

PRESS RELEASE

CUPONATION Group becomes Global Savings Group

CUPONATION Group, a leading provider of savings destination platforms, announced today that they will rebrand as Global Savings Group. The rebranding process is already underway and will come into effect by the middle of 2016. The group combines the leading consumer brands CUPONATION, Actiecode.nl, Kortingscode.nl, Flipit.com, Blog de Chollos and Black-Friday.sale.

Munich, June 02, 2016 - CUPONATION Group GmbH (“CUPONATION Group”), a leading operator of savings platforms, announced today that they will rebrand as Global Savings Group (“GSG”). The rebranding process is already underway and will come into effect by the middle of 2016. The group combines the leading brands CUPONATION, Actiecode.nl, Kortingscode.nl, Flipit.com, Blog de Chollos and Black-Friday.sale.

The new name strengthens the group’s position as a leading global Performance Marketing Company and reflects the group’s strong and continuously growing global and multiplatform presence in the online vouchers and savings segment. Furthermore, it supports the option for expanding the current portfolio through new consumer platforms.

The CUPONATION Group operates more than 40 platforms across five continents, represented by brands in 24 countries with a EUR 550 billion e-commerce market and reaching an audience of around 2.8 billion people. In 2015, the group’s total revenues rose by 184% to EUR 11.9 million that equates to a Gross Merchandise Volume (GMV) of EUR 232.2 million.

The CUPONATION Group’s multiple brands are active in the most promising segments of performance marketing, a growing and significant channel for e-commerce players to drive traffic and revenues. Through its numerous platforms, the group is able to connect to consumers at multiple stages of the purchasing funnel. This generates a significant value for advertisers, as they have the opportunity to approach their customers via various portals and cover a wider range of topics in order to increase revenue. It also aids the group in understanding the interests of their users and utilize this knowledge to deliver targeted offers to them based on their current needs.

In mid-2015, the CUPONATION Group was able to announce the acquisition of Imbull, the leading operator of savings portals for the Dutch market. The acquired brands Kortingscode.nl, Actiecode.nl and Flipit.com have been successfully integrated, substantially increasing the group’s portfolio of consumer brands. The successful closing of a EUR 10 million Series-B-Financing round at the end of 2015 enabled the

CUPONATION Group to support their strong growth track. The funding came from Rocket Internet, Holtzbrinck Ventures, New Enterprise Associates (NEA), e.ventures, ru-Net, Deutsche Telekom Strategic Investments (DTSI), Silicon Valley Bank and Columbia Lake Partners.

«Our new brand will deliver economies of scale in sourcing international partners and marketing with global media channels, enhance the group's ability to attract and retain top talent, accelerate development of technology platforms, and enables the Global Savings Group to capture the leadership position in the growing market of online savings», says Gerhard Trautmann, Managing Director and CoFounder of CUPONATION Group.

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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 wide 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, Narón 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, actiecode.nl, kortingscode.nl, flipit.com, blogdechollos.com and black-friday.sale. Further information on CUPONATION is available on www.cuponation.com

Disclaimer

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