Wolt

Algorithmic Transparency Report

2025

Wolt Algorithmic Transparency Report

About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them.

Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Together, we operate in more than 30 countries today. You can read more on the Wolt website.

Summary

The **Wolt Algorithmic Transparency Report** is an annual publication aimed at increasing visibility into how algorithms shape the experience for users and partners on the Wolt platform. This fourth edition, covering operations as of February 2025, outlines the role of algorithms in connecting **consumers, courier partners,** and **merchants,** while emphasising Wolt's ongoing commitment to fairness, usability, and transparency.

Chapter summaries:

Consumers: Details how the app experience is personalised using machine learning, including how restaurants and shops, ads and search results are ranked to surface relevant and useful content for consumers.

Merchants: Highlights how Wolt helps local business grow, including via self-serve onboarding, smart image tools, personalised ad placement and performance insights.

Courier Partners: Explains how delivery tasks are offered, priced and optimised. Highlights new features like City Heat Maps, Task Packages, and Instant Payouts to improve flexibility and earnings.

Support: Highlights how AI is used to enhance support experiences at Wolt, improving response quality while maintaining a focus on empathy and transparency.

Introduction

Welcome to the 4th annual Wolt Algorithmic Transparency Report. What began in 2022 as an experiment – our first attempt to demonstrate how algorithms shape our platform – has grown into a yearly moment of reflection, learning, and dialogue. Each edition has helped us better explain the systems we build and improve the way we build them through feedback.

If you're reading this report for the first time – welcome! The Wolt Algorithmic Transparency Report is our way of opening the doors of Wolt and showing you how things work behind the scenes.

In this report, we explain what algorithms are (don't worry, no math degree needed) and how we use them at Wolt. We focus on the core parts of our platform that involve automated systems: for example, how orders are matched, how delivery times are estimated, how content is shown to users and more. That said, this isn't a report about all technology at Wolt. We don't cover every line of code, nor every business process. Instead, we focus on the systems where algorithms play a central role in the ecosystem of our platform to connect consumers with merchants and courier partners.

So whether you're a curious customer, one of our partners or just love a good behind-the-scenes look – this one's for you.

Let's get into it.

So, what are algorithms and AI anyway?

Let's start with the basics. Algorithms are like step-by-step recipes: they take ingredients (data) and follow a set of instructions to create something useful, like deciding which courier partner to offer the task of picking up your groceries or estimating how long it'll take for your pizza to arrive.

Artificial Intelligence (AI) takes this a step further. Think of it as a team of chefs who can learn from experience. Instead of just following the same recipe every time, AI systems can adjust their cooking based on what they've learned, making better decisions the more they work.

Generative AI is a specific kind of AI that doesn't just follow recipes, it creates entirely new ones. It's the tech behind tools that can write text, generate images or suggest code.

The information on Wolt's products and algorithms in this report is based on our operations as of February 2025 in the markets of Albania, Austria, Azerbaijan, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Iceland, Israel, Japan, Kazakhstan, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Norway, Poland, Serbia, Slovakia, Slovenia, Sweden and Uzbekistan.

The Role of Algorithms at Wolt

Algorithms are central to how Wolt powers local commerce. They help automate decisions that could never be made by humans at scale, enabling our platform to operate efficiently, fairly, and in real time across dozens of countries.

Whether you're a customer placing an order, a courier partner choosing when and where to work, or a merchant managing their storefront – algorithms are quietly working in the background to make the experience smoother, faster and more reliable. And by helping local businesses reach more customers and operate more efficiently, these algorithms also play a key role in strengthening local economies.

Before diving into the details of our systems, it's important to acknowledge the people behind them. After all, Artificial Intelligence may be in the name, but it's built by humans.

At Wolt, a dedicated group of professionals works behind the scenes to design, build, and refine the technologies that power our platform. These individuals are organised into autonomous product teams, collaborating closely across different locations to solve complex problems and make local commerce work better for everyone.

Consumers

Whether you're looking for something familiar or just browsing for inspiration, our goal is to help you find what you're looking for. Every time you search, scroll or tap on Wolt, there's a system working in the background to surface relevant, useful and sometimes curated results. In this chapter, we explain how our search and recommendation systems work, what influences what you see and how we aim to refine the user experience to make it relevant, useful and respectful of your choices.

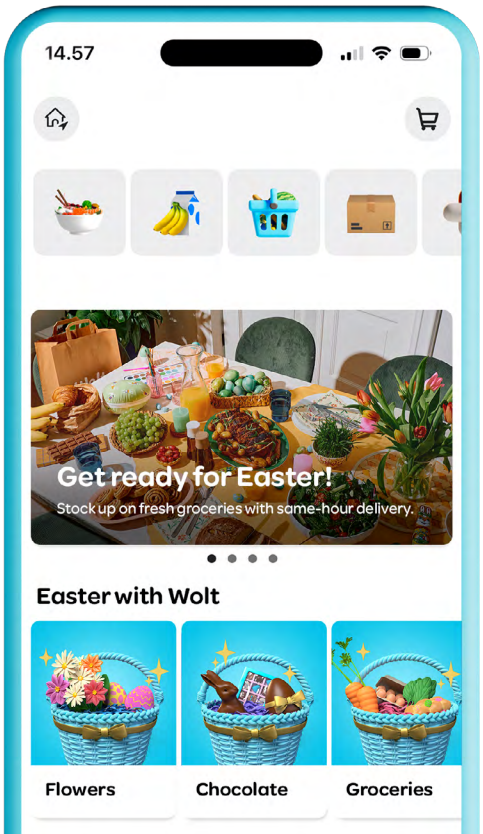
Discovery: Your personalised homepage

Let's start at the very beginning – **Discovery**. This is the first thing you see when you open the app. Think of it as your personal homepage. It's made up of **carousels** (scrollable rows), each showing a mix of venues or banners linking to content or articles.

