thefork
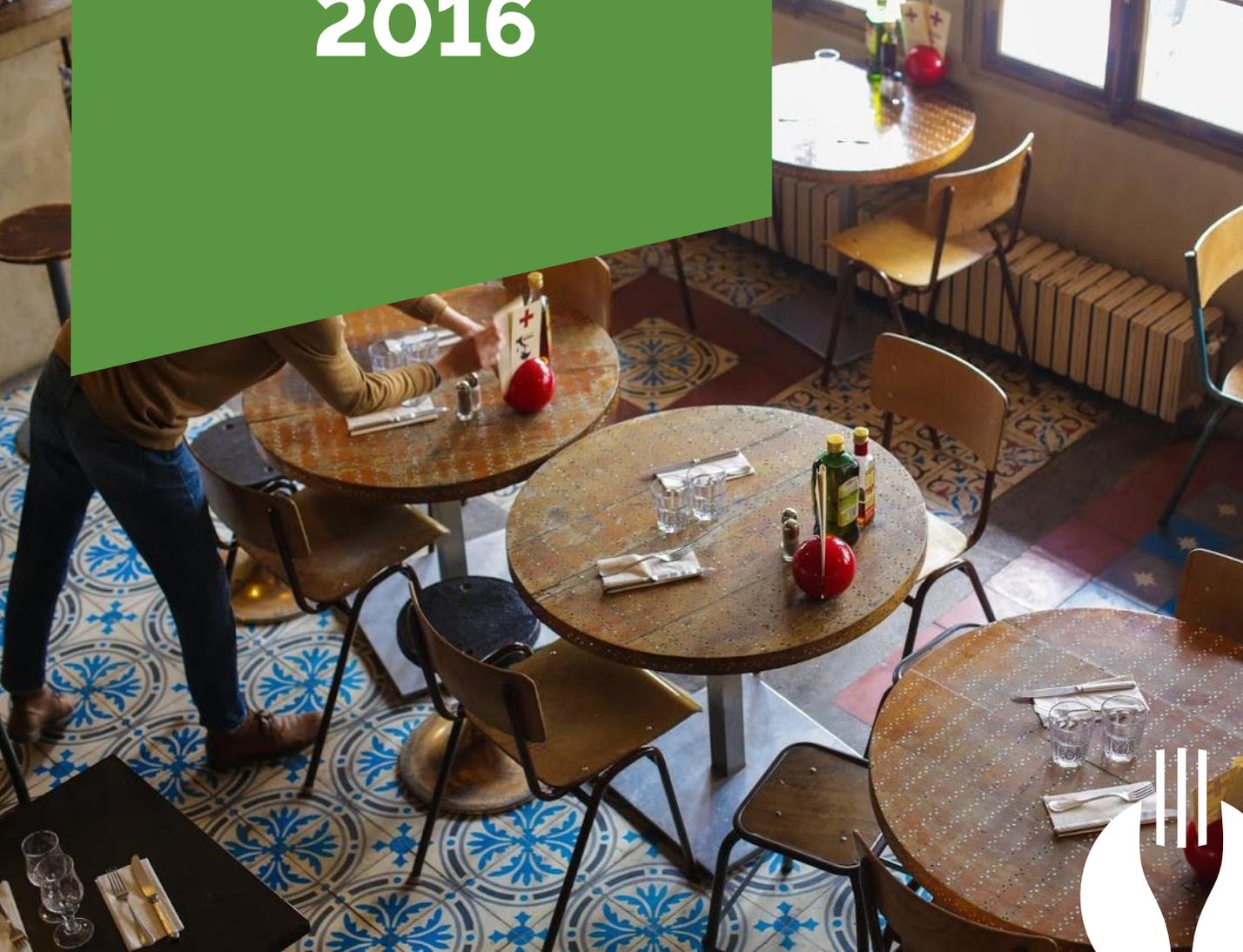
a TripAdvisor company

Company profile 2016
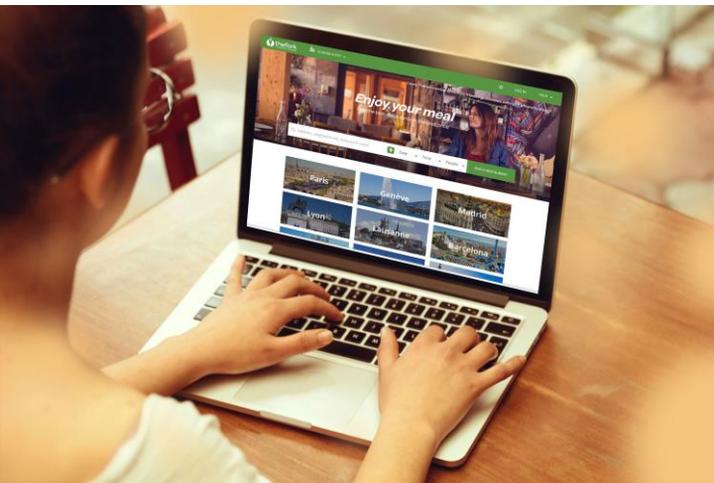
About TheFork

TheFork is the leading online restaurant reservation platform in Europe.

- **Created in France in 2007** by professionals and experts in the hospitality and technology sectors, TheFork has revolutionized restaurants market, by optimally connecting restaurants/diners, following Yield Management principles of price variability depending on time, practices which are used successfully in the travel and hotel industries.

- **For diners,** TheFork is the smart way to go to restaurant: the tool enables them to easily find the right restaurant for every occasion, check real-time availability and book in few seconds with instant confirmation 24 hours/24. Customers'choice is guided by reviews from the community as well as filters on items such as the localisation, type of cuisine, restaurant type and average price.

- **For restaurants,** TheFork offers a software: TheFork Manager, optimizing reservations management, and helping them acquire and retain customers. TheFork Manager is already used in thousands of restaurants, including Award winning restaurants.

- **Part of TripAdvisor Media Group** since May 2014, TheFork has more than 36,000 restaurants and is present in 12 countries: Spain (eltenedor.es), France (lafourchette.com), Switzerland (lafourchette.ch), Belgium (thefork.be), Italy (thefork.it), Netherlands (www.iens.nl), Brazil (Thefork.com.br), Portugal (Thefork.pt), Sweden (thefork.se), Turkey (thefork.com.tr), Denmark (Thefork.dk) and Australia (dimmi.com.au) with around 6 million reviews, 11,5 million average monthly visits and more than 5,7 million of apps downloads.

About TheFork

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Business model

