talabat Announces CEO Transition

Dubai, UAE, October 15 2025: Talabat Holding plc ("talabat" or the "Company"), the leading on-demand online ordering and delivery platform in the MENA region, today announced that after six years as Chief Executive Officer (CEO) of talabat, Tomaso Rodriguez will step down from his position as part of a planned leadership transition. He will be succeeded by Toon Gyssels, who returns to the company and will formally assume the role on 21st November 2025.

This transition reflects talabat's focus on sustained growth and leadership, carrying forward the momentum achieved in recent years while preparing for the next wave of innovation in the delivery sector. Rodriguez will continue supporting talabat in the role of talabat Board member, focusing on strategy and key stakeholder engagement in a non-executive position on the Board and will work closely with Gyssels as he transitions into the role of CEO.

Commenting on Gyssels' appointment, Pieter-Jan Vandepitte, Chairperson of talabat's Board of Directors, said: "Tomaso has done a great job during six impactful years as CEO and I am delighted that he is remaining on the Board to help shape talabat's strategy going forward. With Toon's outstanding entrepreneurial experience and proven track record in the platform delivery technology sector, we are confident that he will drive talabat's next chapter of innovation and growth in the region. His appointment is an exciting step forward as we continue to strengthen our position in this dynamic market. "

Tomaso Rodriguez: "The last six years as CEO of talabat have been nothing short of amazing. I've been privileged to work with an incredibly talented team that managed to grow the business more than nine-fold. More recently, I was privileged to guide the company through a record breaking IPO, and I couldn't be more proud of what we achieved. I am looking forward to closely supporting talabat's strategy going forward as a Board member, and assisting Toon as he moves into the CEO role."

Toon Gyssels spent four years at talabat, where he served as COO and later as Interim CEO. During his tenure, he played a key role in accelerating talabat's growth across MENA, transforming its logistics operations, and launching new verticals including Q-commerce and cloud kitchens. He also built and mentored high-performing teams that helped establish talabat's reputation as the region's leading on-demand platform.

Most recently, Toon was the Chief Operating Officer at Kitopi, and CEO of its On Demand business unit, where he helped build it into the next generation food & beverage player in the Middle East. Earlier in his career, he was with McKinsey & Company, and has since led transformation and growth mandates in several tech scale-ups across the MENA region, with a strong focus on leveraging AI to unlock business potential.

Toon Gyssels, newly appointed CEO of talabat: "talabat has achieved a great deal in recent years, and I'm excited to rejoin at such a pivotal point in its journey. Together with the team, my focus will be on accelerating innovation and ensuring we are well positioned to capture the opportunities ahead in one of the most dynamic markets in the world."

Tomaso Rodriguez has played an important role in talabat's growth, and the company expresses its sincere gratitude for his commitment to its people, partners and customers during his tenure as CEO.

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About talabat

talabat is the the leading on-demand delivery platform in the Middle East and North Africa (MENA) region, offering customers a convenient and personalized way to order food, groceries, and other convenience products from a wide selection of restaurants and retailers. Founded in Kuwait in 2004, talabat has expanded its operations to cover the United Arab Emirates, Kuwait, Qatar, Egypt, Bahrain, Oman, Jordan and Iraq, serving over six and a half million active customers as of December 2024. talabat is headquartered in Dubai, the United Arab Emirates and in December 2024, successfully completed its initial public offering on the Dubai Financial Market (DFM). As a subsidiary of Delivery Hero SE, talabat leverages global expertise to strengthen its market position and drive innovation in the on-demand delivery sector, focusing on expanding its product offerings and increasing market penetration across its operating regions. With a robust network of over thousands of partners and riders, talabat continues to solidify its leadership in the MENA region's on-demand delivery market, connecting customers, partners, and riders through its advanced technology platform.