What you see – and the order you see it in – is a mix of automated logic and manual curation:

- **Venues:** Venues in a carousel are sorted like on the **Restaurant page** (explained below).
- **Order Again:** This carousel shows items based on your most recent orders to make it easy for customers to re-order from their favorite spots.
- **Banners:** These are automatically ranked via machine learning (explained below).
- **See all:** When you click "See all", we use either the **Restaurant** or **Store** ranking depending on the type of content shown.

Discovery page in the Wolt app.



To keep things fresh, we rotate the content – so you're not shown the same venues repeatedly in one session. This variety helps customers discover new merchants to order from, and helps merchants reach new customers.

The vertical order of carousels (which row comes first) is mostly based on how much users engage with them, though some are manually placed to highlight special content.

Improving carousel ranking with machine learning

Until recently, the order of brands and banners in Discovery carousels was either random or determined manually. To show customers more venues that they are likely to want to order from, we introduced a machine learning–based personalisation system in 2024.

We now use the same machine learning model that powers venue recommendations, a so-called **collaborative filtering model**, that makes predictions based on what similar users liked, to personalise the order of:

- **Brands** (on Web)
- **Banners** including brand banners (on all platforms)

This model considers the consumer's behavior and preferences, as well as those of users with similar tastes, to show more relevant content at the top.

As part of your experience on the Discovery Page, you may also see sponsored content — that is, paid ads from our partners. Let's learn more about that next.

Ads and Personalisation

Wolt shows ads to help users discover new venues and to support our merchant partners. To make those ads more relevant – and more useful – we use personalisation models.

How personalised ads work

When you see an ad on Wolt, it is always marked clearly as sponsored content. We show ads that are most likely to be useful to you, based on what similar users have enjoyed and what partners are promoting. We use a system that ranks ads based on a mix of two things:

- **Bid:** How much a partner is willing to pay to show the ad
- **Quality Score:** How likely we think the user is to click or place an order after seeing the ad

The Quality Score is powered by a personalisation model trained on user interactions – like clicks and orders. This model helps us show you ads that are more likely to be relevant, while keeping the system respectful of privacy and consent. We do this by avoiding the use of sensitive personal data and relying instead on aggregated, anonymised data to inform our ad targeting. In addition, users have full control over their ad preferences and privacy settings, which can be updated at any time through the app.

Why we use it

Showing more personalised ads can benefit everyone:

- Users are more likely to see options they're interested in
- Merchant partners can get better results from their ad campaigns
- Ads remain useful and non-intrusive, meaning they are integrated into the user experience without disrupting it

Search: Helping you find what you need

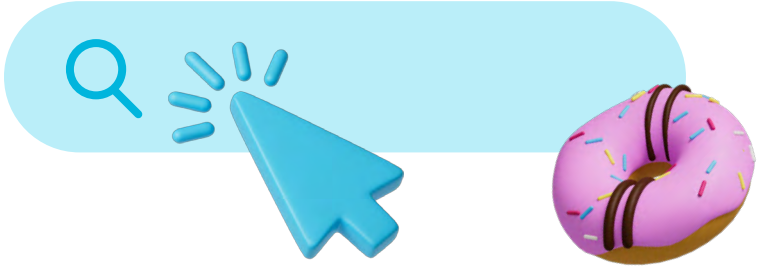
While browsing is one way to explore, search remains the fastest route to something specific. Here's how it works.

Search is one of the fastest ways to get to what you want on Wolt – whether that's a specific dish, a type of product, or a favorite shop. Behind the scenes, our search system works to interpret what you're looking for and surface the most relevant results. To do that, we use a combination of text matching, popularity, location and availability. There are two main types of search on Wolt, each optimised for a slightly different task:

1. **Standard search:** Available in the Wolt app and on Wolt.com. This lets you search across the entire platform.
2. **Partner-specific search:** Available when you're browsing a specific restaurant or store.

Standard search

When you type something into the search bar, we try to match it with restaurant or store names, product titles and descriptions. We correct typos, use synonyms and show both **venues** (like restaurants or shops) and **items** (like a dish or a product).



Here's how we rank venues:

- **Opening hours:** We prioritise venues that are open right now.
- **Text match:** We check how closely your search matches the venue's content.
- **Popularity:** Based on recent orders from other users.
- **Distance:** How far the venue is from your delivery address.

We group all the open venues first. Then we sort them based on the best text match, followed by how popular they are, and finally, how close they are. Closed venues or those that can't deliver to you go to the bottom.

For **items**, we apply similar logic but add a few more things:

- **Partner rating**: How customers rate the venue.
- **Item popularity**: Based on how often each item is ordered.

You can also filter results by things like delivery price or rating, and we save your past searches locally on your device to make finding things faster next time (you can clear this anytime or just log out to reset it).

Partner-specific search

Looking for something in a specific restaurant or store? This search focuses only on that partner's products. We prioritise results that best match your search term, followed by item popularity. Products are also grouped by category, with the best matches shown first.

Restaurants and Stores sections

When you head to the "Restaurants" or "Stores" sections, we show you all venues that can deliver to your current address. These lists are powered by different algorithms, depending on whether you're signed in or not.

