



foodpanda

Helping to build a
resilient digital ecosystem

Institute of Policy Studies
30.6.2021



01.

foodpanda:
About us



about foodpanda



Largest footprint across Asia
>400 cities, 12 markets,
part of Delivery Hero



Ranked #3 most-downloaded
globally by Apptopia



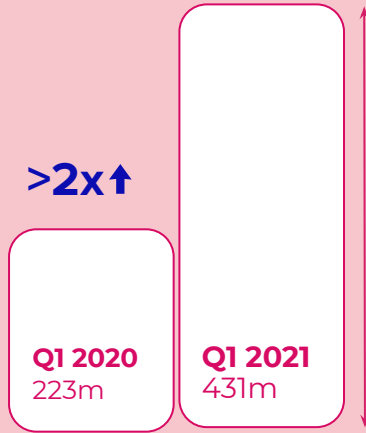
200 **panda mart**
Largest network of cloud
grocery stores



foodpanda at a glance



In 2020, Asia GMV doubled Y-o-Y.

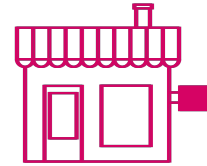


Orders doubled across Asia year-on-year for Q1.

almost half a billion completed orders in Q1 2021 alone!



food deliveries



cloud kitchens



pick-up feature



foodpanda shops



pandamart



Q-Commerce = Commerce 3.0

1st Generation
Commerce

2nd Generation
e-Commerce

3rd Generation
q-Commerce



“I am stocking up on groceries for the week”



“I need it within the next few days”



“I need a few items quickly”



Individual shops with targeted selection



Platform for all categories; “sell anything & everything”



Data-driven, hyper-local selection optimized for speed



Self-service



Delivery dropped off within 2-3 days



Delivery to your door within 1 hr



Discount matters



Breadth matters



Speed matters



02.

