

## **A response from Kevin Dorren to the CMA's Provisional Findings**

Thank you for the provisional findings on the investment of Amazon into Deliveroo.

I believe that this investment is anti-competitive by increasing the Amazon penetration into both the home delivered food market and the convenience grocery delivery sector (grocery market is a bigger risk).

I believe that Deliveroo could easily achieve funding from other sources that are not already industry players if their business model and financing is sound.

The major concern is a further tightening of Amazon grip in ecommerce retail in the UK with an extension of its use of Deliveroo to achieve last mile delivery in convenience grocery.

This is likely to create an early market entry advantage over other smaller players who are likely to develop post the COVID19 crisis.

Investors have now seen that food security in online grocery is not to be taken for granted. If this investment happens most other investors will fail to invest in this area due to the competitive advantage Amazon has within any marketplace it operates.

The decision should be made to block this investment for at least 12-24 months until we see normality return to grocery retail otherwise we are giving Amazon an unfair advantage to enter this market using Covid19 as a convenient excuse.

Deliveroo has raised significant funding and therefore has a strong and robust existing shareholder base that can support any funding requirements in the short term to allow clarity to return to this market.

I suggest we do not use Covid-19 to change a route of a decision to block this investment when a private company such as Deliveroo can achieve funding (they have achieved over \$1b of funding prior to the Series G announcement).

Regards,

Kevin Dorren

21 April 2020