Restaurants section

If you're **new** or **not signed in**:

We sort venues based on:

- **Delivery time**
- **Popularity** (partner's sales numbers on Wolt platform)
- **Price level and delivery fee**
- **Distance**
- **Business type** (e.g. physical location or virtual kitchen)
- **Rating and number of reviews**
- **Retention** (how often people return to order)

If you're a **returning consumer**:

To make your experience smoother, we highlight places and items we think you'll like based on what you've enjoyed before. We look at:

- **Your previous orders**
- **What similar customers like**
- **Clicks, favorites, and ratings (all equally important)**

If a merchant has multiple venues, we only show the one closest to your delivery location. Additionally, categories are highlighted based on their popularity.

Bob is a seasoned customer at Wolt. He likes to order food from his favorite sushi restaurant and groceries from his local corner shop.

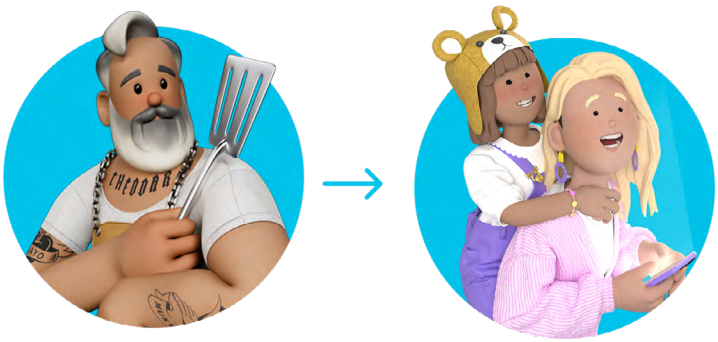
Alice is relatively new to Wolt. She has tried a few different restaurants and stores, but has yet to find her favorites.

What Alice and Bob have in common is that they have both ordered and liked the food of a pizza restaurant. Liking meaning that they have either ordered from the restaurant again, opened their menu, added it to their favorites or rated it high. From this, we can assume that Alice and Bob have similar tastes (at least in pizza). If that assumption is correct, then Alice might be interested in Bob's favorite sushi place. So let's recommend it to Alice!

Now there are two different scenarios; either Alice orders from the recommended sushi restaurant and likes it (by rating it high, opening the menu, adding it to their favorites or ordering from it again). From that we can infer that indeed, Bob and Alice are similar in their purchase behavior and we can continue recommending them venues that they like.

If Alice doesn't order from the recommended sushi restaurant or she orders, but does not like it. We make the conclusion that Alice is not that similar to Bob. If that is the case, we find a new 'Bob' for Alice to make sure we can help Alice find her favorite venues on Wolt.

Recommendations are based on purchasing behavior



Some restaurant

Alice

Possibility 1
Alice orders from the recommended restaurant and likes it

Conclusion 1
Alice is indeed similar to Bob in her purchase behavior

Possibility 2
Alice doesn't order from the recommended restaurant or orders but doesn't like it

Conclusion 2
Alice is not that similar to Bob

Stores section

In the Stores section of the app we sort the venues by focusing on:

- **Popularity**
- **Customer rating**
- **Attractiveness** (a mix of how often a store is shown on the platform and how well it turns views into orders)

Same as with the Restaurants section, we show you the closest franchise locations and highlight categories based on popularity.

Personalisation and your experience

Personalisation is one of the ways we make Wolt feel tailored to you. Here's what it can affect:

- **Recommendations** based on past orders and similar users
- **Category prioritisation** depending on your browsing and order history in the app
- **Reordering suggestions** surfaced from your favorites or recent activity

We only use data based on your interactions with Wolt, not personal demographics or sensitive info or browsing data from other apps or websites. You can reset this personalisation anytime by logging out or clearing your device data. Our goal is to offer useful, respectful personalisation without crossing privacy boundaries.

Of course, personalisation comes with trade-offs: showing you more of what you already like can reduce variety. That's why we also try to surface new or unexpected options from time to time.

Recommendations during Double Order

In 2024, we introduced a new feature called **Double Order**. It allows you to order from two nearby places in a single delivery. The additional venues we recommend after you've placed your initial order are filtered by:

- **Proximity to your original order or delivery address**
- **Availability for delivery**
- **Exclusion of certain categories (like charities or gift cards)**

We rank them based on popularity and how well they fit with your original order. The recommended items from those venues are also based on availability and popularity, and we try to make sure they pair well with what you've already ordered.

Accessibility

At Wolt, we are committed to ensuring that our products are accessible and usable for all users, including those with disabilities. We understand that for sighted users, visual cues often suffice to navigate and interact with our content. However, for users with visual impairments or other disabilities, alternative methods are essential for an equivalent experience.

To address this, we have implemented features of scalable fonts. We have also built our design component framework with accessibility in mind including aria-labels, color contrast, and touch target size. In addition, all elements are reachable and labelled.

We are also auditing our applications for European Accessibility Act ("EAA") requirements that will apply to companies providing products or services in scope of the directive from summer 2025 onwards. The objective of the new directive is to remove barriers created by varying rules in EU Member States.

Merchants

From family-owned bakeries to growing restaurant chains, Wolt supports local businesses by helping them get online, grow their reach and streamline operations. We offer merchants everything from digital storefronts and order management systems to last-mile logistics, marketing and promotional tools. Most of our partners are small local businesses – in fact 88% of merchants operate from only 1–3 locations[1]. Wolt helps them reach more customers without needing to scale physically. In this section, we walk through how merchants get started on Wolt, how our tools and algorithms support their operations and how we help them build and grow their digital presence – one order at a time.

