



# foodpanda overview | factsheet

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## Background and operations in Asia

- foodpanda is the largest food and grocery delivery network in Asia outside of China operating in more than 400 cities across 11 markets in the region (*ie. Bangladesh, Cambodia, Hong Kong, Laos, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Taiwan, and Thailand*).
- Established in 2012 and headquartered in Singapore, foodpanda was the first food delivery platform and mobile ordering app in Singapore.
- In 2016, Delivery Hero, a leading global online food ordering and delivery marketplace, acquired foodpanda. It operates various food delivery brands in more than 70 countries across four continents serving up to 2.2 billion people globally.

## Delivery Hero Group financials (latest)

- Q1 2024
  - GMV: EUR 11.7 billion (+2% YoY in constant currency)
  - Total Segment Revenue: EUR 2.5 billion (+8.9% YoY in constant currency)
- FY 2024 Guidance
  - GMV: +7-9% YoY in constant currency
  - Total segment revenue: +18-21% YoY in constant currency
  - Adjusted EBITDA: EUR 725-775 million
  - Positive free cash flow

## Pioneering quick-commerce in Asia

- The expected market opportunity for q-commerce within Delivery Hero markets is EUR 56 billion by 2030 and EUR 448 billion globally.
- Q-commerce brings small quantities of goods to customers almost instantly, whenever and wherever they need them (i.e. on-demand). It's the next-generation of e-commerce - it provides ultra-fast deliveries, with delivery times as fast as 30 minutes.
- foodpanda is the q-commerce pioneer and leading cloud store network in Asia
  - We launched our first *pandamart* cloud store in Singapore and Taiwan in October 2019, even before the pandemic.
  - We see a 50% increase in bill size for q-commerce orders, from 2021 to 2023.
- *foodpanda shops*, a marketplace comprising tens and thousands of retailers regionally, was launched in 2019. These include grocery stores, mom-and-pop shops, convenience stores, pharmacies, pet stores, florists, bakeries, health and beauty stores, and many more.

### Other verticals

- Food delivery service remains strong, with a 30% increase in bill size from 2021 to 2023.
- Launched *pandago* in 2020 - our Logistics-as-a-Service solution for 24/7 on-demand deliveries. In 2022, foodpanda expanded the offering to include customer-to-customer deliveries via the app.
- Launched a corporate subscription plan, *pandapro*, enabling subscribers to enjoy exclusive promotions and discounts on the app.
  - +14% YoY in number of *pandapro* subscribers in 2023
- Launched the *pick-up* feature in 2021 enabling customers to self-collect their meals.
- Officially launched *panda ads* in 2022 for brands and advertisers to increase their visibility and improve sales conversion among foodpanda users.
  - +24% YoY in click-through rate for brands advertising with panda ads in 2023
  - Delivery Hero predicted that AdTech services would generate more than €2 billion by 2024/25.

### Social impact

- Refer to foodpanda's latest social impact infographic [here](#)

### Additional references

- For the latest news and announcements, visit: <https://www.foodpanda.com/newsroom/>