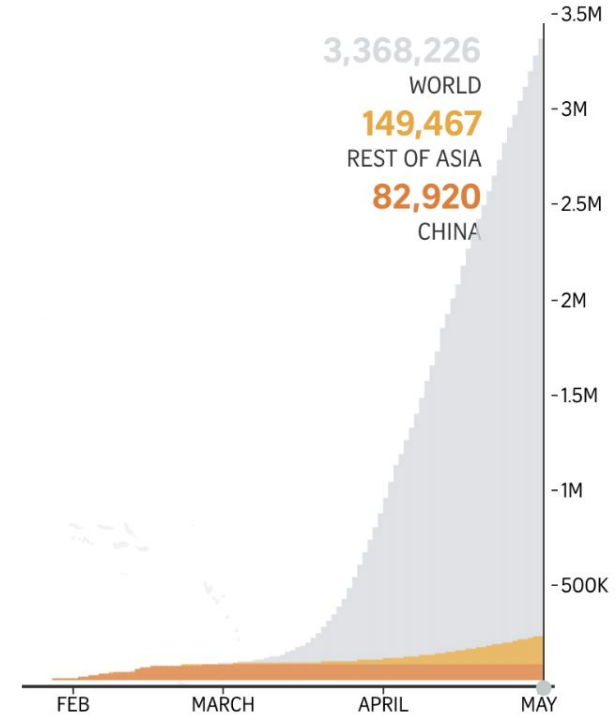
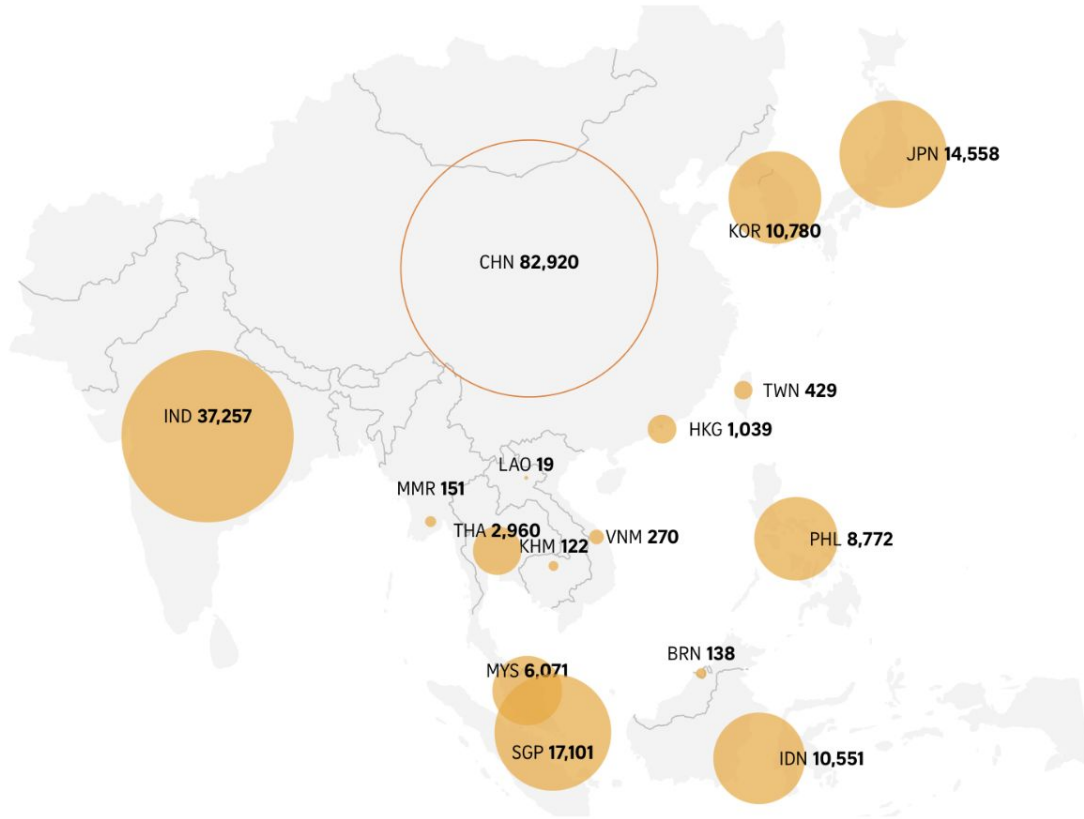
Our experience in driving digitalization across APAC



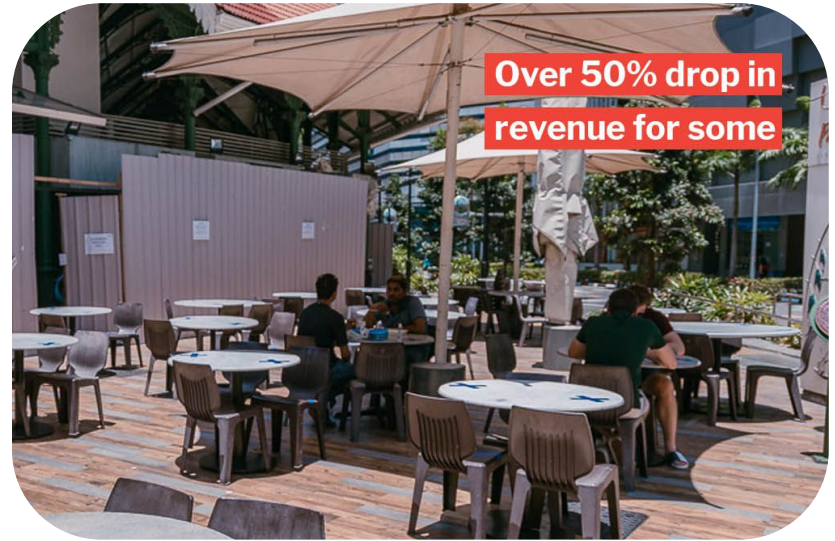
2020: AND
THEN, **there was**
COVID-19.



lockdown. MCO. circuit breaker.