Onboarding made easier

Before a merchant can start receiving orders, they need to set up their store on Wolt. For many, this used to be a complex process involving lots of manual work between the merchant, Wolt teams, and external technology providers.

To simplify this, in 2024, we launched the **Self-Serve Integration Onboarding tool** in collaboration with our partner Deliverect. The automated system lets merchants using Deliverect integrate their point-of-sales (POS) system with Wolt in just a few clicks. Our long-term goal is to make onboarding so smooth that any merchant – no matter their size or technical skill – can join Wolt without needing direct support.

Setting up shop

Once onboarded, the next step is setting up a venue: adding items, uploading photos and writing descriptions. This can be time-consuming, especially for shops with large inventories, so we have been working on ways to make it faster.

- **A photographer in your pocket:** Good visuals sell and merchants can now produce professional-quality images using only a smartphone – no food waste or photographers needed. Our new **Self-Serve Imaging tool** lets merchants capture professional-quality images using just their smartphone or tablet. It includes AI-powered editing and human and automated quality assurance. This is especially impactful for smaller venues, who can now upgrade their visual identity without the need for expensive photographers.

[1]Results are based on an external survey conducted by Copenhagen Economics and Taloustutkimus, covering 2413 merchants across 21 countries, carried out between December 2024 and April 2025. For more information, visit www.localcommerceinsights.com.

Going live

Once the venue is set up, it's time to serve customers. Orders placed via the Wolt app are routed to merchants through the Merchant App or POS integration.

To improve coordination, Wolt suggests a preparation time estimate to the merchant when an order comes in. This is calculated using an algorithm based on:

- Order size and venue workload
- Typical preparation time for that merchant
- Proximity and availability of courier partners

Merchants can accept the suggested time estimate or adjust it to fit their situation. This flexibility helps ensure food and goods are ready just in time for pickup – not too early, not too late.

Growing visibility

Standing out in a busy marketplace can be tough. That's why we offer tools to help merchants increase visibility and attract new customers.

Sponsored placements

Merchants can choose to boost their venue by running paid ads. These show up in:

- Discovery carousels
- Search results
- Restaurants and Stores sections

Sponsored venues are ranked based on three key factors:

1. Venue location and availability
2. The relevance of the ad for the user (personalisation score)
3. The merchant's bid

All ads are clearly labeled as 'Sponsored', and users can tap to learn why they're seeing a particular venue. Read more about personalisation and ads in the chapter on Consumers.

Search keyword magic

We use machine learning to automatically match merchants with relevant keywords. For example, if lots of people who search "burger" end up buying from a venue, that venue gets "burger" added as a keyword, improving its chances of appearing in future searches for the same term.

Promotions

Merchants can also offer discounts or zero delivery fees to bring in new customers or re-engage existing ones. These campaigns can be customised to target specific user groups.

Learning what works

Making good decisions starts with having good data. Every business needs clear insights into their sales and performance. In 2025, we launched a new Report Builder that lets merchants create and schedule their own reports automatically without needing help from Wolt.

Merchants can:

- Pick the metrics they want
- Choose how often to receive the report (daily, weekly, monthly)
- Decide how detailed they want the data (hourly, daily, weekly, monthly)

This replaces manually maintained reports and gives merchants more control over their data in a safer, more scalable way.

A bigger mission

Helping merchants grow isn't just good for business – it's good for cities. Every local order keeps money in the community, supports jobs and brings vibrancy to neighborhoods. In 2024 more than €5 billion of sales was generated to local commerce partners via Wolt. And it's not just digital – 38% of merchants report that partnering with Wolt has also increased their in-venue sales by helping them reach new customers[2].

- **Wolt helps merchants thrive** by offering online storefronts, last-mile delivery, tools, insights, and more.
- **Wolt supports local economies** by giving small businesses a way to compete online.

From self-service imaging to smarter data tools, we're working every day to make Wolt a platform where local businesses can not just be online, but truly succeed.

More insights on our dedicated website.

[2]Result based on an external survey conducted by Copenhagen Economics and Taloustutkimus, covering 2413 merchants across 21 countries, carried out between December 2024 and April 2025.

Courier Partners

At Wolt, courier partners, who operate as independent contractors, are a key part of the platform alongside the consumers and merchant partners. They have the flexibility to choose when, where, and how they want to deliver – and our job is to make that experience as smooth, safe and rewarding as possible. Behind the scenes, we use a variety of algorithms to help achieve those goals.

This chapter focuses on how we use algorithms in countries where courier partners work as independent contractors, which is the case in the vast majority of our markets. However, we've also included a note at the end of the chapter to explain how we operate in countries like Germany, where local laws require us to employ couriers directly.

This chapter outlines how algorithms interact with courier partners across four key areas:

- **Task Offering** - How delivery tasks are offered to courier partners
- **Delivery Time** - How we estimate when orders will arrive and how long they will take
- **Pricing** - How we determine fair and accurate fees
- **Safety** - How we keep everyone who uses our platform safe

How tasks are offered

Every time a customer places an order and the merchant accepts it, things move fast, really fast. With thousands of orders happening at the same time across our cities, there is no way a human could manually decide who each delivery task should be offered to. By the time someone figured it out, that last-minute birthday gift or pair of sneakers might already be out of stock – or arrive too late to matter.