TheFork : A win-win business 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!

- In addition, we offer **TheFork Manager software for restaurants**, with different versions: a **free version** and a more sophisticated pro + version, with **a monthly fee**.

How does TheFork work for users?

TheFork is the smart way to go to restaurant. Through the app for IOS and Android, the website and TripAdvisor, users can search for inspiration on where to eat, look for the most suitable restaurant and book in few seconds with instant confirmation.

In summary, for users:

- **More dining opportunities:** TheFork helps you select the best restaurant for you among a network of more than 36.000 in the world

- **Facilitated Choice:** Users can easily locate a matching restaurant according to their desires, across multiple criteria such as city, type of cuisine, ambiance or other features such as promotions, prices and geolocation, with real-time availability.

- **Booking Convenience:** Booking a restaurant has never been so easy and fast! The whole process takes a few seconds. No need to register. Through the website and app, users can search for restaurants and book a table with instant confirmation 24 hours a day and 7 days a week. In addition, thanks to the integration of the platform with TripAdvisor, users can book directly on TripAdvisor restaurants.

- **Exclusive Benefits:** On TheFork, users can find hundreds of offers, with discounts up to 50%. After the experience, members earn Yums, loyalty points, to be redeemed for free meals. Booking on TheFork guarantees the same quality of service offered to regular customers since the discount is applied directly upon payment.

- **Community Endorsement**: 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.

