

## PRESS RELEASE

### CUPONATION is coming to Malaysia

**CUPONATION, a Rocket Internet backed, leading global operator of online savings platforms, launches its operations in Malaysia to bring large savings opportunities for all online shoppers in Malaysia.**

**Kuala Lumpur/Gurgaon, May 18, 2016** - CUPONATION, a Rocket Internet backed, leading operator of online savings platforms, which enable users to discover the best opportunities to save online from all retail stores and brands, has expanded its reach by launching its Malaysian website [www.cuponation.com.my](http://www.cuponation.com.my).

*«We at CUPONATION believe that savings help you to get more out of your life. Malaysia is amongst the fastest growing ecommerce markets in Asia, with a market size of more than RM 5.5 billion (US\$ 1.36 billion). As a leading provider of online savings in India and Singapore, CUPONATION will also provide the best saving opportunities to all online shoppers in Malaysia. By further expanding in Asia, we continue on our path to become the leading savings platform outside the US»,* says Andreas Fruth, Managing Director and Co-Founder of CUPONATION.

CUPONATION already operates in 17 markets, including all Nordic countries, Germany, Austria, Switzerland, France, Spain, Italy, Brazil, India, Singapore, Russia, Poland, Australia and Mexico. The first savings platform was launched in India in September 2012. CUPONATION is part of the CUPONATION Group, which operates more than 40 savings platforms in 24 countries worldwide and is the clear market leader in many markets in the online vouchers and savings segment. In 2015 the group generated a Gross Merchandise Volume (GMV, the volume of sales generated for our partners) of RM 1.05 billion (US\$ 261.8 million).

According to the World Bank, there are more than 150 million Internet users in South-East Asia, with Malaysia emerging as country that recorded the third highest percentage of Internet users at 67% after Singapore and Brunei. There are 21 million internet users in Malaysia, of which according to a study by GlobalWebIndex, about 7 million already purchase products online every month. In 2013, Nielsen-PayPal valued the total e-commerce market at RM 5.5 billion (US\$ 1.36 billion), of which the mobile commerce market represents close to 50% (RM 1.82 billion (US\$ 450 million)).

CUPONATION has come to Malaysia with the most comprehensive selection of online coupons and deals, supported by a network of partners that include online shops and brands such as Lazada, Zalora, Groupon, Foodpanda, Expedia, Photobook, Hotels.com, Supermodel, Touristly, Servishero, The Star, Flower Advisor



and Gracias. With its launch in Malaysia, CUPONATION aims to generate significant value for e-commerce players and advertisers, helping them drive “discount savvy users” to their portals, thereby increasing revenues.

All coupons and deals can be found on [www.cuponation.com.my](http://www.cuponation.com.my). The website is easy to use and navigate, enabling users to find their favorite discounts and products quickly across 13 categories, e.g. Fashion & Accessories, Beauty, Health & Wellness, Electronics & Phones, Travel & Holidays, Home & Garden, Kids, Babies & Toys and Restaurants, Food & Drinks.

*«We are convinced that Malaysia is the best next market to launch out of the CUPONATION India office, given our run-away success in CUPONATION Singapore, which in a matter of few months emerged as the market leader in the online vouchers and savings segment»,* says Mayank Sharma Managing Director CUPONATION South East Asia.

*«With a strong team, global insights and local synergies we see between the South East Asian markets, we are confident about becoming the leading savings platform in Malaysia very soon»,* adds Chandan Luthra Managing Director CUPONATION South East Asia regarding the launch of Malaysia.

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**About CUPONATION**

CUPONATION is a leading operator of online savings platforms that enable users to discover the best opportunities to save from all stores and brands across all categories from anywhere around the globe. The company's team of savings experts looks high and low for deals, bargains, coupons, sales events and discount products. CUPONATION collects all available potential savings information from online stores into one website and enables millions of customers to save significantly on their everyday online shopping each month. CUPONATION generates significant value for e-commerce players and advertisers, as they gain the opportunity to approach their customers on multiple channels, covering a wider range of topics, drive traffic and increase revenue.

CUPONATION was founded by Gerhard Trautmann, Adrian Renner and Andreas Fruth in 2012. The company is headquartered in Munich, Germany and has additional offices in Paris, Madrid, São Paulo, Gurgaon and Moscow. CUPONATION operates in 18 countries with discounts from about 20 000 online stores and brands. Further information on CUPONATION is available at [www.cuponation.com.my](http://www.cuponation.com.my) and [www.cuponation.com](http://www.cuponation.com)