That's where our task algorithm comes in. It decides which courier partner should receive the delivery offer, based on factors like:

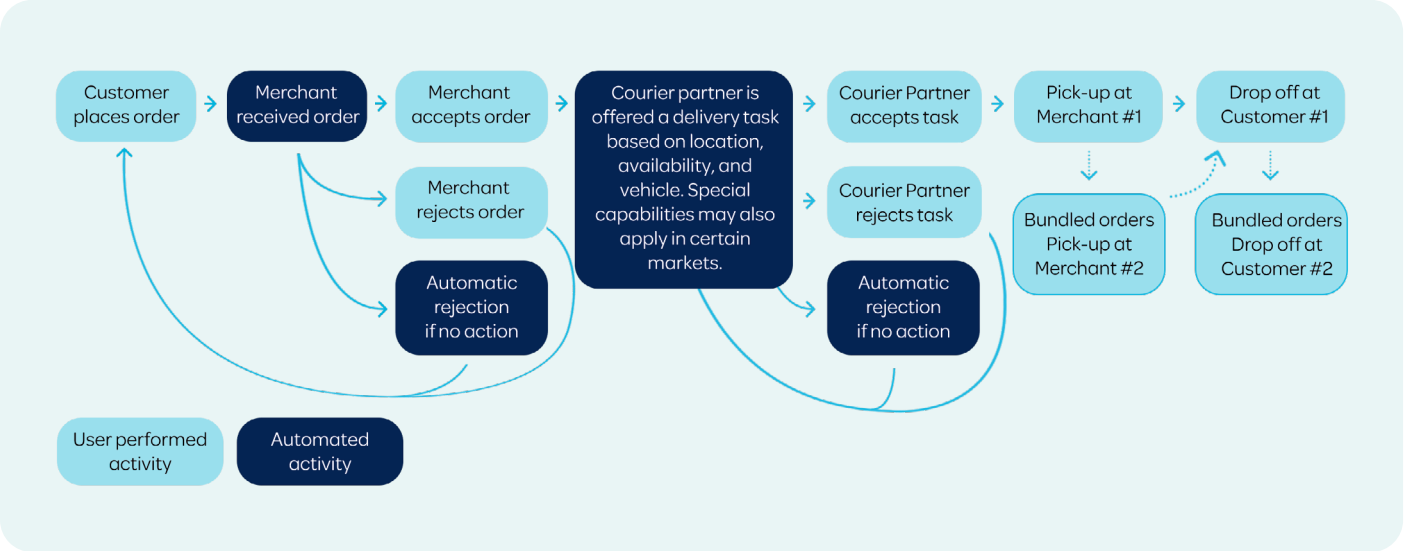
- **Availability** - Is the courier partner online and ready to receive delivery offers?
- **Location** - How close are they to the pick-up point?
- **Vehicle type** - What type of delivery vehicle are they using? (whether the courier partner is on a bike, in a car, or riding an e-motorcycle impacts delivery time and capacity).
- **Special capabilities** - For example, does the courier partner have special training to handle cash or pharmacy orders?

How are these inputs weighed against each other?

Availability is a non-negotiable requirement. A task will never be offered to someone who isn't online and ready to accept it. Special capabilities such as handling cash or pharmacy deliveries are also hard constraints as it requires special training to handle. Vehicle type depends both on capacity (larger orders handled by cars) and speed (bikes may not be ideal for long distances). From there, the relative importance of the other parameters may shift depending on what matters most in that city at that moment.

That's where our city optimiser comes in (explained in more detail below). It adapts the importance of these parameters in real time to improve deliveries by reducing late deliveries, minimising travel distance, or increasing overall efficiency.

Task algorithm flowchart



This adaptive approach helps ensure that every offered task makes sense not just in theory, but in practice, on the ground, where conditions can change by the hour.

Courier partners can also influence the decision, as they are free to choose their delivery vehicle and where to position themselves within a city to receive more tasks. This flexibility is further enhanced by our upcoming 2025 feature: **City Heat Maps**. These regularly updated maps show where demand is highest, helping courier partners decide where to go next to maximise earnings and reduce idle time.

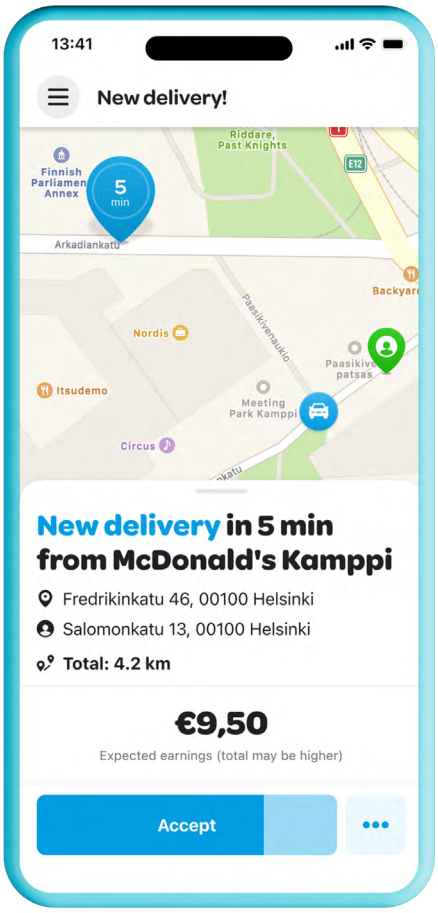
The choice is yours

Once the algorithm has decided which courier partner to offer the delivery to, that partner receives a pop-up in their app. The offer includes key details they need to decide whether to accept or decline, such as:

- **The pick-up and drop-off locations**
- **The estimated distance**
- **The minimum amount they'll earn** (excluding any tips)

The courier partner then chooses to accept or decline – there's no penalty for rejecting a task. If an offer is rejected or isn't accepted within a period of time (usually around 30–60 seconds depending on the country), it's passed on to the next-most optimal courier partner who is available.

