

## **PRESS RELEASE**

**CUPONATION continues on path of global growth with record result in 2015 – Company expects to achieve profitability in 2016**

- **Record result in operating business – Total revenues up 184% to EUR 11.9m in 2015**
- **Portfolio strengthened – Positive synergies from Imbull acquisition already apparent**
- **Successful completion of Series B financing round strengthens financial resources**
- **Positive outlook - profitability expected in 2016**

**Munich, 21 April 2016** - CUPONATION Group GmbH ("CUPONATION") hit new highs with its operating business in 2015 and continued to enhance the quality of its portfolio with selected acquisitions. The group has thus further strengthened its position as one of the worldwide leading providers of savings platforms.

*«In 2015 we came a big step closer to our goal of becoming the leading provider of platforms to help online shoppers save money. In this way, we can contribute to the development of online shopping in many markets and enable millions of users to make savings. The successful acquisition of Imbull strengthens the group, and the expected positive synergy effects are already apparent,»* says Andreas Fruth, Managing Director and Co-Founder of CUPONATION

### **Record result in operating business**

The operating business of CUPONATION developed very positively in 2015. Total revenues rose by 184.01% to EUR 11.9m (2014: EUR 4.19m). This equates to a Gross Merchandise Volume (GMV, the volume of sales generated for our partners) of EUR 232.2m. The number of CUPONATION partner shops rose by 21% to 19,682 (2014: 16,218). The number of unique visitors increased by 79% to 34.21m (2014: 19.09m).

### **Positive synergy effects from Imbull acquisition**

In 2015 the group successfully launched the CUPONATION brand in Denmark and Mexico. In mid-2015 CUPONATION was able to announce the acquisition of the Dutch competitor Imbull. The acquired brands Kortingscode.nl, Actiecode.nl and Flipit.com have been successfully integrated into the group and the first synergy effects were already apparent at the end of 2015. Overall, as of the end of 2015, CUPONATION Group is represented with brands in 24 countries worldwide and is the clear market leader in many markets in the online vouchers and savings segment.

### **Successful completion of Series B financing round strengthens financial resources**

At the end of 2015 CUPONATION secured EUR 10m in a Series B financing round. Participants in the funding round were Rocket Internet, Holtzbrinck Ventures, New Enterprise Associates (NEA), e.ventures, ru-Net, Deutsche Telekom Strategic Investments (DTSI), Silicon Valley Bank and Columbia Lake Partners. CUPONATION plans to use the funds raised through this financing round to support the strong



development of the group and continue pursuing its global growth course by establishing platforms in new markets and developing its existing markets.

### **Positive outlook for 2016**

In 2016 CUPONATION Group intends to strengthen and selectively expand its existing business and services. In particular, the group will focus on improving its IT infrastructure, its global reach and its product portfolio.

*«Our extended global presence and expansion into new, profitable business areas enables us to compensate for regional and seasonal fluctuations more effectively. In the 2016 business year we will continue to work on cementing and developing our position as one of the leading operators of savings platforms outside of the US. Due to the continuing strong development of our business, we expect to become sustainably profitable in 2016,»* adds Adrian Renner, Managing Director and Co-Founder of CUPONATION.

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### **About CUPONATION Group**

CUPONATION Group GmbH ("CUPONATION") is a leading provider of savings platforms that offer users opportunities to save on shopping in a whole range of sectors. The savings experts from CUPONATION seek out the best discounts, reductions, vouchers and deals from online shops and brands. Every month millions of users worldwide make significant savings on online shopping by using the deals offered on the group's platforms.

CUPONATION was founded by Dr. Gerhard Trautmann, Dr. Adrian Renner and Dr. Andreas Fruth in 2012. It is headquartered in Munich, Germany and has additional locations in Amsterdam, Paris, Madrid, São Paulo, Gurgaon and Moscow. The group is active in 24 countries and offers deals from around 20,000 online shops across more than 40 platforms. It includes the leading brands CUPONATION, flipit.com, actiecode.nl, kortingscode.nl and black-friday.sale. More information is available at [www.cuponation.com](http://www.cuponation.com).

### **Disclaimer**

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