



## OpenRice Partners with Equinix and HKBN to Fuel Post-Pandemic Business Growth and Footprint Expansion

*Achieving new business heights with robust digital infrastructure and solutions to drive seamless online-to-offline dining experiences in Asia-Pacific*

**Hong Kong – July 21, 2022 – OpenRice**, Hong Kong's most popular dining platform, collaborates with **Equinix, Inc.** (Nasdaq: EQIX), the world's digital infrastructure company™, and **HKBN Enterprise Solutions (HKBN)**, one of the fastest growing leading integrated telecom and technology solutions providers headquartered in Hong Kong, to further enhance infrastructure for its all-encompassing O2O foodtech services platform. Such collaboration allows OpenRice to further support the food and beverage (F&B) industry in Hong Kong as restaurants continue to realize the increasing importance of delivering a seamless online-to-offline (O2O) experience for consumers to ride the post-pandemic growth wave.

Leveraging Equinix's global footprint and robust ecosystem, along with HKBN's integrated digital solutions and connectivity services, this collaboration paves the way for OpenRice's Booking Service to further expansion into other Asia-Pacific (APAC) markets beyond Hong Kong, including Singapore, Taiwan, Thailand and Japan, supporting F&B companies to grow their business by offering seamless and enjoyable O2O dining experiences to their customers.

*"We are pleased to have Equinix and HKBN supporting our digital transformation and business expansion journey. They provide us with a robust digital infrastructure for us to architect digital solutions that work across our extensive portfolio of services and user base in Hong Kong and the wider APAC region. In the new era of dining, it's critical for us to adopt these future-proof digital infrastructures and continuously upgrade to support our rapidly expanding services and offerings, so that we can continue raising the bar in providing dining experiences for consumers,"* says **Joe Yau, Chief Executive Officer and Chief Technology Officer at OpenRice.**

**Almira Chan, Co-Owner and Chief Strategy Officer at HKBN Group** shares the value of this collaboration, *"Creating business values through multiple wins is core to HKBN. We strive to work with partners and like-minded organizations such as Equinix, to drive digital innovation for customers like OpenRice. With Equinix's award-winning reputation, sweeping global presence, and rich ecosystem, we are confident that this collaboration will help OpenRice strengthen its technical capabilities and business agility, as well as enhance its customer experiences when serving the larger Asia market of collaborators, making them the ideal partner to bring next-level solutions to customers."*

**Larry Tam, Managing Director, Equinix Hong Kong** shares, *"The online behavior of consumers has been shifted due to the pandemic. Businesses of all industries need to embrace a digital-first approach that closes performance gaps, accelerates returns and supports the new way of operations. We are excited to champion far-sighted digital leaders like OpenRice to fast-track their digital transformation journey to prepare for the opportunities present ahead in the post-pandemic era. We are also proud to collaborate with Hong Kong's leading telecom and technology solutions provider HKBN, and its powerful broadband network to deliver greater value."*

For the highlights and key facts, please click <https://bit.ly/3PrIlt2>.



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