



thefork
a TripAdvisor company

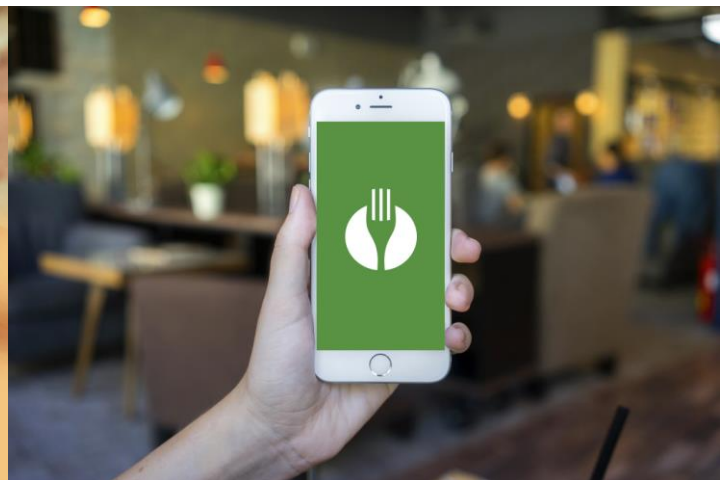
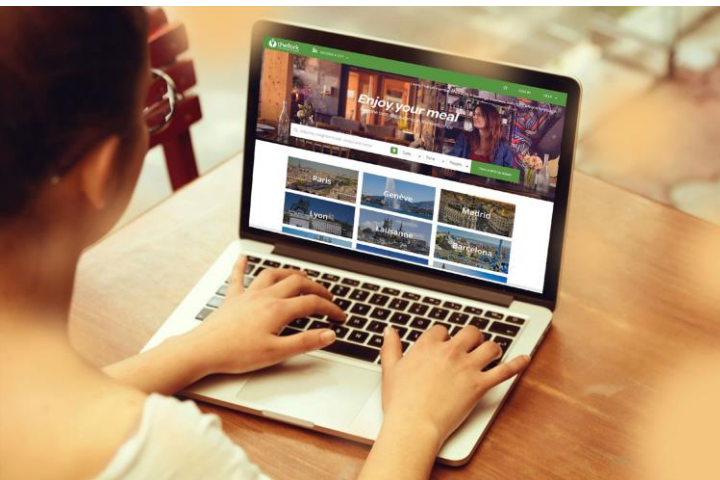
Company Profile 2017



About TheFork

[TheFork](#) is the leading online restaurant booking platform in Europe.

- **Founded in France in 2007** by professionals and experts in the restaurant and new technology sectors, TheFork has durably transformed the restaurant market by connecting restaurant and diners in an innovative way and promoting the principles of *yield management*, a technique where prices vary depending on the different time slots, thus ensuring the best cover rates for the restaurant and the best prices for the consumer, and which has already proved successful in the air transport and hotel industries.
- **For clients**, TheFork has become the obvious choice when booking a restaurant. The tool allows them to find a restaurant easily based on their preferences, check availability in real time, book a table in few seconds and with instant confirmation 24 hours a day. Customer's choice is guided by reviews left by other community members as well as filters on items such as area, cuisine or restaurant type, or average price.
- **Restaurants** can rely on TheFork Manager software to optimise bookings as well as attract and retain clients. TheFork Manager is already being used in thousands of restaurants
- **A member of the TripAdvisor group** since May 2014, [TheFork](#) is a collection of more than 40,000 restaurants in 11 countries: Spain ([eltenedor.es](#)), France ([lafourchette.com](#)), Switzerland ([lafourchette.ch](#)), Belgium ([thefork.be](#)), Italy ([thefork.it](#)), Holland ([www.iens.nl](#)), Brazil ([Thefork.com.br](#)), Portugal ([Thefork.pt](#)), Sweden ([thefork.se](#)), Denmark ([Thefork.dk](#)) and Australia ([dimmi.com.au](#)) with more than 7 million reviews, more than 14 million monthly visits and almost 8 million mobile app downloads.



About TheFork

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Business Model

TheFork: a win-win model:

