

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, China, Taiwan, Japan, Singapore, Malaysia, 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



1,250,396
RESTAURANTS



5,100,203
REVIEWS



7,394,293
MEMBERS



HONG KONG & MACAU



33,890
MERCHANTS



3,599,108
REVIEWS



5,415,031
MEMBERS

GLOBAL TRAFFIC



WEBSITE

www.OpenRice.com



MOBILE WEB

www.OpenRice.com



ANDROID APP



iPHONE APP

Unique Users

1,368,385

2,682,728

516,766

1,481,564

Pageviews

(Monthly)

22.74M

17.62M

88.01M

374.20M

(Daily)

0.78M

0.61M

3.03M

12.90M

GLOBAL DEVICE INSTALLS

ANDROID

3,146,290

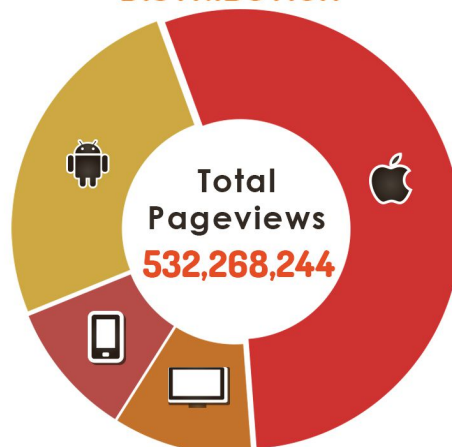


iPHONE

5,443,593



DISTRIBUTION



Source: OpenRice.com Internal Data Feb 2024



OUR CHANNELS



TABLE BOOKING

OpenRice Table Booking

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

Online Bookable Restaurants

3,726

Unique Users Ever Booked

3,373,000+

Average Daily Bookings

13,000+

Asia Miles Bound Accounts

526,000+

Extended Booking Channels



Reserve with Google



MACAU

OpenRice.com/Macau

Total Number of Restaurants

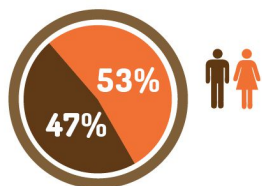
4,421

Monthly Pageviews

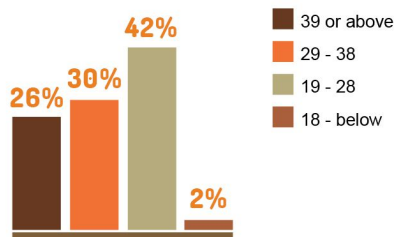
2,478,499

AUDIENCE PROFILE

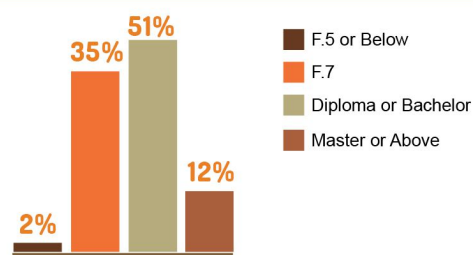
Gender



Age



Education Level



426,000+
FACEBOOK FANS



27,000+
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



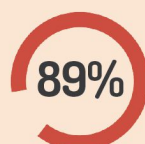
Age 35 - 44

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

