Groupon
Q3 2019 Public Fact Sheet

Building the Daily Habit in Local Commerce

One Million+ Merchants worked with to date
Pumped more than $20 Billion into Local Businesses

45.3 Million Active Customers

6,000 Employees Globally

130,000+ Volunteer Hours Served in the past 10 years.

200 Million+ Downloads of the Groupon mobile apps

80% of User Traffic on mobile

Top 5 Retail Ecommerce Brand in U.S.¹

Top 6 Ranked App of All Time on iOS²

1 Out of 5 Internet users ages 18-64 in the U.S. visits Groupon on average every month.

Active in 15 Countries & 500+ Markets

More than 1.5 Billion Groupons Sold

More than $35 Billion Saved by Consumers

¹Verto Analytics, “The Verto Index: Ecommerce,” Dec 14, 2018
Q3 2019 HIGHLIGHTS

**$278M GLOBAL GROSS PROFIT**

**$50M GLOBAL ADJUSTED EBITDA\(^1\)**

**>75% TRANSACTIONS ON MOBILE**

**$1.1B GLOBAL GROSS BILLINGS**

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**IMPROVING THE CUSTOMER EXPERIENCE**

**MODERNIZING OUR MARKETPLACE**

### BOOKING

Booking is a key part of Groupon’s voucherless future and we’re making fast progress — 65% of all Food & Drink deals in International are now bookable, and shoppers who buy a bookable deal go on to purchase more frequently.

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### Groupon Select

Groupon Select — our new premium membership program in North America — has more than 260,000 paying members (>100,000 added since Q2). Currently, we’re seeing a 60% increase in purchase frequency and a 20% jump in average order value after joining the program.

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### OPEN PLATFORM

Our open platform work centers on creating a vast catalog of local offers, and making that catalog available to buy both on and off the Groupon platform. This quarter, we finalized partnerships with MINDBODY, DerbySoft and Great Value Vacations, increasing bookable inventory on Groupon. Additionally, we are accelerating our distribution efforts through partnerships with reward platforms like Augeo, Prodege, and Gasbuddy, and we expect to launch our first card issuer program before the end of the year.

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**GROUPON INTERNATIONAL**

**17.5M INTERNATIONAL CUSTOMERS**

**$85.9M INTERNATIONAL GROSS PROFIT**