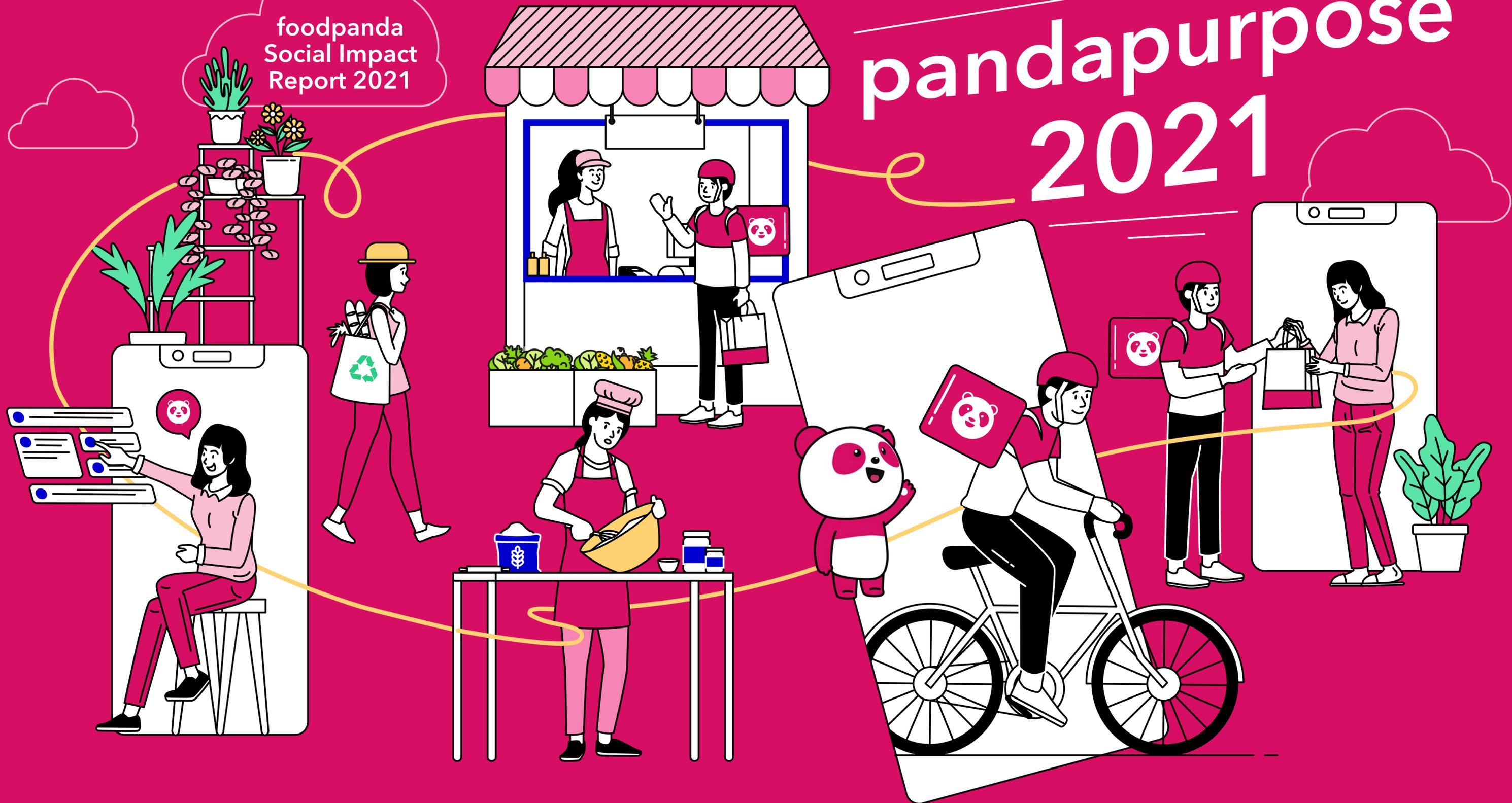
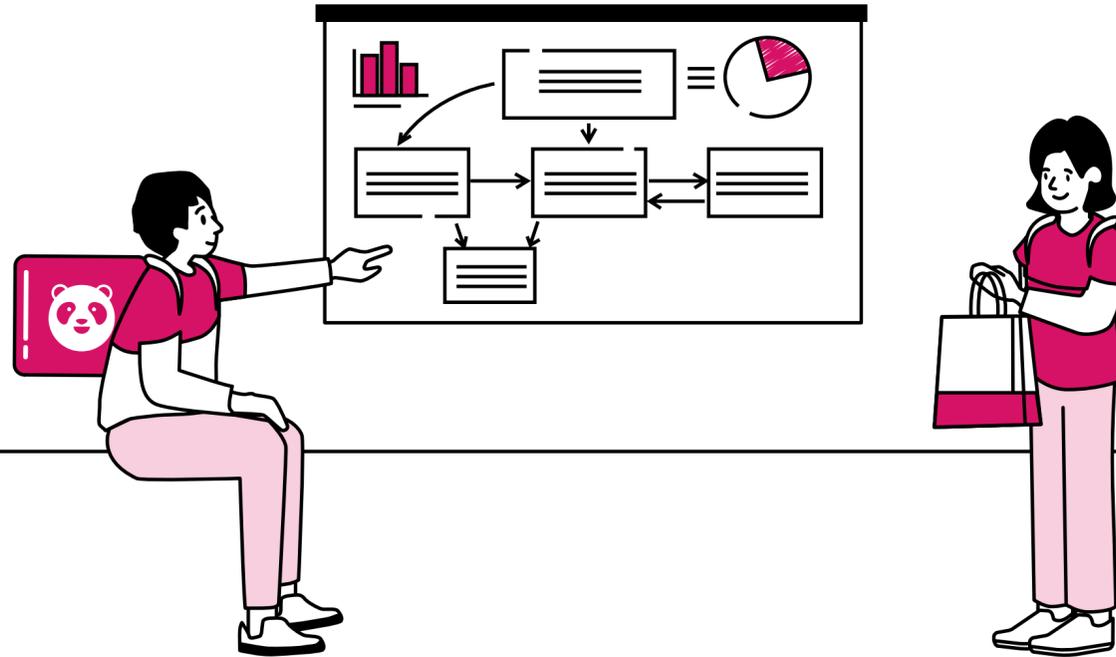


