



What is Rover?

Rover.com® is The Dog People—the world's largest and most trusted network of 5-star pet sitters and dog walkers. Rover connects dog and cat owners with pet care whenever they need it. Millions of services have been booked on Rover, including pet sitting, dog walking, in-home dog boarding, and doggy day care. Through Rover's straightforward website and app, anyone can easily find, message, and book a pet care provider who'll treat their pet like family. And by sharing expertise on TheDogPeople.com, a trusted resource for millions of dog and cat parents worldwide, Rover provides tips and articles that delight, inform, and enhance the bond between people and their pets.

Our Mission

At Rover, our mission is to make it easier for people to have pet love in their lives. We remove common pet care obstacles, ensuring dogs and cats nationwide are happy and well cared for, even when their human is away, and empower pet lovers to live fulfilling lives.

By the Numbers

A service is booked on Rover **every three seconds**.

More than **300,000 pet sitters and dog walkers** list their services on Rover.

Over 97% of reviewed bookings have received a perfect 5-star rating.

More than **30 million photos** have been shared through Rover.

Close to **3.5 million Rover Cards** have been sent and received.

Close to **5 million miles** have been walked by dog walkers on Rover.

Cat owners have spent more than **\$4 million on Rover** and over **15,000 cat sitters** list their services through Rover.

Fast Facts

Launch Date: November 2011

Founders: Greg Gottesman, Philip Kimmey and Aaron Easterly

CEO: Aaron Easterly

Investors: A-Grade Investments, CrunchFund, Foundry Group, Madrona Venture Group, Menlo Ventures, Petco, Rolling Bay Ventures, TCV, Spark Capital

Total Funding: \$310 million

Corporate HQ: Seattle, WA

Employees: More than 500

About the Rover Platform

- Rover's services for pet owners include pet boarding, house sitting, drop-in visits, doggy day care, and dog walks, which are available in the U.S., Canada, and eight European countries. Rover's on-demand dog walking service, Rover Now, is available in 20 cities in the U.S. and Canada. Rover Grooming is available in Seattle and Austin.
- Every new sitter on Rover must pass a general background check and safety quiz before listing their services, and each profile has been reviewed and approved by Rover. Rover team members constantly respond to any concerns and other feedback to ensure that pets are receiving safe and high-quality care.
- Sitters and dog walkers get access to the tools, support, and continuing education they need to offer outstanding individualized care. In the rare event that an incident occurs during a stay, our trust and safety team is available 24/7 to offer advice and connect sitters and walkers with veterinarians. The trust and safety team includes former veterinary technicians, 9-1-1 operators, police officers, and pet insurance adjusters.
- For each day care stay, dog walk, or drop-in visit, pet parents get a notification when their care provider arrives and receive a Rover Card at the end. Rover Cards include fun photos or videos of their pet, meals eaten, potty breaks taken, service start and end times, and if applicable, a map of their dog walk.
- Paying through Rover is cashless, convenient and secured.
- It doesn't happen often, but if a sitter or dog walker cancels at the last minute, we'll help pet parents find a new one. If there's a price difference, we'll help cover that too.

Top Awards and Accolades

- Next Tech Titan, 2019, Geekwire
- Tech Impact Awards, 2018 Consumer, Seattle Business
- Young Entrepreneur of the Year, Philip Kimmey, 2018, GeekWire
- The World's 50 Most Innovative Companies, 2018, Fast Company
- 30 Under 30, Philip Kimmey, 2017, Forbes
- 30 Under 30, Philip Kimmey, 2017, Inc.
- Executive Excellence, Scott Porad, 2017, Seattle Business
- 100 Best Companies to Work For 2016, 2017 & 2018 Seattle Business
- Washington's Best Workplaces, 2016, 2017 & 2018 Puget Sound Business Journal
- CEO of the Year, Aaron Easterly, 2016, GeekWire

Numbers are accurate as of July 2019. For the most up-to-date information, contact pr@rover.com.