If something unexpected comes up, courier partners have the option to unassign themselves from a task they've accepted. This can be done through the app or with help from our Support team.



Task offer shows key details up front.

Personal data

We design our systems to minimise the use of personal data and avoid discrimination. We provide courier partners easy, secure and privacy-friendly ways to ensure they can access their data or execute their other legal rights.

We follow the principle of data minimisation to only collect and process personal data necessary for the specific use case. For the task algorithm we only collect and process data necessary to make the decision on which courier partner to offer a delivery task to, that does not include data on gender, sexual orientation, race or ethnicity, national origin, religion, or disability. That way, the system stays focused on the task – not on who you are.

More than one delivery at a time

Delivering on Wolt doesn't always mean one task at a time. In fact, some of our most important updates in 2024 made it easier for courier partners to handle multiple deliveries more efficiently and earn more in the process.

- **Task packages**: Previously, courier partners had to accept delivery tasks one by one. While they could already complete multiple pick-ups and drop-offs in bundled routes, each task still had to be accepted individually. Task packages are groups of multiple tasks offered simultaneously. This gives courier partners a better overview of expected earnings and helps plan their time more effectively.

- **Double Orders**: This is a consumer feature that allows people to order from two nearby places in a single delivery. For courier partners, this means that they can pick up from multiple venues and drop off at the same customer. This leads to fewer trips, better use of time, and the chance to complete more tasks – and earn more – on each route in a more sustainable way.

Smarter courier partner onboarding

Becoming a Wolt courier partner is popular – over 300,000 people began the onboarding process to become courier partners in the past year and have not yet made their first delivery. In the past, we estimated onboarding needs manually. In 2024, we launched an automated forecasting system that helps our onboarding team decide:

- How many new courier partners are needed in each city

- When to onboard more

- How to balance supply and demand without hurting individual earnings

- The model looks at customer demand, current courier numbers, churn rates, and conversion data to give our onboarding team more information so they can make smarter onboarding decisions both short- and long-term.

City by city optimisation

One of our biggest improvements in 2024 was the launch of a new system to make deliveries more efficient – especially in busy cities with thousands of orders happening at once.

Before, our local teams would manually adjust delivery settings for each city. For example, if it was snowing in Helsinki or there was a big festival in Prague, they would tweak the system to help avoid delays. Now, we have automated that process.

What's changed?

We introduced a smart **optimiser algorithm** that automatically learns what works best in each city and adapts in real time. It's a form of AI called reinforcement learning, which means the system gets better over time by constantly learning from results.

Instead of using the same delivery rules everywhere, the algorithm adjusts its priorities based on what matters most at that time in each location. This helps us improve performance across three key areas:

- Delivery time: Getting orders to customers faster
- Lateness: Reducing the number of orders that arrive late
- Active efficiency: Helping courier partners make the most of their time on the road

A practical example

Let's say we are launching Wolt in a new city. The system might prioritise minimising lateness to build customer trust. But in a city where Wolt is well established, the system might focus more on maximising efficiency and reducing travel times for courier partners. The model learns what to focus on and adjusts daily, which helps our team decide how to set the priorities in a given city.

Smarter time estimates

One of the most important questions when you are about to place an order on Wolt is: When will it arrive? That's where our pre-estimate models come in. We give you a time estimate at three places of your ordering process:

- **Discovery pre-estimate**: When you browse the selection in the app.
- **Pre-checkout estimate**: When you are ready to check-out your basket.
- **Delivery estimate**: When you are waiting for your order.

In 2024, we improved these estimates by upgrading from an older tree-based model (which makes decisions using a structure similar to a flowchart – like a tree with branches) to a more advanced deep learning model. The new model is better at capturing the noisy, real-world variability of delivery time – everything from traffic conditions to order complexity.

Our newer machine learning model takes into account:

- Historical delivery and traffic data
- Current weather conditions
- Courier partner vehicle types
- Pick-up and drop-off complexity (like parking challenges)

These estimates update hourly to reflect real-world conditions – helping customers set the right expectations, reduce frustration from delays, and ultimately ensure that our customers receive their orders on time (or better yet, even earlier than expected). For merchants, this means smoother operations during peak hours. For courier partners, it enables better route planning and time management, reducing idle time and increasing earning potential. By improving the accuracy of these predictions, we're delivering a more reliable experience across the board.

Fairer pricing for every task

Not all deliveries are equal – so we don't treat them that way. That's why we have designed our task offering and pricing models to support flexibility without compromising on fairness. Our **pricing algorithm** evaluates each delivery based on effort. It considers:

- **Travel time and distance**
- **Weight and size of the order**
- **Easiness to reach the venue and customer location**
- **Vehicle type**
- **Traffic, weather conditions and events**

Improving task accuracy and fairness in pricing the tasks help eliminate the idea that some tasks are more valuable or attractive than others. Our pricing model is designed to ensure attractive earnings for courier partners, no matter whether they complete many shorter tasks, a few longer ones, or a mix.

To support informed decisions, every delivery offer includes the amount a courier partner will earn for completing the task (excluding any tips). This ensures partners have the clarity they need to decide what works best for them without pressure, and with full transparency.

On-demand payouts

One of the key benefits of delivering with Wolt is the flexibility to work on your own terms and in 2024 we made that even more tangible by launching on-demand payouts.