foodpanda  
Social Impact  
Report 2021

# pandapurpose 2021



# Contents



## About the Social Impact Report

All information required to craft this report was derived internally from foodpanda's markets in Asia between January and December 2021. These are Bangladesh, Cambodia, Hong Kong, Japan, Laos, Malaysia, Myanmar, The Philippines, Pakistan, Singapore, Taiwan and Thailand. Through extensive checks and verification by experts from the internal team, foodpanda ascertains that the data reflected in this report is accurate and representative of the social impact we made in the twelve months. For more information about foodpanda, visit [foodpanda.com](https://www.foodpanda.com).

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# Letter from the CEO



Dear partners, pandas, and friends,

Since foodpanda was founded almost a decade ago, with a simple mission to deliver convenience to food anytime, anywhere, we have now become the largest food and grocery delivery company in the region, enabling accessibility for communities across 11 markets in Asia. Entrenched in the lives of millions of people daily, we believe in using technology to address socio-economic challenges in the region.

COVID-19 has shown us how far we can go to make a positive change for our community of merchants, riders and customers. Reflecting on the last two years of the pandemic, we raced to digitalise businesses and helped displaced workers transition to delivery riders to sustain their livelihoods, despite the impact from COVID-19.

In 2021, we knew we had to do more - take communities out of survival mode to **thriving states despite the pandemic**. To achieve this, we **supported the growth of our communities** through digital empowerment and inclusion.

We rolled out digital tools to help merchants on foodpanda grow additional revenue streams, and amped up efforts to keep riders safe on the road while empowering them to achieve their career goals through upskilling opportunities. When governments across Asia focused their efforts on vaccinating local communities, we delivered food and medical supplies to frontline workers and to communities in need.

We also believe in building an inclusive society where people from different walks of life feel confident to be their own person. We have empowered female entrepreneurs and riders through upskilling programmes, raising the percentage of labour participation from women in Asia.

Our efforts would be in vain if we did not protect planet Earth. Our future vision is to activate every component of our value chain to provide solutions to tackling sustainability challenges in the food delivery industry, and to increase options for merchants and customers.

In celebrating our 10th anniversary this year, I want to thank everyone who made foodpanda what it is today; you've shown us that societies progress the farthest when we work hand-in-hand to **get 1% better together every day**.

Warm regards,

*Jakob Angele*

**Jakob Sebastian Angele**  
**Chief Executive Officer, foodpanda**

# pandapurpose at a glance



## PEOPLE

Championing community growth



**US\$25 MILLION**

invested in supporting merchants during COVID-19, including waiving commission fees



**US\$6 MILLION**

dedicated to riders' welfare and benefits, including safety training workshops, insurance and financial support for the purchase of bicycles or motorbikes



**2X THE NUMBER OF pandamart STORES**

creating more access to necessities for communities during the pandemic with more than 300 stores in Asia

## PROGRESS

Driving digital empowerment and inclusion



**3X THE NUMBER OF FEMALE RIDERS**

joined our growing fleet of dedicated foodpanda riders across Asia



**> US\$91,000**

invested in riders' upskilling and personal development in Hong Kong, Malaysia, Singapore and Taiwan

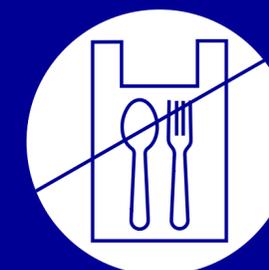
## PLANET

Building the next generation of eco-heroes



**> 20% OF THE TOTAL FLEET**

are delivering using sustainable transportation means such as on foot, bicycles and e-bikes

