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hellofood Middle East Acquires Egypt's Largest Online Food Ordering Platform Otlob.com

Cairo, Egypt – October 26, 2015: Online food ordering marketplace hellofood Middle East announced today that it has acquired Otlob.com from previous owner A15.

Otlob.com launched in 1999 as one of the first companies in Egypt's online stratosphere. It is an online and mobile marketplace that allows users to order food from restaurants in their area. Filling a much-needed gap in the market, it grew quickly and now processes thousands of orders a day from over 500 restaurant partners that include the likes of McDonalds, KFC, Cook Door, Burger King, Pizza Hut and many more. The company operates in Cairo, Alexandria, Tanta, Hurgada, Port Said, and Asiat.

Otlob.com's existing app and online product will be receiving a facelift, delivering a more user-friendly experience. Customers pay the same amount for food as if they went to the restaurant directly, and Otlob.com plans to increase its already comprehensive portfolio of outlets, to serve more cities and cuisine types. Otlob.com will also benefit from hellofood's extensive operations expertise, with a strong focus on best-in-class customer experience.

Walid Elsaadany, Otlob Managing Director: "Otlob's ongoing success is rooted in its strong relationships with restaurant partners, which has led to thousands of orders per day across hundreds of outlets. This acquisition will help Otlob grow faster and bring in further know-how to help deliver an incredible product"

Khalil Bouassida, Co-Managing Director Hellofood Egypt/Otlob: "We have been deeply impressed with Otlob's performance and scale for some time, and this acquisition will cement Otlob's market-leading position in the massive Egyptian market. Combined with Hellofood's international expertise in the Middle East, Africa and globally, Otlob is now poised for turbocharged growth."

Fadi Antaki, A15 CEO: "We are very proud of Otlob's turn-around story and expedited growth over the last 2 years and seeing the great potential of the platform, we have allocated considerable focus and investment into Otlob through our Catalyst Acceleration Program, leading to 3x Orders and substantial revenue growth. This achievement couldn't have been accomplished without the right passionate and dedicated team at Otlob."

About Otlob.com:

Egypt's number one food ordering company. Otlob.com, has one simple objective: to become the best place for finding and ordering food. They provide you with a comprehensive experience, starting from knowing what restaurants deliver to your area, to what cuisines you can order from, ending with placing your order – all without going through the hassle of making phone calls. They make the food ordering process simple, free and fun! Since 1999, Otlob.com has grown to become one of the leading food ordering portals in the Middle East. Operating in five countries: Egypt, Saudi Arabia, United Arab Emirates, Bahrain and Sudan.

About A15

A15 is an entrepreneurial company that creates digital products and Technology brands. A15 aspires to empower the human race to overcome its limits and expand its capabilities through the use of technology.

A15 has more than 15 commercial entities for which about 1000 employees are working in 16 offices to serve more than 20 promising markets in the Middle East and North Africa. Some of these entities and companies are “ConnectAds” a digital media sales house, “Link Development” a technology solution provider, “ArpuPlus” offering value added mobile services, “LinkDataCenter” for hosting services, “E7gezly” specialized in online booking, “Tpay” for mobile payment “Mazika” for music streaming, “El3ab” online multiplayer gaming, “YallaKora” your sports destination specialized in football, “Masrawy” a general portal for all kind of news and “ArabFinance” for online trading.

About hellofood Middle East:

Founded in 2012, hellofood is an online food delivery marketplace in the MENA region. The company enables restaurants to become visible in the online and mobile world and provides them with 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.

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