

17 June 2026

For Immediate Release

### **Competition Commission accepts commitment offered by Keeta**

The Competition Commission (“Commission”) today announced the acceptance of a commitment offered under section 60 of the Competition Ordinance (“Ordinance”) by Kangaroo Limited (trading as “Keeta”), a leading online food delivery platform in Hong Kong. The acceptance of the commitment means that the voluntary amendments made earlier by Keeta to its agreements with partnering restaurants are now legally binding and specifically enforceable by the Commission under the Ordinance.

The Commission had previously raised concerns that certain provisions in Keeta’s agreements with its partnering restaurants may hinder entry and expansion by new or smaller platforms and soften competition in the online food delivery market, potentially in contravention of the First Conduct Rule of the Ordinance.

To address the Commission’s concerns, Keeta had earlier agreed to a two-step process comprising voluntary amendments in the first step and a commitment to the Commission in the second step. Keeta had confirmed in early April 2026 that the voluntary amendments have already come into effect. In the proposed commitment, Keeta offered to:

- (i) amend provisions to allow restaurants to partner with new entrants and/or small platforms<sup>1</sup> without losing the commercial incentives (such as lower commission rates) that restaurants would otherwise be entitled to when they work exclusively with Keeta;
- (ii) amend provisions to make it easier for restaurants to switch from working exclusively with Keeta to also partnering with other online food delivery platforms; and
- (iii) remove provisions that prevent restaurants from offering lower menu prices to consumers on their own direct channels and on competing online delivery platforms.

The Commission commenced a consultation on the proposed commitment on 28 April 2026. Having carefully considered the representations received in the consultation, the Commission has concluded that it is appropriate to accept the commitment offered by Keeta without any amendments.

A spokesperson of the Commission said, “The Commission has been keeping a close eye on the developments in Hong Kong’s online food delivery market. With the acceptance of Keeta’s commitment today, all major players in this market are now held to the same standards – standards that safeguard fair competition and ensure a level playing field for all participants, thereby bringing benefits to restaurants, new entrants and consumers.”

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<sup>1</sup> The commitment defines a small platform as any online food delivery platform that does not exceed a market share of 10% in Hong Kong.

“This is also the first time the Commission has strategically combined voluntary amendments with its enforcement tools under the Ordinance to address competition concerns. Under this approach, affected parties such as restaurants and customers were able to benefit sooner from the voluntary amendments, while the formal commitment ensures that these amendments would be legally binding as well.”

The commitment has come into effect today and will remain in force until 28 December 2026<sup>2</sup>, with reporting mechanisms in place to ensure compliance. As set out in section 61 of the Ordinance, the Commission can withdraw its acceptance of commitments in certain circumstances, including where there has been a material change of circumstances or the person giving the commitment has failed to comply with it.

The commitment from Keeta and the Commission’s notice of acceptance, including responses to various issues raised in the representations submitted during the consultation, have been published on the Commission’s website at [www.compcomm.hk](http://www.compcomm.hk).

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## Notes to the Editor

### Commitments under section 60 of the Ordinance

Under section 60(1) of the Ordinance, the Commission may accept a commitment from a person to (a) take any action, or (b) refrain from taking any action, where it considers this appropriate to address its concerns about a possible contravention of a competition rule.

If the Commission accepts commitments, it will terminate its investigation and not bring proceedings in the Competition Tribunal regarding the matters covered by the commitments. This is subject, however, to the ability of the Commission to withdraw its acceptance of commitments under the conditions provided for in section 61 of the Ordinance, including where there has been a material change of circumstances or the person giving the commitment has failed to comply with it.

The Ordinance does not require parties offering commitments to make any admission of a contravention.

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<sup>2</sup> The Commission has set the expiration date of this Commitment to align with that of another online food delivery platform. This helps the Commission monitor the relevant market in a fair and effective manner.