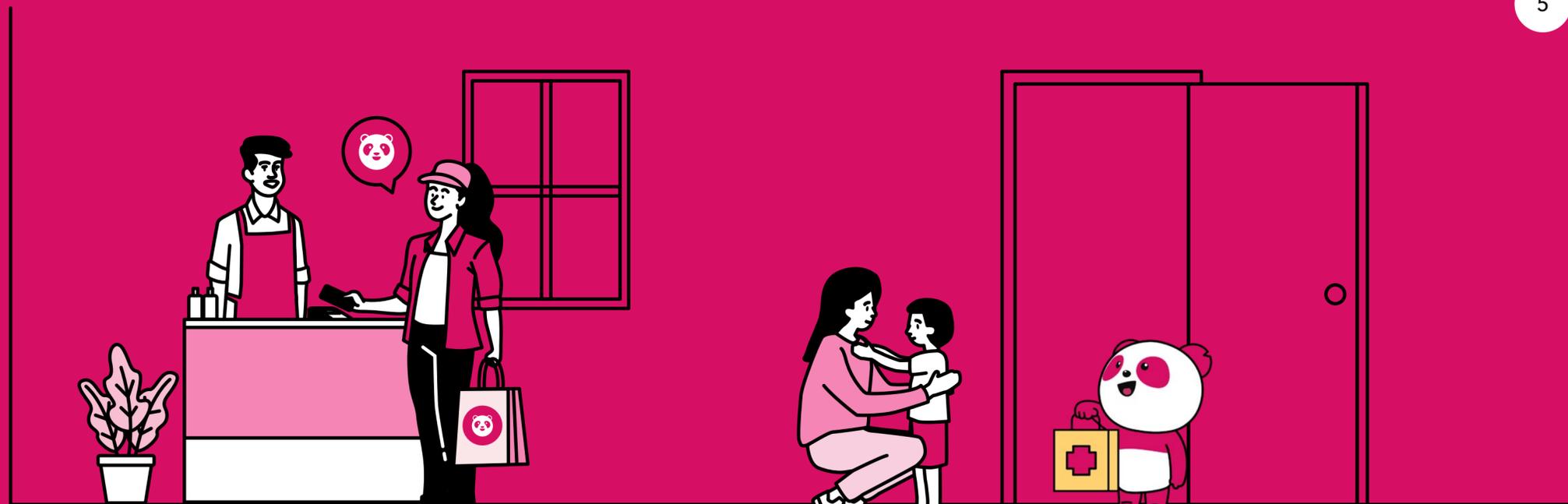


**> 900 MILLION**

pieces of single-use plastic cutlery saved across Asia

# People: Championing community growth

At foodpanda, we believe that building a thriving society involves creating a safe and conducive environment for individuals to grow and pursue their dreams. That means using technology to sustain livelihoods and working with local communities to flourish amid the pandemic.



### Digitalising our community of merchants

In 2021, foodpanda onboarded over 390,000 new restaurant partners on the platform, including Micro-, Small and Medium-sized Enterprises (MSMEs) such as wet market vendors, local mom-and-pop shops and hawkers, helping business owners digitalise and stay on top of changing customer preferences during the pandemic. We launched new digital tools such as *pandamerchant* and *pandapro* to help businesses grow revenue streams and target new customers beyond their physical locations. Most importantly, we contributed to the preservation of family legacies and cultural heritage of communities across Asia.

### Protecting our riders

Among the 370,000 new delivery riders who joined our fleet in 2021, many are breadwinners of their families who lost their jobs during the pandemic. foodpanda is proud to have helped them sustain their livelihoods as they transition into their next roles. Others love the flexible work arrangements, which has given them the freedom to pursue

other passions in life. As a company, our commitment to our riders is simple – we aim to provide fair and flexible income opportunities to riders who deliver with foodpanda.

### Supporting local communities

We also moved swiftly to support governments during the pandemic, building awareness on vaccination programmes and encouraging individuals to stay home by delivering food and groceries to their doorsteps. When natural disasters hit and the economic impact of the pandemic became unbearable, we were at the frontline to distribute essential food and medical supplies to communities in need so they could get back on their feet quickly.



# People: in numbers



## Sustaining livelihoods & protecting riders on the road



**> 370,000**  
new riders were onboarded across the region, providing more income opportunities



**US\$6 MILLION**  
dedicated to riders' welfare initiatives and benefits. These included safety training workshops, insurance and financial support for the purchase of bicycles or motorbikes

## Growing merchant partners



**> 390,000**  
new restaurant partners were onboarded on foodpanda across Asia



**> 16,000**  
new Micro-, Small and Medium-sized Enterprises (MSMEs) were onboarded as retail partners across *foodpanda shops* in Asia



**US\$25 MILLION**  
invested in relief initiatives for merchants, such as waived commission fees

## Supporting local communities



**US\$630,000**  
to purchase and distribute COVID-19 essential supplies to communities in need and healthcare institutions, and coming up with local vaccination awareness campaigns



**> 11 MILLION**  
COVID-19 relief packs distributed to frontliners and communities in need in Bangladesh, Hong Kong, Malaysia, Myanmar and Thailand

## Increasing convenience & accessibility to COVID-19 supplies



**> 11,000 RETAIL PARTNERS**  
*on foodpanda shops* carry COVID-19 essential items, encouraging more people to stay at home



**> 550 UNITS**  
of COVID-19 essential items available across all *pandamart* stores in Asia, such as masks, sanitisers, face shields and over-the-counter medication

# Preserving family legacies through digitalisation

COVID-19 has disrupted and displaced businesses across the globe, with many Micro-, Small and Medium-sized Enterprises (MSMEs) bearing the brunt of the pandemic. Ms Krisdapong Boonyuang witnessed first-hand the impact of the pandemic on her family's business, a 40-year-old vegetable stall in the Ton Payom Fresh Market in Chiang Mai, Thailand.