With this feature, courier partners no longer have to wait for a weekly or monthly payout. Instead, they can cash out their earnings immediately after completing a task, with the funds transferred to their bank account in just minutes. In a survey from June 2024, 79% of courier partners responded that they deliver on Wolt because they prefer it over other earning opportunities[3].

This gives partners more control over their income, whether they need to cover a bill that day, top up a fuel tank mid-work, or simply prefer to manage cash flow more frequently. It's just one of the ways we are making platform work more flexible, empowering courier partners to earn when they want and get paid when they need it.

Safety

Keeping the platform safe and fair is a top priority. Every courier partner goes through ID and work permit checks when they join via automatic documentation verification through a third party partner. To prevent misuse and protect courier partners from account takeovers, we also use **automated facial verification**, where they are occasionally asked to take a selfie or video, which is then matched with their ID photo. The facial verification is only automated if the courier partner consents to the processing of biometric data.

Using facial verification helps cut down on bias and keeps personal data more secure than manual checks. It's a simple way to protect our platform and the people who use it. In case a facial verification fails, we don't block the account. There is always a human making the decision for account suspension and we still do manual checks in parallel to the automated facial verifications.

Always a human to talk to

If a courier partner ever has questions about a delivery, how something works in the app, or just needs help, our human Support team is here for them. Whether it's a technical issue, a question about a task, or something more serious, courier partners can reach out directly through the app and get a real person on the other end. We will learn more about them in the next chapter.

[3]The study gathered responses from over 20,000 courier partners across 23 countries and was conducted by Copenhagen Economics in June 2024.

Wolt built together with courier partners

At Wolt, we are constantly improving how things work. Not just to make the platform more efficient, but to help courier partners make the most of their time on the road. And most of those improvements come directly from courier partner feedback.

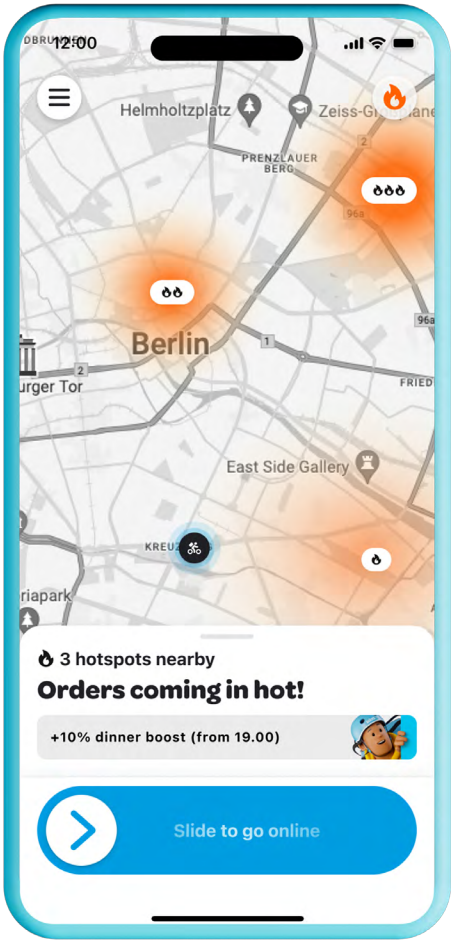
We keep close tabs on how courier partners feel about the platform through weekly in-app surveys and more in-depth quarterly feedback rounds. In 2024, the average satisfaction for the courier experience with Wolt was 4.57 out of 5[4]. We believe all feedback received through the different channels give us a strong, consistent signal on what's working and where we need to improve.

In 2024, we also launched our 'feedback loops', which are quarterly in-person meetups with courier partners to gather more in-depth feedback and ideas. And importantly, we keep courier partners informed about the changes we make based on what they have told us.

New features coming in 2025

Based on feedback from courier partners, we plan to roll out a number of new tools and improvements this year:

- **Wait-time compensation**: If there's a delay at the venue and courier partners have to wait more than three minutes, the task fee will automatically increase to reflect the extra time. No need to report it, adjustments happen automatically.
- **City heat maps (pilot)**: These heat maps are updated regularly to show courier partners where they can find more orders. The maps help them decide where to go next, so they can earn more and waste less time waiting.
- **Earnings insights (pilot)**: A new tab in the courier app will show a breakdown of time spent online, completed tasks, earnings trends etc. This makes it easier to plan ahead and spot your busiest, most profitable times.
- **Rewards program (pilot)**: In select markets, we are testing a rewards feature for courier partners. By looking at your past activity, such as number of deliveries made and tasks accepted, we can reward more active partners with exclusive boosts, bonuses, and early or preferred access to high-demand tasks (like higher-value deliveries).



[4] Based on Wolt's weekly satisfaction survey sent each Monday to courier partners who completed at least one delivery during the previous week. The survey asks about their overall satisfaction with the partnership with Wolt.

A note on employed couriers

While we work with a freelance model in the majority of Wolt's countries, in Germany courier partners are employed — either directly at Wolt or via partner companies that hire their own employees. In the employment model, employed couriers receive an hourly wage in line with minimum wage requirements under German labor law, paid holiday, sick leave and other benefits. To reflect this, our algorithm has been adapted and includes a shift system and task acceptance obligations. These adaptations ensure compliance with local labour laws. While the core principles of our technology remain consistent, these jurisdiction-specific features mean the German model falls outside the scope of this report, which focuses on freelance-based systems.

But what is different?

Wolt is built to support the flexibility courier partners value. However, Germany's employment model imposes constraints, requiring us to forecast courier staffing a week in advance. This limits our ability to dynamically respond to customer demand by offering incentives or other benefits to couriers who would otherwise be offline. Therefore, we operate a shift-based system that complies with labor laws. So unlike freelance couriers, who can log in and out at will and choose which tasks to accept, employed couriers in Germany follow a fixed schedule and they cannot decline tasks assigned through the algorithm.

