

# Foodpanda acquires Russia's Delivery Club

The combination forms the leading food delivery marketplace in Russia



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Rocket Internet  
Rocket Internet GmbH

Summary **Foodpanda, together with its affiliated brand hellofood, one of the world's leading food delivery marketplaces, announces today that it has taken over Russia's food delivery business Delivery Club.**

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Details **Berlin, 18 June 2014:** foodpanda, together with its affiliated brand hellofood, one of the world's leading food delivery marketplaces, announces today that it has taken over Russia's food delivery business Delivery Club.

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Through the acquisition, foodpanda Russia now offers the broadest food selection in Russia with access to over 2,500 partnering delivery restaurants via web and mobile. Delivery Club ([www.delivery-club.ru](http://www.delivery-club.ru)) was founded in 2009 and focuses its services purely on Russia (currently available in 18 cities), while foodpanda ([www.foodpanda.ru](http://www.foodpanda.ru)) as a global product is active across more than 40 countries.

Anna Shkirina, Managing Director of Delivery Club: "Delivery Club is a true forerunner in the food delivery market in Russia and has built a strong product and customer base over the years. We are now excited to announce the deal with foodpanda that will help us to bring the product to a next level, increase our marketing efforts and continue to develop our product to one of the customer friendliest in the world. We will not stop here and continue to grow in Russia together with foodpanda to offer the best possible service to our partners as well as customers."

Ralf Wenzel, Co-Founder and Global Managing Director of foodpanda/hellofood: "We are excited to announce that after acquiring Delivery Club, we will be the market leading food delivery marketplace in Russia, serving customers across the entire CIS region. This follows our clear goal to be the number one in all our over 40 markets around the globe and provide the most convenient way to order food, wherever you are in the world."

## About foodpanda/hellofood

foodpanda, together with its affiliated brand hellofood, is the leading global online food delivery marketplace, active in more than 40 countries. The company enables restaurants to become visible in the online and mobile world and provides them with a constantly evolving online technology. For consumers, foodpanda/hellofood offer the convenience to order food online offering a wide gastronomic range from which they can choose their favourite meal. The marketplace is available on the web or via app. foodpanda operates

in India, Thailand, Indonesia, Pakistan, Singapore, Hong Kong, Philippines, Malaysia, Vietnam, Taiwan, Cambodia, Bangladesh, Azerbaijan, Kazakhstan, Georgia, Russia, Poland, Ukraine, Hungary, Romania, Bulgaria, Serbia. hellofood operates in Brazil, Mexico, Argentina, Chile, Colombia, Peru, Saudi Arabia, Jordan, Lebanon, Qatar, Nigeria, Morocco, Kenya, Ghana, Senegal, Ivory Coast, Rwanda, Tanzania, Uganda and Algeria. Together they partner with over 30,000 restaurants worldwide.

<http://www.foodpanda.com>

<http://www.hellofood.com>

Relevant links

 Hellofood

 Delivery Club

 Foodpanda

Images



## About Rocket Internet

### Who we are

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe's Silicon Valley, and operate a network of 25 international Rocket offices, covering all

relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

### **How we work**

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams. They work together seamlessly in order to ensure that best practices are implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

### **What we believe in and how we see ourselves**

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!