**dine-in was
restricted.
restaurants &
F&B businesses
were greatly
affected.**



enabling our merchants to thrive through covid

commission rebates

expedited & remote onboarding

increased marketing spend

**waiver of ops fees
e.g. POS integration**



Providing incentives for SMEs to adopt technology



#supportSME campaign (TH)

Providing THB 75 million worth of SME relief initiatives to help tens of thousands of local Thai businesses tide through COVID-19 third wave - including fee waivers (new merchants) and reduced commissions for a month



Digital finance solutions (MY)

Partnering with Funding Societies to disburse RM 1 million in digital short-term loans - providing credit for 20,000 to 30,000 merchants in Malaysia



Empowering home chefs (PK)

Over 60% of foodpanda's home chefs are women. Partnering with the Punjab Skills Development Fund, foodpanda invested more than PKR 2 million in training and onboarding 50 underprivileged women to kickstart their home-chef businesses on foodpanda in Pakistan



Partnering with governments to spearhead tech adoption

Get **RM12 off**
foodpanda shops
with code:

SHOPWITHPANDA

Co-funding grant programmes in Malaysia (RM 140 million) with the Malaysia Digital Economy Corporation - to onboard and train SME owners in digitalising amid MCO



Alliance for Action (2021)



Teaming up with MSE and MCI to help our Singaporean hawkers onboard our platform:

- **0% commission** for the first month for all new hawker sign-ups before 15 July
- Onboarding and training materials translated to Mandarin
- **PandaUniversity**: proprietary analytics/data insights portal for vendors translated to Mandarin

Digital Resilience Bonus (2020)

Teaming up with ESG and IMDA to help the entire Singaporean F&B ecosystem to digitize, access local grants and transform their businesses:

- Qualifying vendors receive **SGD\$2,500** for onboarding and transacting through fp
- Worked with ESG to **facilitate grants for local F&B operators**

In *Singapore*



Unlocking new markets and customers through our tech

Across Asia, more than 200,000 small businesses across Asia were onboarded in 2020 alone



24/7 pandago

On-demand courier service for any vendor with no commissions: redefining convenience logistics-as-a-service to help drive online sales and growth for our merchants



enabling growth

*"The response has been phenomenal and with the **new customers** that we have acquired through foodpanda, the business has increased a lot. The **quick delivery service** and the **user-friendly portal** for vendors has some amazing features. Another thing that is amazing about foodpanda is the **quick responsiveness** of the Account Management team."*

- Saad Javed, owner of Infinity Basket (Islamabad, Pakistan)





Providing opportunities for our everyday heroes in the digital economy (PH)

pandaBIZikleta; pandaTODA

Partnerships with the Philippines local governments to create **access to equipment** and **access to markets** for our riders partners:

- Obtain necessary permits for tricycle riders to undertake delivery
- Provide free bicycles for hundreds of new riders
- A new lifeline for thousands in Philippines to earn income in the “new normal”



foodpanda delivers e-learning portal to upskill riders

by Lynette Pathy | Jan 26, 2021 | Countries, SG



Food delivery platform foodpanda is helping delivery riders to upgrade their skills through a partnership with e-learning platform Gnowbe and Singapore's Temasek Polytechnic.

The partnership will see the birth of an e-learning portal that is accessible to more than 10,000 foodpanda riders and will provide them courses like customer service, finance, digital skills and personal branding.

Upskilling (SG):

Temasek Polytechnic / Gnowbe

- We value our riders as crucial partners in our ecosystem and invest in their personal growth
- Our partnership in Jan '21 with TP/Gnowbe (a micro-learning platform) helps our riders to upgrade their skill sets in this digital economy
- Currently exploring other collaborations with Skills Future SG to promote more upskilling initiatives for our rider community in SG



*[Link to article](#)



3.