Her family's business took a hit during the first wave of the pandemic when restaurant owners were forced to close and wet market visitors opted to stay at home. Noticing a growth in demand for grocery delivery services, Ms Krisdapong jumped at the opportunity to take her family's business online when foodpanda introduced the #SupportSME initiative to help local businesses digitalise their operations.

foodpanda guided Ms Krisdapong on the setting up of her operations on the platform, providing instructions on how to use the tablet to manage the online ordering and payment systems. Since joining foodpanda as a merchant partner, Ms Krisdapong has

seen her revenue triple. There was also an increase in customer satisfaction, as buyers get to enjoy the speed and convenience of obtaining fresh produce online.

*"I was initially worried that customers would not want to order vegetables online as many prefer to touch and choose the produce in person. But customers enjoy the experience of browsing a variety of vegetables on their phones and the convenience of delivery. I am grateful to the foodpanda team for taking my business online."*



**Krisdapong Boonyuang**  
Stall Vendor, Ton Payom Fresh Market



# From delivery rider to area manager

In 2015, Mr Muhammad Azhrin bin Azahari started working as a delivery rider to supplement his income as a part-time worker in the maritime industry. A problem solver by nature, Mr Azhrin, 32, would often gather concerns from fellow riders and share them with the foodpanda team at their weekly meetings. It was not long before foodpanda recognised Mr Azhrin's ability to connect with riders and asked him to join foodpanda's rider dispatch team as a full-time employee.

Hardworking and compassionate, he quickly gained the confidence of his managers and was entrusted with the responsibility to assist the Malaysia team in setting up operations in 2017. A year later, Mr Azhrin returned to Singapore and was promoted to area manager.

Today, he manages programmes to increase the health and safety standards for delivery partners, ensuring they can work safely and confidently on the roads.

*"I said yes immediately because I wanted to be part of a team that makes a difference in people's lives. I also want to help build foodpanda and grow alongside the company as they scale up in the next few years."*

**Muhammad Azhrin bin Azahari**  
Area Manager



# A fighting chance at a new lease of life

*"I enjoy socialising with others and learning how to prolong the shelf life of fruits and vegetables. The programme has given me a straight way to sustain a living without harming anyone."*

**Meredith Mendoza**  
Beneficiary, BuyAnihan Palengke Programme

foodpanda believes in supporting projects that have a multiplier effect on our communities in Asia. In the Philippines, foodpanda partnered with the Caloocan City government and Philippine Seven to launch the *BuyAnihan Palengke* programme, which helps reformed drug addicts and workers displaced by COVID-19 find work as vegetable resellers. The beneficiaries collaborate with rural farmers to sell their agricultural produce to customers in the city at a reasonable price while enabling farmers to earn fair profits.

With seed capital from foodpanda, beneficiaries jumpstart their business by selling fruits and vegetables at one of *BuyAnihan's* hubs in Caloocan City. One such beneficiary is Ms Meredith Mendoza, 39, who joined the programme to provide a stable income for her family. After an initial drug offence in 1998 and subsequent personal tragedies, Ms Mendoza realised that she needed a new lease of life and underwent drug rehabilitation. She is now drug-free and able to provide a stable income for her family as a vegetable reseller.



