

# FunNow Ltd (Private)

An AI-Driven Instant Booking Platform Enhancing Last-Minute Leisure

2025/3/10

QIC Research Team  
research@qtumic.com  
02-2325-3563

## COMPANY OVERVIEW

Founded in 2015, FunNow is a leading instant booking platform that enables users to seamlessly discover and reserve leisure and entertainment activities. With a diverse portfolio of over 20,000 instant booking options across more than 10 industries—including travel, dining, and wellness services—the platform streamlines last-minute reservations with efficiency and convenience. FunNow operates in multiple cities across Taiwan, Hong Kong, Japan, Malaysia, Thailand, Singapore, and the Philippines, expanding its footprint through strategic acquisitions, such as its merger with Malaysia’s leading restaurant reservation platform, TABLEAPP. By redefining the traditional booking process, FunNow enhances accessibility to urban leisure experiences, catering to modern consumers’ demand for spontaneity while strengthening its position as a market leader in the on-demand services sector.

## KEY POINTS

**AI Dynamic Pricing + Instant Booking Model Boosting Merchant Revenue and Capturing Young Consumers:** FunNow has carved out a niche in the instant, last-minute booking market, targeting young urban consumers and frequent travelers who prioritize flexibility and convenience. The platform leverages AI-driven dynamic pricing and real-time inventory updates, adjusting prices based on time slots, demand patterns, and user behavior to ensure users get the best deals while maximizing merchant revenue from off-peak hours. In addition, FunNow offers merchant-side optimization tools, allowing partners to independently adjust prices and availability, further improving their revenue and minimizing idle capacity.

**Cross-Border Expansion with M&A & Local Teams Accelerating Growth:** FunNow has expanded into Japan, Thailand, and Malaysia through a dual strategy of M&A and localized operations, allowing it to scale efficiently while adapting to regional market needs. A key milestone was the 2020 acquisition of TABLEAPP, Malaysia’s leading restaurant reservation platform, which added over 1,000 restaurants to its network and strengthened its premium dining offerings. This strategic expansion has enhanced FunNow’s service diversity and market penetration, reinforcing its position as a regional leader. Compared to domestic-focused rivals like Picktime, FunNow’s broader geographic presence and deep local expertise provide a clear competitive edge, enabling it to offer a more seamless and tailored booking experience across multiple markets.

**First-Mover & Market Leader with Over 2 Million Members:** As the first mover in Taiwan’s instant booking market, FunNow has built the largest membership base, exceeding 2 million users. Through tiered memberships, points rewards, and VIP perks, FunNow boosts user retention and engagement, creating a high-entry-barrier competitive moat.

## MANGEMENT PROFILE

Company	Name	Title
FunNow	T.K., Chen	Co-Founder & Chief Executive Officer

**Background:** Chen founded FunNow in 2015 and currently serves as its CEO. He holds the Chartered Financial Analyst (CFA) designation and has 7 years of experience as a technology sector analyst in the Dutch financial industry. He previously served as an Investment Analyst at ING Investment Management, covering the Emerging Markets Technology sector. After that, he returned to Taiwan from the Netherlands in mid-2015 with a group of partners and co-founded FunNow.

**Education:** Chen received a Master in Financial Management from Rotterdam School of Management, Erasmus University (2009) and a Bachelor in Science Management, from National Cheng Kung University (2005).



## ABOUT QUANTUM INTERNATIONAL CORP (QIC)

QIC is Taiwan's first independent, MiFID II-exempt, research-based capital market advisor specializing in long-term shareholder value creation, AGM-related special event management, and turnkey corporate finance solutions.

Our client base includes public and private companies, money managers, and special project managers. We rely on our many years of experience in the Greater China capital markets, our deep understanding of local market protocols, and our extensive network of contacts to provide turnkey solutions for a variety of client needs.

Founder and CEO Alex Lee and his team collectively have over 60 years of experience in the Greater China capital markets. We have a wide network of contacts within local industry and in the international investment community. We have helped countless companies, chairpersons, key decision-makers, and buy-side funds successfully achieve their financial and strategic goals.

## DISCLAIMER

Quantum International Corp. ("QIC") is a corporate and financial advisory firm specializing in capital market solutions. Under the laws and regulations of the Republic of China (Taiwan), QIC is not licensed as a securities broker, securities underwriter, securities dealer, investment bank, underwriter, or securities investment consultant. The articles, research reports, and interviews (collectively, the "Website Materials") are for informational purposes only and should not be construed as an offer, solicitation, provision of analysis, opinions, or recommendations regarding matters relating to investment or trading in securities, securities-related products, or other items approved by the Competent Authority in Taiwan.

The content on this website does not constitute professional financial advice and is not a comprehensive analysis of all material facts concerning any company, industry, or security. Investors should consult their own independent financial, tax, and legal advisors before making any investment decisions.

The website materials are based on sources recognized by QIC and provide general and objective information on securities investments. QIC assumes no liability for the accuracy or completeness of such information or third-party websites. This publication is a bona fide, regularly issued informational resource and is not tailored to the specific needs of any individual investor. QIC does not provide personalized investment advice, and any mention of a particular security in this report should not be considered a recommendation of said particular security or any other security-related products.

QIC and its affiliated entities may receive compensation from covered companies for services unrelated to this report, including but not limited to corporate presentations, investor conferences, strategic advisory, and investor relations services. The provision of such ancillary services does not influence the inclusion of any company in QIC's reports.

The website materials do not constitute an offer, solicitation, provision of analysis, opinions, or recommendation regarding matters relating to securities, securities-related products, or other items approved by the Competent Authority. QIC assumes no responsibility for ensuring compliance with Taiwan's securities laws by any individual or entities relying on this material.

QIC makes no representation or warranties as to the accuracy, completeness, or timeliness of the information contained in the Website Materials. All information is provided on an "as is" basis, and as such, certain information may become outdated, and certain opinions may change. QIC assumes no liability for any direct or indirect losses, including but not limited to investment losses, arising from the use or reliance on the information presented.

All investment information contained herein should be independently verified by the reader or user of this report. For additional information, please visit QIC's official website: <https://www.qtumic.com/en/>.