

T&Cs - £12 off new customer first orders over £15 (excl. fees) with Code: 12NEW

27th October - 28th December 2025

DELIVEROO PROMOTION RULES

These are the terms and conditions ("Rules") that apply to the '£12 off new customer first orders over £15 (excl fees)' Promotion ("Promotion"). 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 27th October and closes at 11:59 pm (UK time) on 28th December 2025 ("**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 28th December 2025.

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 will be using their Deliveroo account for the first time to place an order. If you have previously had a Deliveroo account you will not be eligible for the Offer; and
- ii) that customer can see this Promotion advertised to them in-app or on the website once logged in

C. 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**").

D. Internet access is required to enter the Promotion.

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

F. **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: To use the voucher, Eligible Customers must open a Deliveroo account, apply the code

12NEW to the account or basket and place a Qualifying First Order within the relevant Promotion period. A **“Qualifying First Order”** means a paid-for and delivered Deliveroo order of a minimum value of £15 (excluding any applicable delivery, service charges, small order fees or other fees, tips or donations). Certain products, including age restricted items, are excluded and the value of any restricted products does not contribute towards the minimum spend. A maximum of one code can be redeemed and used per customer.

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.
- D. There is a limit of 30000 vouchers that can be redeemed before 11:59 pm (UK time) on 28th December 2025. 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 £15, 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 or web. 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 website or 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: support@deliveroo.co.uk

Appendix

1. List of Eligible Areas

Abbey
Acocks Green
Acomb and Holgate
Alcester
Anstey
Arbourthorne
Arnold
Atherstone
Aycliffe
Bell Heath
Bestwood

Bingham
Bishopthorpe
Blackburn
Blackpool
Bolton
Bournville / Stirchley
Braunstone
Brewood
Bromsgrove
Bunny
Cannock
Cheadle
Codsall
Cotgrave Park
Danzey Green
Darlington
Derwenthorpe
Desford
Dudley
East Preston
East Sheffield
East Walsall
Erdington
Evington
Fazeley
Fleetwood
Glenfield
Gotham
Halesowen
Hamilton Park
Haxby
Hazel Grove
Heslington

Hockley Heath
Hollywood
Ilkeston
Inkberrow
Jordanthorpe
Kidderminster
Kingswinford
Leicester
Lickey
Long Eaton
Loughborough
Nechells / Bordesley Green
Neepsend
Netherthorpe
New Earswick and Huntington
Newhall and Brightside
Newport - Telford
North Preston
North Wolverhampton
Northfield/Longbridge
Nottingham
Nunthorpe and South Bank
Oadby
Outer Rotherham
Outer Sheffield
Peterborough
Polesworth
Poppleton
Preston
Prestwich
Redditch
Romsley
Rotherham

Rugeley
Sale
Sandwell
Sheffield
Sheffield City Centre
Sheriffhales
Shirley
South Kearsley
South Leicester
St Ann's
Stockport/Heaton Moor
Stonebridge
Tamworth
Telford
Tollerton
Totley
Walsall
Weatheroak Hill
West Bolton
West Bridgford
West Preston
Whittington
Wilford
Willenhall
Wisewood
Wollaton
Wolverhampton South
Wombourne
Worcester
York