# Progress: Driving digital empowerment & inclusion

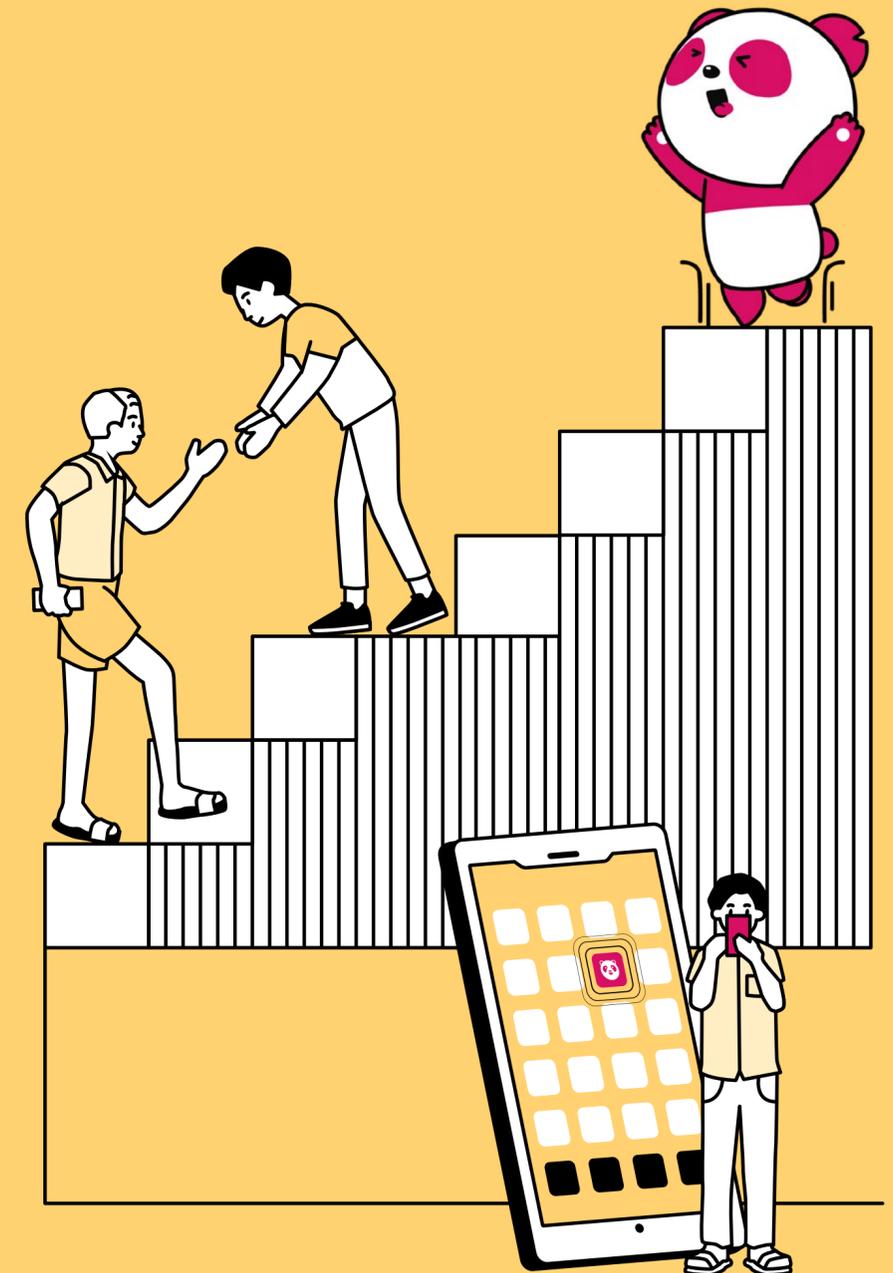


**foodpanda is a strong advocate of using technology to improve lives. Beyond delivering convenience to millions of lives in Asia, foodpanda believes technology can create more equal opportunities for individuals to thrive, regardless of age, gender or socio-economic background.**

foodpanda has raised the percentage of labour participation from women in Asia, tripling the number of female riders in 2021 and empowering women business owners of Micro-, Small and Medium-sized Enterprises (MSMEs) such as traditional market vendors, hawkers, home-based businesses and local mom-and-pop shops gain financial independence. In Singapore, we reduced the digital-literacy gap between the young and old by helping elderly hawkers use digital tools to take their business online.

foodpanda believes in building a diverse and inclusive workforce and empowering individuals with a wide range of skills to build a progressive society. Our rider fleet includes persons with disabilities such as those on wheelchairs and Personal Mobility Aids, enabling them to earn a livelihood with dignity. In Bangladesh, foodpanda has trained 30 transgender people to be delivery riders, enabling them to actively participate in the economy and reduce social stigma towards them.

Across the region, our panda employees come from different backgrounds and are united by a common purpose to make a positive difference in our local communities. We are proud that employees have mentored mid-career professionals to transition into a career in technology and have taken the lead to spearhead mental wellness programmes where people feel safe to make mistakes and thrive at their own pace in the company.



# Progress: in numbers



## Empowering local merchants



**> 10,000**

home chefs joined foodpanda in Pakistan, Bangladesh and Malaysia



**> US\$4 MILLION**

invested to support Micro-, Small and Medium-sized Enterprises (MSMEs) such as street food vendors in Thailand

## Building an inclusive platform for riders



**3X THE NUMBER OF FEMALE RIDERS**

joined our growing fleet of dedicated foodpanda riders across Asia



**> US\$91,000**

invested in riders' upskilling and personal development in Hong Kong, Malaysia, Singapore and Taiwan

## Developing a digital-ready and resilient workforce



**> 19,500 HOURS**

dedicated to mentoring mid-career professionals as they transition to data and software engineers through the GoSchool programme and #GetReadySG Initiative in Singapore



**> US\$70,000**

on mental wellness programmes such as Intellect for foodpanda employees and riders



