

## ABOUT US

OpenRice started in Hong Kong since 1999 as a rate-and-review platform for gourmets to freely express views and opinions; facilitating millions of monthly unique users exploring their dining needs. Reviews of different perspectives and trillions of big-data elements contribute collective wisdom. OpenRice endeavors to bring a better dining experience and redefine dining enjoyment with up-to-the-minute information and innovative technology. OpenRice has been kept transforming into a multi-purpose platform, taking table reservations, accepting takeaway orders, selling dining vouchers, and processing electronic payments for restaurants, serving millions of registered members.

We believe culinary pleasures transcend geographical boundaries. OpenRice has expanded its regional coverage to Macau, Greater Bay Area, Taiwan, Japan, Singapore, and Thailand to make a whole new tight-knit community for food and travel lovers with an All-in-One dining-guide App!

Connecting Foodies Across The Globe



**1,233,567**  
RESTAURANTS



**4,509,558**  
REVIEWS



**7,933,343**  
MEMBERS



## HONG KONG & MACAU



**33,479**  
MERCHANTS



**3,785,395**  
REVIEWS



**6,164,152**  
MEMBERS

### GLOBAL TRAFFIC



### WEBSITE

[www.OpenRice.com](http://www.OpenRice.com)



### MOBILE WEB

[www.OpenRice.com](http://www.OpenRice.com)



### ANDROID APP



### IPHONE APP

### Unique Users

**2,213,299**

**2,790,012**

**494,594**

**1,483,836**

### Pageviews

(Monthly)

**18.05M**

**33.68M**

**79.06M**

**340.08M**

(Daily)

**0.60M**

**1.12M**

**2.64M**

**11.34M**

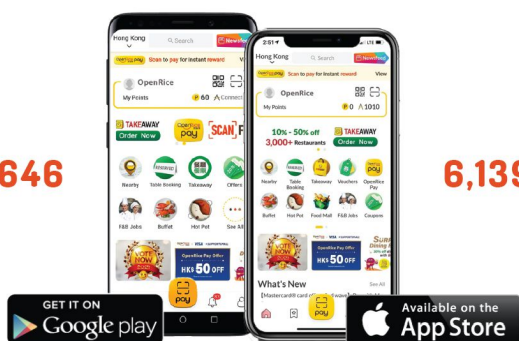
## GLOBAL DEVICE INSTALLS

### ANDROID

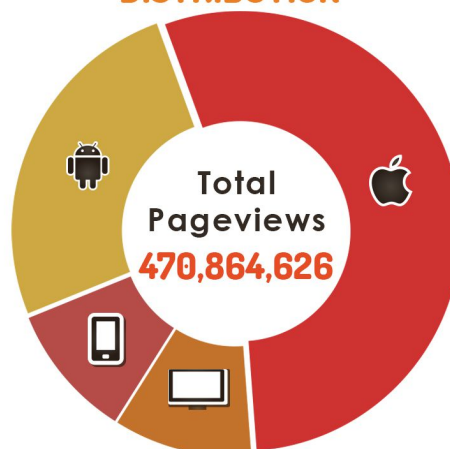
**3,375,646**

### IPHONE

**6,139,388**



## DISTRIBUTION



Source: OpenRice.com Internal Data Jun 2025



## OUR CHANNELS



TABLE BOOKING

### OpenRice Table Booking

Provides 7 X 24 convenient online table booking service for food lovers

Online Bookable Restaurants

**3,578**

Unique Users Ever Booked

**3,759,000+**

Average Daily Bookings

**12,000+**

Asia Miles Bound Accounts

**572,000+**

### Extended Booking Channels



Reserve with Google



MACAU

### OpenRice.com/Macau

Total Number of Restaurants

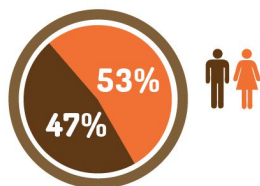
**4,480**

Monthly Pageviews

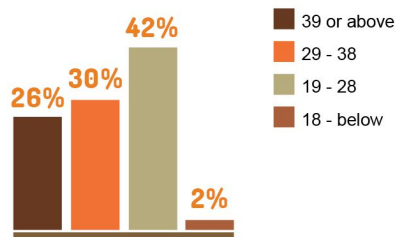
**2,680,795**

## AUDIENCE PROFILE

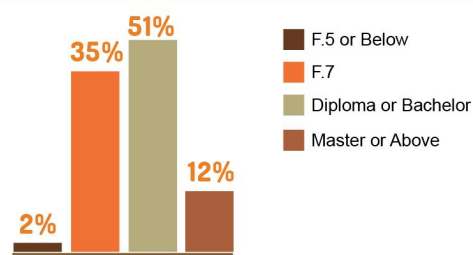
### Gender



### Age



### Education Level



**430,000+**  
FACEBOOK FANS



**43,000+**  
INSTAGRAM FOLLOWERS



**3,000+**  
MeWe FOLLOWERS




## RECOGNITIONS


### Striving as Hong Kong's Most Popular Dining Guide

#### MOST INFLUENTIAL CONTENT

**83%**  
**PREFER** 

 The most preferred OpenRice App and OpenRice Web

**84%**  
**USE** 

 The most frequently used OpenRice App and OpenRice Web

**93%**  
**AGREE** 

 Interviewees agreed that "Restaurant Search" and "Location Map" help finding the right restaurants

#### Choice of High-Quality Users

Young, Highly Educated and High Income Interviewee's Preference

Young Person



Age 25 - 34



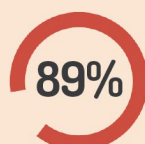
Age 35 - 44

Higher Education Level



Secondary/ Matriculation or above

High Income Group



Personal \$17,000+




Family \$23,000+

Group of PMEBs



PMEB

 OpenRice.com

Source: Nielsen Telebus Survey 2008 - 2017 (Copyright © 2008 - 2017, Nielsen). Media include newspaper, magazine and websites

## MARKETING & ICT AWARDS



1. IDC Digital Transformation Awards 2020 - Omni-Experience Innovator, HK; DX CEO Awards, HK & Regional
2. Food and Beverage & Best APP - E-Commerce, Hong Kong MOB-EX Awards 2019, Marketing Magazines
3. Best Retail Innovation (Product) Award - Gold Award & Media Choice Innovation Award, Hong Kong Retail Innovation Award 2018, HKRTIA
4. World Summit Awards 2016 - Culture & Tourism
5. Top 10 Favourite Media Websites, Media Convergence Awards 2013, 2015 & 2018, HKAIM  
Top 10 Favourite Facebook Fanpages, Media Convergence Awards 2015, HKAIM
6. Prestigious Corporate Brand Awards 2012 & 2013, Ming Pao
7. Most Popular Marketing Smartphone Apps Award 2011, Hong Kong Marketing Smartphone Apps Popularity Contest
8. Silver Awards, Best Lifestyle Awards (Social Community), HK ICT Awards 2009