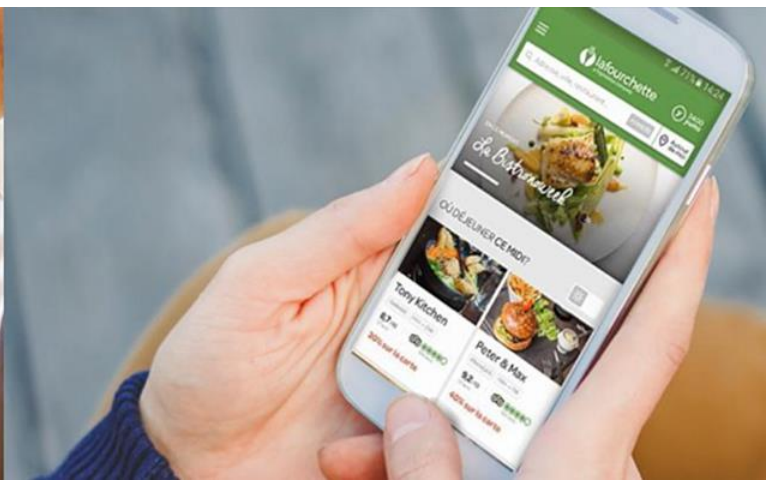
- Restaurants pay a **fee for each diner booked through TheFork**. In other words, if we don't generate bookings for them, they are not charged!
- There are different versions of **TheFork Manager** software for restaurant professionals including PRO+, which has more advanced features, with a monthly fee.

How does TheFork work for users?

TheFork is the obvious choice for eating out. Users looking for inspiration can use the iOS or Android apps or the website www.thefork.com to find a restaurant easily, based on their preferences, then book a table in few seconds and receive instant confirmation.

In summary, for users:

- **Unparalleled range of options for lunch or dinner:** with TheFork, you can choose a restaurant to suit you from a network of more than 40,000 worldwide.
- **Facilitated choice:** users can easily find a restaurant to suit them in real time using a variety of search criteria such as location, cuisine, ambience as well as other filters such as promotions, price range and geolocation.
- **Community approval:** Restaurants rating and selections are based on user reviews. The possibility of reviewing restaurants is given only to users who have booked their table via TheFork and completed their dining experience.
- **Exclusive benefits:** users have access to hundreds of offers on TheFork, with discounts up to 50% off their bill. With each booking, members earn more *Yums*: loyalty points which can be converted into discounts on future lunches or dinners. Booking on TheFork guarantees the client the same quality of service as that enjoyed by other clients because the discount is applied directly upon payment.
- **Easy booking:** booking a table has never been that fast and easy. The whole process only takes a few seconds. No need to register. Users can search for restaurants, book a table and receive instant confirmation 24 hours a day on the website www.thefork.com or the app.
- **Dedicated customer service:** member satisfaction is paramount to us. Our customer service team are available in each country from 9 am to 10 pm, 7 days a week.



How does TheFork work for restaurateurs?

With TheFork, restaurateurs can increase revenue by boosting their online presence. Through TheFork, they have access to a showcase viewed by millions of unique visitors each month. TheFork also provides management software solutions (TheFork Manager) enabling them to optimise results by capitalising on booking flexibility, discounts and client profiles.

In summary, for restaurants:

- **More business:** TheFork generates a lot of covers per month for each restaurant. Because of its reputation and yield management technology, TheFork gives restaurateurs a unique opportunity to attract new clients and increase profitability by optimising cover rates. Just as with airplane seats or hotel rooms, each extra table offers restaurants an excellent margin thanks to a cost structure which is mainly fixed. This means restaurateurs can offer discounts of up to 50% while still boosting profitability.
- **Higher efficiency:** Along with the online booking system, TheFork also gives restaurants tools to improve productivity and optimise cover rates. In addition, the platform lets clients book a table from each partner restaurant's own website and features a wealth of tools which restaurants can use to increase profitability.
- **More services:** TheFork is more than just a technological solution. The company also supports professionals with client relationship management and marketing. Each restaurateur has a dedicated Account Manager whose role is to help them optimise their presence on TheFork. Our customer service team are available from 9 am to 10 pm, 7 days a week for urgent assistance with more operational queries.



Users and Restaurants



User profiles

What makes our users stand out is their **passion for gastronomy and eating out in restaurants**

- Gender: 47% men/ 52% women
- Age: 50% of users are aged between 30 and 50



Restaurant profiles

Our network includes more than **40,000 restaurants in 11 countries**

TheFork offers a **wealth of restaurants** (trendy, traditional, romantic, Italian, Asian, etc.), from high-end establishments to the more accessible ones and from well-known must-visits to hidden gems. This is to ensure we cater for **all tastes, all budgets and all occasions**.

Future Challenges

Our ambition is **to be a primary actor in the transformation currently being experienced by the restaurant industry due to the digital revolution**, and do so on an international scale, and for consumers to automatically look for and book a table online just as they already do for a hotel room or plane ticket...and, of course, for them to do so using TheFork if possible!

We are convinced that each and every moment deserves the right restaurant experience, so aim for clients to enjoy an experience that meets their expectations at each of our restaurants!

To do so, **our immediate priority is to consolidate and strengthen our position in the markets where we are already established, increase our local presence to offer an even greater variety of restaurants and continue to use new innovations to facilitate the restaurant search and booking experience**. This means even more meticulous restaurant selections (such as Insider, we launched this year) as well as promoting yield management to serve both restaurants and clients.