# Empowering women in Pakistan



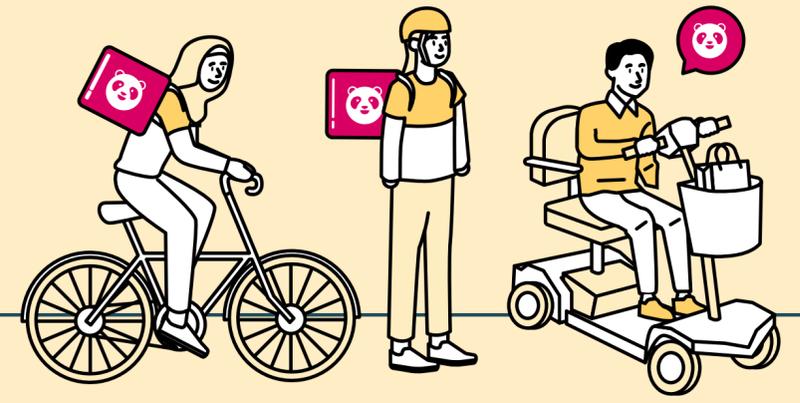
foodpanda believes in supporting Micro-, Small and Medium-sized Enterprises (MSMEs) such as home-based businesses to digitalise and expand revenue streams on the platform. We launched the *Home Chef programme* in Pakistan, Bangladesh and Malaysia, empowering more than 10,000 home-based entrepreneurs to scale their businesses and connect with new customer groups online. In Pakistan, foodpanda created new opportunities for home-based, small businesses – run mostly by women – to be financially empowered.

Among the 1,500 women registered as home chefs on foodpanda is Mrs Rubina Khawaja, the 56-year-old owner of Kashmiri Kitchen, which serves Arabic food. After a family tragedy left her husband paralysed, Mrs Rubina joined the programme to provide a stable income for her family. With no prior marketing experience, Mrs Rubina worked with foodpanda to grow her business and implement efficient systems to handle large delivery orders. The programme also provided Mrs Rubina with medical and health insurance to ensure she is protected on rainy days.

***"My happiest memory is when I saw my photo on a billboard to show how women can excel in any field – it gave me a sense of achievement and empowerment. I am also proud that I can earn enough money to support my family. This year my eldest daughter got married and it was all from the income earned on foodpanda."***

**Rubina Khawaja**  
Owner, Kashmiri Kitchen

# Earning income with dignity through the gig economy



Ms Nur Syakirah Syazwana, 25, born with no fingers (a condition called symbrachydactyly) is known for her tenacity and bubbly personality. She works as a dance instructor and senior sales representative at Anytime Fitness on weekdays and a delivery partner with foodpanda on the weekends.

In 2020, when Singapore went into lockdown and gyms were forced to close, Ms Syakirah looked for an avenue to earn a temporary income to support her family. Initially self-conscious about her disability, she decided to join foodpanda after watching a rider on wheelchair deliver food with confidence. Ms Syakirah soon eased into the job, balancing orders on her arms as she walked from one home to another to deliver food.

A year later, Ms Syakirah continues to deliver with foodpanda, turning a temporary income opportunity into a supplementary one. She enjoys the many perks of the job, such as its flexible hours and ability to stay active while meeting new people.

Ms Syakirah often turns down tips from customers who insist on rewarding her for her hard work as she wants to be treated as a regular person and not someone with a disability.

***"Anyone can achieve what they set out to do, as long as they put their minds to it."***

**Nur Syakirah Syazwana**  
foodpanda Delivery Partner





# Reinventing careers in Asia's technology hub



COVID-19 has caused widespread employment disruption as people were forced to rethink their career plans. Some were forced to pivot into new industries as companies shrank their manpower capacities. In response to these challenges, foodpanda has partnered with governments to mentor professionals undergoing a mid-career switch and who want to break into the technology industry. Through apprenticeship programmes such as GoSchool and #GetReadySG in Singapore, foodpanda mentored a group of data and engineering interns in 2021.

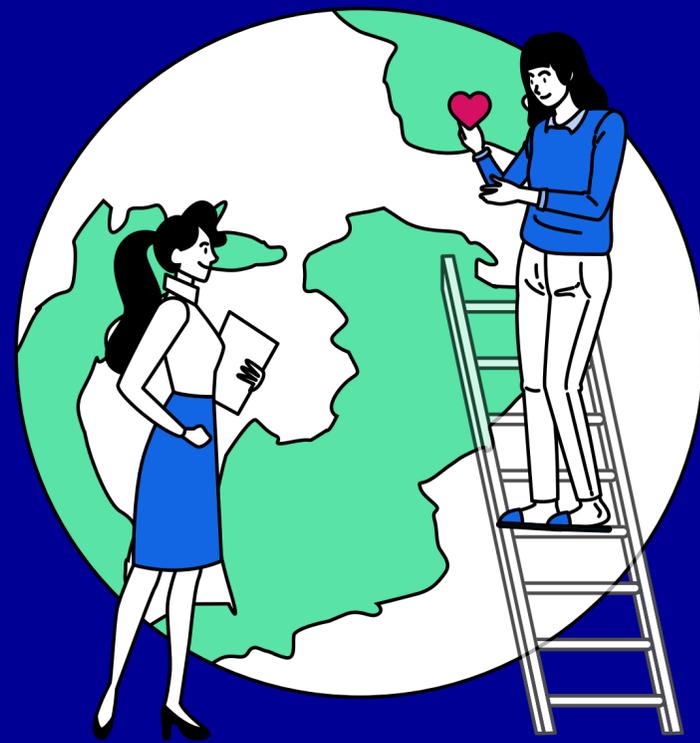
One of the interns who has since become a full-time software engineer is Mr Alvin Ng. Mr Ng was running his own company in the 3D printing industry when his business took a hit during the pandemic. Taking a leap of faith, he decided to pivot into a new industry and enrolled in the *GoSchool* programme to pick up coding skills. After the programme, he interned at foodpanda Singapore for three months where he was mentored by senior software engineers, applying what he learnt to solve real-life business challenges.

