



PRESS RELEASE

Oddle appoints SPRG Singapore as its B2B Public Relations Agency

7 June 2022, Singapore – Oddle, the leading omnichannel F&B technology company headquartered in Singapore, has appointed SPRG Singapore as its B2B public relations agency.

Established in 2014, Oddle has disrupted and revolutionised the food technology industry in the Asia Pacific, by providing Online-To-Offline (O2O) solutions across the region, which currently comprises e-shop solutions, reservation systems, QR ordering systems and payment terminal solutions. In two short years, Oddle has helped its restaurant partners grow their Gross Merchant Value from US\$21 million in 2019 to US\$144 million in 2021. At the same time, Oddle themselves achieved revenue of US\$18 million in the financial year that ended March 2021, while maintaining a low burn multiple (below 0.1).

SPRG was tasked to deliver strategic, creative communications to drive awareness, build brand credibility, and engage the business community as Oddle goes deeper and wider to provide solutions to F&B merchants. Through its communication efforts, SPRG hopes to cement brand leadership for Oddle in the F&B technology sector as a top of mind brand in the industry.

“SPRG Singapore has impressed us with their extensive knowledge in strategic communications, investor branding and corporate communications. They clearly showed that they understood our unique business model and clearly outlined a plan on how to communicate it to our target audience regionally. Their past experiences in strengthening the positioning of other startups make us confident that they will be able to help Oddle's vision and mission reach a wider population,” said Sylvia Ong, Chief Marketing Officer of Oddle.

Edwin Yeo, General Manager, SPRG Singapore, said, “One of the best things to happen over the pandemic was our work in the startup field, and we’ve seen venture funds and founders committed to moving towards profit with purpose. Oddle is one such company and they have redefined the Singapore F&B landscape with a sustainable business model and their 'restaurants first' mindset. It is very telling that they are moving the needle to future-proof F&B restaurants with their O2O solutions. We are proud to be contributing to the F&B industry in Singapore after the struggles they faced following the pandemic. We look forward to a fruitful relationship with Oddle and are very excited about their growth in the region.”

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About Strategic Public Relations Group (“SPRG”)

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong.

Fueled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally.

SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management.

SPRG is a prolific award-winning agency, not only garnering multiple “Network/Agency of the Year” accolades by authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists. Visit www.sprg.asia for more information.

In Singapore, SPRG Singapore started in 2005 as a four-man PR agency and has since evolved into a true integrated communications agency. Their in-house capabilities include strategic consultancy, content marketing, website development, app development, media relations, editorial writing, copywriting, creatives, strategic planning, crisis communications, media monitoring, social media marketing & management, social media video production, activations and small-scale event management.