

## TheFork Announces Investment in Eatigo

**Paris 3th October** – TheFork today announced a significant minority investment in Eatigo, the leading yield management and restaurant reservation platform in Thailand and Singapore.

Eatigo is a restaurant reservation business providing diners with time-based discounts of up to 50% from its website, IOS and android apps. Headquartered in Bangkok with offices in Singapore, it is a leading dining deals and reservation portal in South East Asia with a network of nearly 700 bookable restaurants across Thailand and Singapore. Booking through Eatigo requires no upfront costs, credit card details or coupons – discounts are automatically applied to the food bill on reservation.

“As the leading restaurant reservation website in Europe we are excited to be expanding our interests into Asia with this strategic investment” said Bertrand Jelensperger, co-founder and CEO of TheFork, which is part of the TripAdvisor Media Group. “We share with Eatigo a common vision on discovery and yield management in the restaurant industry. We have also been impressed by this fast moving innovative business and by their ambition to quickly grow and scale the brand into other markets across South East Asia.”

Eatigo co-founder and CEO Michael Cluzel said “We are excited about the vote of confidence behind this investment. This combination of new capital and our recent MoM growth in reservations as well as other forms of support should position us well to achieve our goals!”

Following the investment, Eatigo will continue to operate as a standalone company under the management of the current leadership team, with TheFork co-founder and CEO Bertrand Jelensperger taking seat on the Eatigo board of directors.

The terms of the investment will not be disclosed.

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## About TheFork

TheFork, a TripAdvisor® brand, is the leading restaurant reservation platform in Europe with a network of more than 34,000 restaurants and more than 8 million users per month. The platform operates under the brand name 'lafourchette' in France and Switzerland, as 'eltenedor' in Spain, and as 'TheFork' in Italy, Belgium, Portugal, Brazil, Sweden, Denmark and Turkey. The brand also operates in the Netherlands as 'IENS', in Australia as Dimmi and in English language as 'TheFork.com'. TheFork connects diners and restaurants, allowing diners to research and make reservations online and restaurant owners to increase bookings and customer loyalty. Through TheFork website and mobile application, as well as through TripAdvisor's restaurant and cities pages, users can check real-time availability, select a restaurant according to multiple criteria - including geographical area, type of cuisine, reviews and promotions - and make a reservation. For restaurants, the solution provides tools to manage online bookings and discounts, streamline their operations, enhance service levels and maximize their fill rate of seated diners.

TripAdvisor® is the world's largest travel site\*, enabling travelers to unleash the full potential of every trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million average monthly unique visitors\*\*, and reached 385 million reviews and opinions covering 6.6 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide. TripAdvisor: Know better, Book better and Go better.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 24 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com), [www.cruise critic.com](http://www.cruise critic.com),  
[www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com),  
[www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk),  
[www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com),  
[www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com),  
[www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), and  
[www.virtualtourist.com](http://www.virtualtourist.com).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2016

\*\*Source: TripAdvisor log files, Q2 2016

## About Eatigo

Eatigo is the leading restaurant reservation platform in Thailand and Singapore. Founded in 2013 Eatigo aims to connect empty stomachs to empty tables. Via its Iphone and android applications and website, Eatigo serves up time based discounts of up to 50% for all participating restaurants, every day at nearly 700 of the most popular dining venues in Bangkok, Pattaya and Singapore. The discounts apply to every food item on the menu and can be booked at no cost whatsoever online without any credit card information and no coupons.

Restaurants join Eatigo in order to fill up their empty seats in off-peak hours and increase their profitability by increasing capacity utilization. 90% of Eatigo users come to dine in off peak hours.

The business model effectively takes the tried and tested yield management principles of charging different prices at different times used successfully in the travel and hotel industries and applies them to the F&B sector.

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