

# It is here! hellofood launches newly redesigned website

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AFRICA INTERNET GROUP

Summary **Today, hellofood is inviting customers to explore its new website. It has been designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout, allowing customers to place orders faster and easier.**

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Details hellofood, with its affiliated brands Foodpanda and Delivery Club, today announced the launch of its newly redesigned website, which was built with customer needs in mind. The new fully redesigned website aims to provide a seamless user experience, showcasing its vast network of restaurants in an immersive and visual way. Key features of the website include a cleaner and more attractive design, a more engaging user-experience with enhanced search and navigation.

Joe Falter, founder and CEO hellofood Africa, commented: *“Our brand new website marks another massive product milestone for hellofood, and takes us one step further towards our goal of offering amazing variety and seamless meal ordering, with customer experience at the core”.*

Created with the user experience firmly in mind, the site’s refreshed and simplified look, combined with improved search functionality, has been designed using the latest technology to make it compatible with today’s mobile devices.

*“We are living through a tech and mobile revolution in Africa. Smartphones are the primary device and fit with our strategy of offering food delivery of any cuisine, with any price point, to any customer in each city. We remain mobile-first, however web remains a key channel for us and I’m very proud of our engineers in bringing this great update to millions of Hellofoodies across Africa.”*

## About hellofood

hellofood together with its affiliated brands foodpanda and Delivery Club, is the leading global online food delivery marketplace, active in more than 40 countries on five continents. The company enables restaurants to become visible in the online and mobile world and provides them with a constantly evolving online technology. For consumers, hellofood offers the convenience to order food online and the widest gastronomic range, from which they can choose their favorite meal on the web or via the app. Hellofood operates in Brazil, Mexico, Argentina, Chile, Colombia, Peru, Ecuador, Saudi Arabia,

Jordan, Lebanon, Qatar, Nigeria, Morocco, Kenya, Ghana, Senegal, Ivory Coast, Rwanda, Tanzania, Uganda and Algeria.

### **About Africa Internet Group**

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

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