One of his accomplishments was coding a more efficient customer service system, reducing the time needed for service agents to address customers' concerns.

***"I took a calculated risk to switch to an industry in which I had limited prior skills or experience, but I am grateful that foodpanda provided a nurturing environment for me to learn from the best. The foodpanda team gave me the space to make mistakes and was always there to teach me when I needed help."***

**Alvin Ng**  
Backend Software Engineer

# Planet: Building a generation of eco-heroes



**“Getting 1% better every day” is the philosophy that drives our environmental initiatives. foodpanda aims to lead the sustainable transformation of the food delivery industry using technology.**

To tackle sustainability challenges across our markets, we focus on three core objectives:

- 1. Improve food sustainability
- 2. Reduce plastic waste and
- 3. Achieve a low-carbon future.

We are proud to have pioneered initiatives that have encouraged other companies to follow in our footsteps, such as introducing the plastic cutlery opt-out feature on the app and channelling food surplus to low-income communities. The fight to slow down climate change is a collective effort. We are grateful to be able to work with merchant partners, riders, local communities and our pandas to build a platform for sustainable actions to flourish.

# Planet: in numbers

## Improving food sustainability



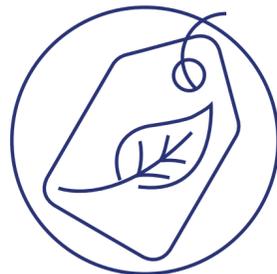
**70 MERCHANTS**

across Hong Kong and Taiwan have been certified for their sustainability practices such as food sourcing and waste minimisation, under the Sustainable Restaurant Certification Scheme & Green Vendor Programme



**> 6,000**

vegan and vegetarian specialty restaurants on foodpanda across Asia



**> 25,000**

sustainable products are available on *foodpanda shops* and *pandamart* stores across the region, including plant-based and organic products, and biodegradable items

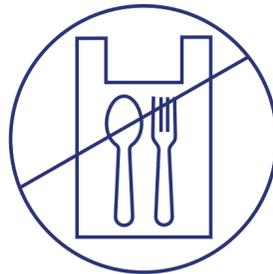


**> 35,000**

pieces of sustainable packaging deployed in Hong Kong



## Reducing plastic waste



**> 900 MILLION**

pieces of single-use plastic cutlery saved across Asia

## Towards a low-carbon future



**> 20% OF OUR TOTAL FLEET**

delivered sustainably, such as on foot, bicycle or e-bikes

## Key sustainability initiatives

**2018**

Launched the **automatic plastic cutlery opt-out feature** on the app in Singapore, progressively rolled out across the region

**2019**

Partnered with the World Wildlife Foundation (WWF) to **ban the sale of shark's fin products** on the platform in Singapore (SG) and Hong Kong (HK)

**2020**

foodpanda SG launched **Meat-free Mondays**, offering customers free delivery from selected vegetarian and vegan restaurants

**2021**

The first delivery platform in Asia to **launch the use of reusable containers** through the partnership with Barepack and Muuse

Became the world's first platform to **offer home delivery of cultured meat** in SG, in partnership with Eat Just

Rolled out the **Sustainable Packaging Programme** in SG and HK, providing local restaurants with access to 100% perfluoroalkoxy-alkanes (PFAS) free packaging sold at prices competitive to traditional packaging

foodpanda HK partnered with WWF to launch the **Sustainable Restaurant Certification Scheme** while Taiwan introduced the **Green Vendor Programme** with RE-THINK Environmental Education Association

foodpanda Bangladesh partnered with the Bidyanodo Foundation to **distribute unsold vegetables from 16 pandamart stores to low-income communities**

# Supporting local, sustainable businesses

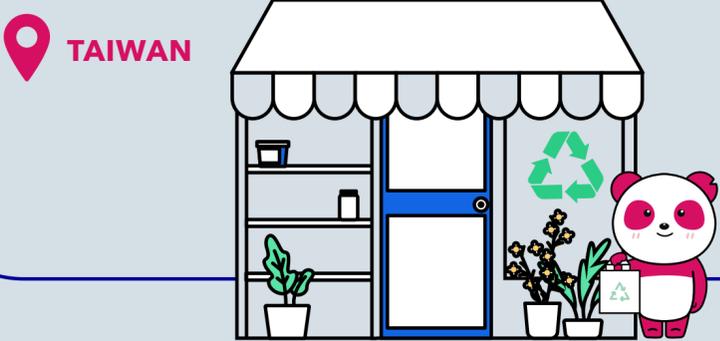
As part of foodpanda’s mission to support local sustainable businesses, foodpanda Taiwan launched the *Green Vendor Programme* in 2021 to boost the visibility of sustainable merchants on the platform. To qualify as a Green Vendor on foodpanda, merchants must meet strict eco-friendly standards in their operations. These include sourcing local ingredients, creating an efficient food waste system and reducing single-use plastic.

