NEWS RELEASE

Olo Announces Launch of Initial Public Offering

2021-03-08

NEW YORK--(**BUSINESS WIRE**)--Olo Inc. ("Olo") today announced that it has launched the roadshow for the initial public offering of its Class A common stock. Olo is offering 18,000,000 shares of its Class A common stock. The initial public offering price is expected to be between $16.00 and $18.00 per share. The shares are expected to trade on the New York Stock Exchange under the symbol "OLO."

Goldman Sachs & Co. LLC and J.P. Morgan are acting as lead book-running managers for the proposed offering. RBC Capital Markets is acting as book-running manager for the proposed offering, and Piper Sandler & Co., Raine Securities LLC, Stifel, Nicolaus & Company, Incorporated, Truist Securities, Inc., and William Blair & Company, L.L.C. are acting as co-managers for the proposed offering.

The offering will be made only by means of a prospectus. Copies of the preliminary prospectus relating to this offering, when available, may be obtained from: Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, NY 10282, by telephone at 1-866-471-2526 or by email at **prospectus-ny@ny.email.gs.com**; J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at 866-803-9204 or by email at **prospectus-eq_fi@jpmorganchase.com**; or RBC Capital Markets, LLC, Attention: Equity Syndicate, 200 Vesey Street, 8th Floor, New York, NY 10281, by telephone at 1-877-822-4089, or by email at **equityprospectus@rbccm.com**.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Olo

Olo powers digital ordering and delivery programs that connect restaurant brands to the on-demand world, placing orders directly into the restaurant through all order origination points – from a brand's own website or app, third party marketplaces, social media platforms, smart speakers, and home assistants. Olo serves as the on-demand ordering and delivery platform for over 400 brands, such as Applebee's (DIN), Checkers & Rally's, Cheesecake Factory (CAKE), Chili's (EAT), Dairy Queen, Denny's (DENN), Five Guys Burgers & Fries, Jamba Juice (JMBA), Noodles & Company (NDLS), Portillo's Hot Dogs, Shake Shack (SHAK), sweetgreen, Wingstop (WING), and more. SKIP THE LINE®

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