



***JUST EAT***

***Delivering Innovation & Excellence in the  
Online Takeaway Sector***

***JUST EAT***



# JUST EAT - A Global Brand

- 13 Markets
- 13.4 million active users
- 96.2 million orders
- stg£1.7billion in restaurant sales



**JUST EAT**

# THE IRISH TAKEAWAY SECTOR 2016



29,100

JOB SUPPORTED BY  
TAKEAWAY SECTOR



€1.003  
BILLION

TOTAL CONTRIBUTION OF  
TAKEAWAY SECTOR TO  
IRISH GDP IN 2015



2,995

ESTABLISHMENTS  
SELLING TAKEAWAY  
FOOD

TAKEAWAY SECTOR ACCOUNTS FOR



OF RESTAURANT SECTOR



TAKEAWAY MARKET  
TO GROW BY

17%

BY 2020



ONLINE TAKEAWAY  
SECTOR TO GROW BY

40-60%

BY 2020



TAKEAWAY SECTOR DELIVERED

€450 MILLION

IN TAX REVENUE TO EXCHEQUER IN 2015

# IRELAND - *Leading online marketplace for food ordering & delivery*



## Restaurants

+1,800  
Restaurants  
&  
+30 cuisines



## Diverse Customer Base

+400K  
Customers  
  
53% Female  
47% Male  
  
+79%  
18 - 35 yrs



## Mobile

+700,000 App  
downloads  
  
+76% ordering  
on app & mobile



## Social Reach

+108K Facebook  
  
+46k Twitter  
  
+3k Instagram  
  
Snapchat



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# *Partnerships*

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Body & Soul



Metropolis

THE BEATYARD









*Increasing Access*

**JUST EAT**





# *Restaurant Partner Profitability*

**JUST EAT**



Restaurant

AOV  
**€17.13**

Orders  
**802**

New Cust.  
**43**

AOV Trend



Orders Trend





# *Restaurant Support*

**JUST EAT**



VOTE for us and you could  
**WIN** takeaway for a year!



THE  
**JUST EAT**  
NATIONAL  
TAKEAWAY  
AWARDS  
2016

Your takeaway needs you!

See [just-eat.se/takeawayawards2016](http://just-eat.se/takeawayawards2016) for details.



The Takeaway App









**JUST EAT**

A smartphone is centered in the frame, displaying the Just Eat logo and a survey question. The background is a blurred array of various food items, including salads, dips, and bread, suggesting a restaurant or buffet setting. The phone's screen is white with a red logo and black text.

**JUST  
EAT**

WHAT DO  
YOU FEEL LIKE?



# TAKEAWAY TUESDAYS



NOVEMBER 2016





*Thank you*

**JUST EAT**