

# Lalamove joined a panel discussion on food delivery competition in Techsauce Global Summit



10 July 2019, Bangkok, Thailand -Mr. Santit Jirawongkraisorn, Managing Director, International Operations, of Lalamove, Thailand's leading on-demand delivery platform, joined a panel discussion about "Food Delivery Service Evolution". He shared his business strategy toward the competitive market of food delivery service and the advantage of Lalamove's partnership with "LINE MAN" and "Wongnai", which put food delivering service provider on a higher scale.

This panel discussion took place in the Techsauce Global Summit 2019, a world's technology summit recently organized in Bangkok. Several food experts across Asia participated in the event e.g. Shin Supakakul, CEO of Wongnai Media Limited, Xinming Chao, Head of Business Unit from LINE MAN Thailand, and Mark Clever, Managing Director of True e-Logistics Company Limited. The talk focused on business strategies to survive the red ocean market, a high competitive market. Lalamove pointed out that apart from price strategy and attractive promotion, its partnership with "LINE MAN" and "Wongnai" is a significant strategy to expand the market and create market distinction. It focuses on providing consumers with varieties of restaurant choices and high-quality deliveries, complemented by Lalamove's high fulfillment rate.

Due to high market competition and an increase of market share, the main purpose of this business partnership is to expand the market with faster food delivery by LINE MAN service and high-quality driver recruiting service in order to provide the best experiences to our consumers. It is definitely a sustainable growth.