- **Customer Service:** we like to say that when you make a booking with TheFork, you have a personal assistant. TheFork provides a Customer Service with a profesional and specialized team which supports and guides customers in their choice. This Service is available from 9 a.m. to 22 p.m., 7 days/ 7.
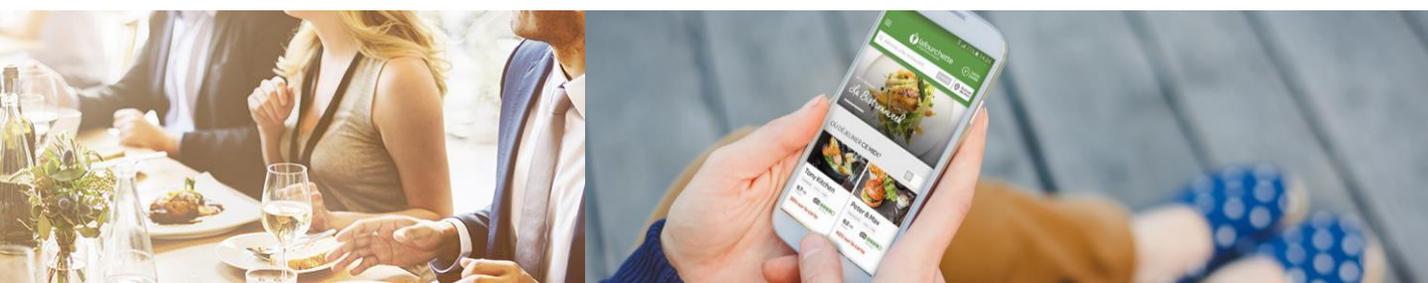
How does TheFork work for restaurants?

TheFork makes restaurants business grow by giving them visibility on the Internet: through TheFork but also TripAdvisor, they are exposed to millions of unique visitors per month. At the same time, TheFork provides them with management software solutions (TheFork Manager) maximizing business through flexible bookings, discounts, and client profile.

In summary, for restaurants:

•**Attract new customers:** TheFork platform displays standard information about each restaurant such as pictures, opening times, menu, additional services, specific features (terraces, etc.), address and user reviews. In addition, TheFork is also an effective tool that enables owners and managers of restaurants to generate new business opportunities. The integration with TripAdvisor also allows worldwide travellers to book restaurants affiliated with TheFork on the TripAdvisor site directly.

•**Optimize Bookings:** In addition to the online booking system, TheFork provides tools to improve productivity and optimize the occupancy, following Yield Management principles of price variability depending on time, practices which are used successfully in the travel and hotel industries. The platform also allows reservations on restaurants websites and provides tools to increase profitability.

•**Benefit from personal support:** TheFork is not just a simple technological tool, the company also offers support and training on the tool (TheFork Academy), as well as on customer relationship management and marketing. A customer service is open from 9:00 to 22:00, seven days a week, to help restaurateurs and improve their online presence.

•**Retain customers:** Thefork helps restaurant to retain customer thanks to a CRM system which allows restaurants to send smsing and emailing campaigns to their clients.

Users and restaurants

User profile

What really defines our users is their **taste for gastronomy and visiting restaurants**

- **Gender:** 47% male/ 52% female
- **Age:** 50% between 30 and 50
- **Most Booked Type of Cuisine :** French, Mediterranean and Italian
- **Average party size:** 3 diners
- **About 70% of users book for dinner**

Restaurant profile

We have over **36,000 restaurants spread across 12 countries; with restaurants for every taste, budget and occasions.**

TheFork offers a wide variety of quality restaurants (trendy, traditional, romantic, fusion, italian, asian…etc), from high-end restaurants to more affordable ones.

Next challenges

Our goal is to revolutionize hospitality worldwide and make booking a table online as common and easy as booking a hotel or an airline ticket online, and if possible by using TheFork, of course!

Right now, our short-term priority is to consolidate and strengthen our position in the markets where we already have a presence (Spain, France, Belgium, Italy, Switzerland, Sweden, Turkey, Portugal, Brazil, Netherlands, Denmark and Australia) and continue to expand into other countries.