

## Highlights / Key Facts:

- OpenRice primarily operates as an all-in-one dining platform, driving O2O foot traffic to restaurants. The company is pioneering innovative F&B services to cater to customer needs and behavioral changes. Its digital-first strategy has been critical to assist the industry in dealing with challenges brought about by changing pandemic restrictions and disruptions. To address evolving customer needs, OpenRice continuously launches new and enhanced service features, including pay-at-table with loyalty earn & burn, connects restaurant and partner memberships via APIs, voucher services, takeaway services, as well as table reservations with set menus, and more.
- With key travel destinations gradually opening up for tourists, OpenRice also plans to introduce its all-in-one platform in new geographical locations in Asia-Pacific, including Singapore, Thailand and Japan. As they grow across the region, OpenRice also strives to bring its new platform capabilities to diners and F&B operators in new markets, introducing them to digital services that enhance dining experiences and streamline operations.
- As a result, OpenRice sought a more robust digital infrastructure to serve its user group of 7.5 million active users across Asia-Pacific and 500,000 restaurants listing on its platform—helping to supply real-time visibility into restaurant operations and bounce back from pandemic slumps. For F&B operators, this means providing up-to-the-minute data on orders, inventory, booking timeslots and confirmations, so they can accurately and effectively manage services. For diners, this means 24/7 platform access to make advanced bookings at their convenience and the most up-to-date restaurant information.
- In order to support evolving customer demand, OpenRice migrated its IT system to an Equinix International Business Exchange™ (IBX®) in Hong Kong and leveraged **Equinix Internet Exchange™** to privately, directly and securely connect with HKBN. The deployment allows OpenRice to build a more resilient digital infrastructure for its one-stop merchant network system.
- Equinix Internet Exchange is the largest global peering solution available across more than 35 markets. It allows networks, including internet services providers (ISPs), content vendors and enterprises to exchange Internet traffic easily and effectively. For OpenRice, this means support to handle traffic on its platform during peak and off-peak dining periods simultaneously across the different Asia-Pacific markets they operate in. With more options to route traffic in times of network congestion, incidents, or outages, OpenRice is able to provide a consistent platform experience for diners at any time.
- Trusted by over 10,000 global customers, 3,000+ cloud and IT providers and 2,000+ network providers, Equinix provides OpenRice with the ability to connect with partners, service providers and customers across industries and regions through its rich ecosystem on **Platform Equinix®**. OpenRice can select from a wide range of vendors, top-tier providers, regional specialists and innovators to deliver new or enhanced capabilities on their platform, such as expanding payment solutions to customers to ensure they can pivot and keep at pace with ever-changing forms of digital payments.