

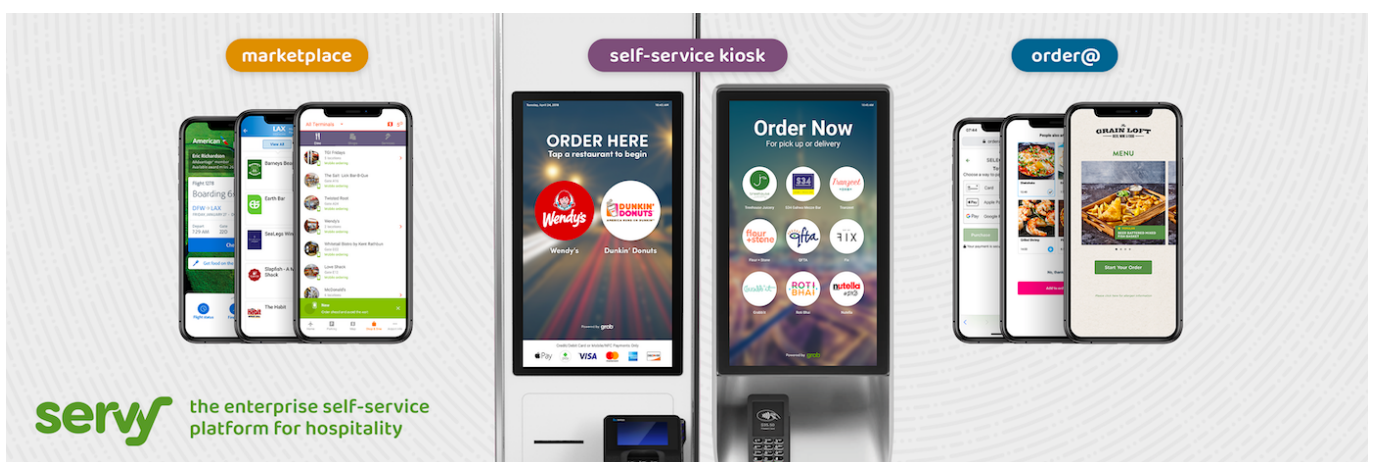
Grab launches rebrand and changes name to Servy



Reflecting the natural evolution of the company, the airport e-commerce platform will be renaming the core area of its business to Servy and offering an enhanced guest experience

Grab, the airport e-commerce platform, will be renaming the core area of its business to Servy: the enterprise self-service platform for hospitality. The Grab Airport Marketplace and Grab app will remain crucial offerings under the broader Servy umbrella of solutions.

The rebrand to Servy reflects the natural evolution of the company, which now provides more than simply the ability to grab food on the go at the airport. Servy now offers a comprehensive portfolio of self-service solutions for all areas of hospitality, branching into new avenues such as street-side restaurants, venues & arenas, hotels & resorts and enterprise food service.



Founded in 2014, as an airport mobile ordering app for F&B, the name change signifies the platform's expanding portfolio of self-service solutions for all areas of hospitality

Grab, which was founded in 2014 as an airport mobile ordering app for food and beverage, has now processed more than six million transactions across the globe. Over the years, Grab, which moving forward will be known as Servy, has innovated and expanded its product line to meet the evolving needs of guests and hospitality partners. In addition to its airport marketplace, Servy will continue to provide three core products to enhance the guest experience and reduce high-touch service aspects across the hospitality industry. Servy's solutions include QR/NFC-based Order@, allowing guests to order and pay from their own device without an app; Servy Marketplace, combining multiple dining and retail options in one user interface accessible from the user's mobile device; and Self-Service Kiosks, enabling self-order and self-checkout guest experiences across a variety of hardware options.

"We're incredibly proud of the progress the company has made over the last five years, having become the world's leading airport e-commerce platform. Starting with our launch at Hartsfield-Jackson Atlanta International Airport in 2015, we've built a network of meaningful partnerships across the industry with hospitality operators, airports, airlines and distribution channels. The rebrand to Servy signals and supports further expansion across the business and beyond airports," says Mark Bergsrud, CEO, Servy.

"The rebrand to Servy represents our natural evolution and response to changing consumer demands, with an increased importance placed on contactless options from both our partners and guests. We're committed to the same vision that has guided us since day one: working with our partners to integrate technology that enhances the guest experience," adds Jeff Livney, CXO, Servy.