Challenges and opportunities



it's 2021, but the fight continues

CORONAVIRUS

Thailand moves to bring back tougher COVID-19 restrictions

Relative safe haven in Southeast Asia faces new flare-up of infections



Philippines Extends Manila's Lockdown on Surging Infections

CORONAVIRUS

Japan PM declares emergency, vows to control COVID in month

Restrictions take effect at midnight as Tokyo logs 2,400 cases for first time



Laos: Luang Prabang under lockdown as Covid-19 cases continues to rise; another 76 new cases reported

Asia

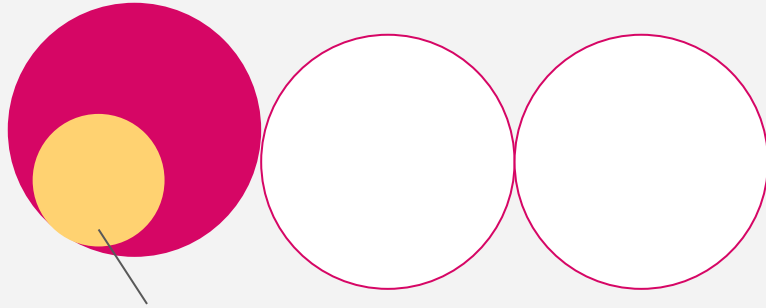
Malaysia extends COVID-19 movement control orders



Opportunities in growing food delivery

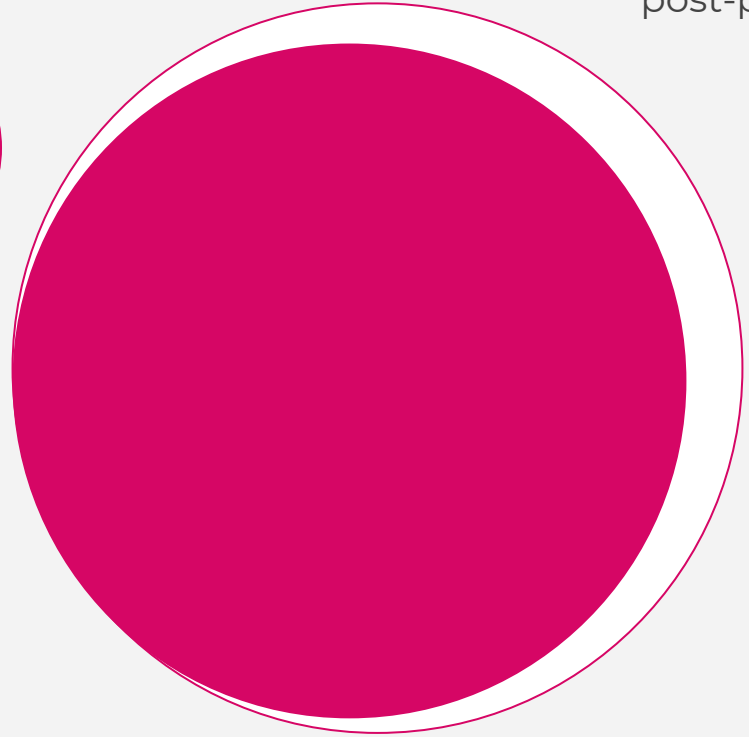
Google Temasek Bain:

1 in 3 of all digital service consumers are **new to the service** due to COVID-19



37%: new to food delivery

This new digital acceleration is sticky:
94% of new digital service consumers **intend to continue** with the service post-pandemic.



How we can support the growth of a resilient digital ecosystem



1.

Digitalization should be **localised** to align with needs of local businesses - no one size-fits-all solution

2.

Digitalization should be **sustainable in the long-run** - Stronger collaborations with governments needed e.g. co-funding or co-creation of long term programmes

3.

Regulatory frameworks should take into account of the costs/benefits of all stakeholders - continuous conversations needed with governments on practical ways to achieve digitalization



