



Mats Diedrichsen Joins Waitr as an Advisor

June 2, 2020

LAFAYETTE, La.--(BUSINESS WIRE)--Jun. 2, 2020-- Waitr Holdings Inc. (Nasdaq: WTRH) ("Waitr" or the "Company"), a leader in on-demand food ordering and delivery, today announced that it has engaged Mats Diedrichsen, former Chief Marketing Officer of Delivery Hero, to advise on all marketing aspects of the Company. Mats was at Delivery Hero for over five years until he recently left in early 2020 to start his own consulting company. During his illustrious career, Mats has held chief marketing roles with several ecommerce startups in Berlin and London managing large size marketing teams focused on high growth and internationalization. Before entering the startup scene, he worked for Dell and Google holding various international marketing roles in Dublin and Copenhagen.

"We are lucky to have the opportunity to work with an advisor of Mats' caliber," said Carl Grimstad, CEO and Chairman of the Board of Waitr. "Mats has extensive experience with Delivery Hero and I'm excited for him to expand Waitr's brand through his digital marketing and brand awareness strategies."

About Waitr Holdings Inc.

Founded in 2013 and based in Lafayette, Louisiana, Waitr is a leader in on-demand food ordering and delivery. Waitr, and its sister brand Bite Squad, connects local restaurants and grocery stores to hungry diners in underserved U.S. markets. Together they are a convenient way to discover, order and receive great food from local restaurants, grocery stores and national chains. As of March 31, 2020, Waitr and Bite Squad operated in small and medium sized markets in the United States in over 600 cities.

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