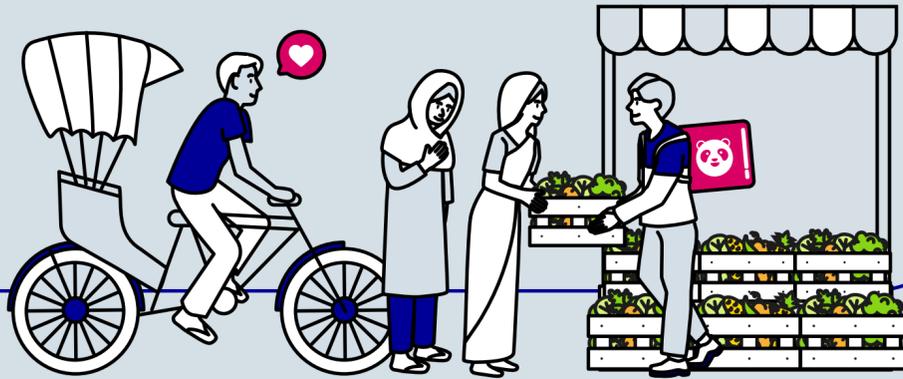
Among the 36 merchants certified as Green Vendor is Whole Food Days (友膳食光), which was started in 2018 by Ms Olive and Ms Mao Mao. With an aim to build sustainable eating habits, the duo incorporates environmentally friendly practices in their business. For example, they adopt e-invoices and substitute plastic containers with paper ones. They also offer delicious, healthy meals made with local ingredients to show customers that sustainably sourced meals can also be tasty.

Despite the high costs of maintaining sustainable operations, the founders have been heartened by foodpanda’s support to share their story and vision with customers in Taiwan and communities around the world.

***“We are glad to see foodpanda, an influential platform, taking the lead to promote environment protection. We hope more merchant partners will adopt sustainable practices so that we can make a larger impact on the environment.”***

**Olive and Mao Mao**  
Founders, Whole Food Days (友膳食光)





# Creating a circular food economy



More than 40 million Bangladeshis are undernourished and do not have access to enough food to sustain a productive life<sup>1</sup>. But no one knows the gravity of such numbers better than Mr Salman Khan Yeasin, who started out in 2013 as a volunteer at Bidyanodo Foundation, a non-profit organisation that feeds communities in need. For almost a decade, Mr Salman has witnessed the challenges that disadvantaged individuals face in putting food on the table. These people include low-income families, senior citizens, persons with disabilities and the homeless.

Since February 2021, foodpanda has been working closely with Bidyanodo Foundation to tackle food waste while increasing food security among vulnerable communities. Under the partnership, volunteers from the foundation collect unsold vegetables from 16 *pandamart* stores across the country and distribute a portion of them to low-income households. The organisation also prepares cooked food with the vegetables and distributes

about 150,000 meals daily to families living in slums. In addition to saving perishable food items on *pandamart* stores, foodpanda donates cancelled food orders that are returned to rider hubs to the homeless.

***"The easiest way to implement solutions that increase food security in the country is to cut down food waste. I believe that our efforts can reduce the number of malnourished people by 5 percent."***

**Md. Salman Khan Yeasin**

Head of Communication, Bidyanodo Foundation

<sup>1</sup> [FAO \(Food and Agriculture Organization of the United Nations\), 2021](#)

# Wrapping up 2021

As the largest food and grocery delivery platform in Asia outside of China, foodpanda has become part of people’s everyday lives. With more than 10 million users – customers, merchants and riders – interacting with the platform every day, we want to inspire positive change. In 2021, foodpanda showed that it was possible for communities to thrive despite the pandemic. As the world adapts to new ways of living, foodpanda will continue to use technology in ways that benefit our community of merchants, riders and customers.



**PEOPLE:**  
Enable individuals to thrive in a digital world

As a unique marketplace, foodpanda sits at the centre of a digital ecosystem. With our extensive network and reach, we will continue to uplift communities across Asia to embrace digitalisation. Merchants, from wet markets, hawkers, and street food vendors, can now tap on our platform to reach new customers amid this new normal. Behind the scenes, we are constantly improving our features for merchants to access new customer groups and expand revenue streams. For riders, we will continue to equip them with skills to work in a safe and confident manner while helping them to upskill for future career growth.

**PROGRESS:**  
Strengthen societies through diversity and inclusion

Our vibrant and diverse pandas come from all walks of life. While we have already built a diverse ecosystem, we continue to raise the percentage of labour participation from women in Asia through the gig economy and local partnerships. We are creating a culture of inclusion through enrichment programmes for merchants, riders and pandas – regardless of their age or gender – to achieve their personal goals.

**PLANET:**  
Create an ecosystem for sustainable actions to flourish

foodpanda will expand current features on the platform to provide customers with more ways to support sustainable businesses. This includes spotlighting restaurants with strong sustainability practices, and giving customers the flexibility to opt for smaller food portions to avoid food wastage. foodpanda also aims to increase the percentage of riders using sustainable transportation. With ongoing global food insecurity, we will step up efforts to establish local partnerships with food banks and community groups to help communities in need.