Employed couriers must be present in their assigned delivery area, arrive on time, and remain within the zone for the entire duration of their shift, just like any other employee. They may leave the zone only when completing an active delivery. When not assigned a task, couriers should return to the designated delivery area. To ensure shifts run smoothly and fairly for all couriers, we maintain operational oversight. We check punctuality, presence in the delivery zone, and reliable task completion in line with agreed working hours.

Our Courier Supply Planning Team is responsible for publishing shift schedules. Couriers with fixed schedules are informed of their shifts during the hiring process, and their upcoming schedules are posted in the system one week in advance. For couriers with flexible schedules, a variety of shift options is made available so they can select times that help fulfill their weekly contracted hours.

Support

At Wolt, our Support Team is dedicated to helping you, whether you're a customer, a merchant, or a courier partner. The main tool for contacting Support is through our in-app chat, available on all Wolt apps. In the chat you can talk to our team of Support Associates, who are ready to help you 24/7.

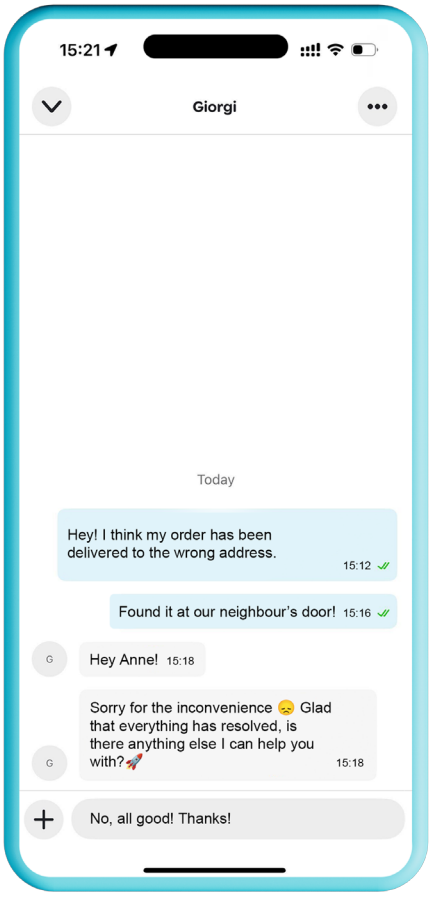
To scale quality and responsiveness while maintaining the human touch, we use AI to assist our support teams. Our approach is to enhance the speed, clarity, and relevance of support interactions by embedding AI in targeted ways across the user journey.

Elevating support through conversational AI

Wolt is actively developing AI tools designed to empower our support teams. These include:

- **Smart message suggestions**: Leveraging a large language model (LLM) that suggests replies to our Support Associates based on the context of the conversation and specific local guidelines. Every suggestion is reviewed by a human before being sent, ensuring alignment with tone, policy, and empathy.
- **Real-time translations**: LLM-driven translation capabilities allow our teams to handle queries across languages more efficiently, while still maintaining the quality and nuance expected from native speakers.

These enhancements help reduce response times and support our teams in delivering a more consistent and high-quality experience, even during peak hours.



Wolt Support is easy to access via the app.

The road ahead

Looking ahead, we plan to expand to include AI tools that interact directly with users. This evolution will help us learn how to craft AI experiences that are personal, context-aware, and empathetic.

Transparency, user empowerment, and quality remain central to our approach. Our goal is not to replace the human element, but to amplify it, using AI to deliver faster, smarter assistance while giving our support associates more time to focus on cases that require human empathy.

This approach also benefits everyone in our ecosystem: couriers receive quicker and clearer support to keep them moving efficiently; merchants gain timely, accurate assistance that helps them run their operations smoothly; and consumers enjoy a more responsive, consistent experience that builds trust and satisfaction.

Thank you!

Thank you again for taking the time to explore how our systems work. We truly appreciate your interest and we're always open to feedback on this report. If you have any thoughts, suggestions or ideas, feel free to reach out to us at **transparency@wolt.com**.

As our systems and algorithms continue to evolve, we regularly improve them based on how people use Wolt. This means the way results appear may change over time to better serve your needs. For the most up-to-date information on how our search and recommendation systems work, please visit our transparency webpage, which we update more regularly than this report.

Whether you're browsing, searching or simply exploring what's new, our goal is to make Wolt feel intuitive, useful and fair. We'll keep improving what happens behind the scenes – and we remain committed to being transparent about how it all works.

Kiitos!

Additional information and disclaimers:

This Wolt Algorithmic Transparency Report is limited to the relevant subject matter. For more information, please review Wolt.com and DoorDash.com, including the information that we have provided in our interim and annual reports.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to future events, and such statements in this communication include, but are not limited to, expectations regarding the expected plans for, and the opportunity and expected benefits of, Wolt product capabilities, tools and/or features. Expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected. For information on potential risks and uncertainties that could cause actual results to differ from any results predicted, please see DoorDash, Inc.'s (Wolt's parent company) Annual Report on Form 10-K for the year ended December 31, 2024 and its quarterly reports on Form 10-Q, each filed with the U.S. Securities and Exchange Commission.

Any unreleased product capabilities or features referenced in this report are only intended to outline Wolt's general product direction and are not a commitment to deliver any specific capability or feature, which may not be released on time or at all. The development, release, and timing of any capabilities or features remains at the sole discretion of Wolt.

Wolt