SO4, DY02, SWN, DY03, BLCK, GRMT, G03, G04, BD01, G05, BS04, HP01, HP02, HP03, BN01, BN02, BD02, B, BN03, CV01, CV02, PR04, M01, SK02, SK03, SK04, WA01, SS01, LD01, LD02, BL, WA02, WA03, HD01, LD03, AYS, AYR, BTHE, CFG, CBN, CO02, CO03, CM3, CM4, CM5, CM6, CM7, CV03, CV04, GLO, HAMP, GCK, HSL, HND, HD02, GU03, IV05, HX01, L01, L02, L03, LNGE, NE03, NN03, NG03, NG04, NG05, ML04, ML05, ML06, LS01, SHI, SOS, TN3, WMT, WNS, WDF, S3, BSACK, SPTD