



COMPANY PROFILE

Founded in 2013, eatigo's mission is to connect empty tables with empty stomachs by offering time-based discounts of up to 50% every day at all of its participating restaurants through its online website and mobile applications. Having seated over 4 million diners at more than 1,000 venues across the region, eatigo is the leading online reservations platform for restaurants in Southeast Asia, downloaded by more than 1 million users. Backed by Tripadvisor, eatigo is available in Thailand, Singapore, Malaysia & Hong Kong, and is looking to expand to more countries. Users can choose to dine anywhere, from upscale hotels to popular food chains, and enjoy the same discounts with no strings attached, while restaurants get to fill their empty seats during off-peak hours.

MISSION STATEMENT

The mission of eatigo is to connect empty tables with empty stomachs across Asia via a platform that allows users to reserve tables at popular restaurants and enjoy time-based discounts.

We delight our users by saving them money and upgrading their dining experiences, and we drive incremental profitability for our restaurant partners by filling previously empty tables during their off-peak times.

VISION STATEMENT

We envision a world where people only decide on where to eat out after they have checked what is available on eatigo.

TEAM

- The eatigo team was founded by:
 - Michael Cluzel, Chief Executive Officer
 - Pumin (Louis) Yuvachruskul, Chief Executive Officer – Thailand
 - Siddhanta Kothari, Chief Financial Officer
 - Judy Tan, Director – Singapore
- Headquartered in Bangkok, eatigo has more than 80 employees across offices in Thailand, Singapore, Malaysia, and Hong Kong

FUNDING

- eatigo has raised a total of US\$15.5 million to date



MILESTONES

2013

- **2013** – eatigo was founded

2014

- **June 2014** – eatigo launches operations in Thailand

2015

- **February 2015** – eatigo launches operations in Singapore
- **December 2015** – eatigo receives Series A funding

2016

- **September 2016** – eatigo receives Series B funding from TripAdvisor

2017

- **March 2017** – eatigo launches operations in Malaysia
- **April 2017** – eatigo launches operations in Hong Kong. It has over 1 million downloads across the region, and has seated over 4 million diners at over 1000 restaurants

AWARDS

- Thailand, December 2016 – Most Innovative App of the year - Google Play Thailand Awards 2016.
- Thailand, November 2015 – Most Outstanding Male Entrepreneur ‘Michael Cluzel’ - Entrepreneur Now Awards 2015.
- Malaysia, November 2015 – Winner of Regional Digital/Online Startup of the year - Rice Bowl ASEAN Startup Awards.
- Singapore, April 2015 – Global Brain Award & 2nd Best Startups in the region - Tech in Asia Singapore 2015.
- Thailand, October 2014 – Winner of the Discount Trade category - Big Chilli Expat Entrepreneur Awards 2014.
- Thailand, September 2014 – Top 8 Tech influencers - Echelon Thailand 2015.



GUIDE TO USING EATIGO

Step 1

Browse for restaurants via our curated categories, top 50 restaurants tab, new restaurants tab, or use 'here & now' to see nearby restaurants, or simply search for it.

The screenshot shows the app's home screen with three main sections:

- categories:** A grid of restaurant categories including 'hotel buffets' (42 restaurants), 'central' (69 restaurants), and 'kowloon' (28 restaurants).
- here & now:** A map view showing nearby restaurants with red location pins and discount percentages (e.g., 50%, 30%, 20%).
- search:** A search bar with the placeholder text 'search for restaurants, location, c...' and a list of nearby areas including 'restaurants near me', 'city', 'hong kong', 'neighborhood', 'admiralty', 'causeway bay', 'central', 'cheung sha wan', 'cyberport', 'happy valley', 'hung hom', and 'jordan'.

Step 2

select restaurant

The screenshot shows a list of restaurant options. Two are visible:

- Mr & Mrs Fox:** Located in 'quarry bay', 'international', with a 4.6 star rating and 898 recent reservations. Discount tags range from 35% to 50%.
- Apinara Thai Cuisine and Bar:** Located in 'admiralty', 'thai', with a 4.0 star rating and 48 recent reservations. Discount tags range from 15% to 35%.

Select the restaurant

Step 3

time & discount

The screenshot shows the reservation options for 'Mr & Mrs Fox'. It displays a calendar for 'today' with time slots and corresponding discount percentages:

- 14:00: -35%
- 16:00: -50%
- 18:30: -40%
- 19:00: -20%
- 19:30: -20%

 A 'pick your time & discount' button is at the bottom.

Pick a time, date & discount and confirm your reservation

Step 4

confirm reservation

The screenshot shows a 'success!' message: 'your reservation is confirmed!'. Below is a 'reservation summary' with the following details:

- reservation code: IP3636
- restaurant: Mr & Mrs Fox
- date: Thursday, 23 May 2017
- time & discount: 18:00 - 50% off
- covers: 2 people
- name: kate
- email: kateeats@gmail.com

 An 'edit reservation' button is at the bottom.

Receive booking confirmation on the app and via email & SMS

At the restaurant

Step 5

Arrive at the restaurant on time & show booking code

Step 6

Order and eat

Step 7

Pay the bill with discount automatically deducted