

GROUPON

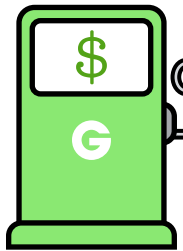
Q4 2018 PUBLIC FACT SHEET

BUILDING THE DAILY HABIT IN LOCAL COMMERCE

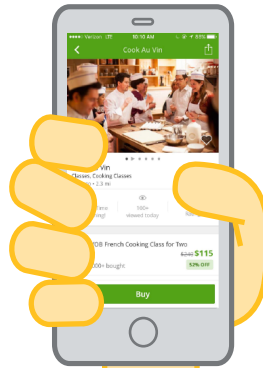


**ONE MILLION+
MERCHANTS**

worked with to date



Pumped more than
**\$20 BILLION INTO
LOCAL BUSINESSES**



**TOP 3 VISITED
RETAIL APP**

in U.S. ¹

**195 MILLION
DOWNLOADS**

of the Groupon mobile apps

**TOP 6
RANKED APP
OF ALL TIME**

on iOS ²

**90% CUSTOMER
SATISFACTION ³**

¹Mobile Metrix Media April 2018

²SensorTower, "The Highest Rated iOS Apps and Games of All Time, According to App Store Users," 2018.

³Groupon Customer Satisfaction Study, October 2018

**48.2 MILLION
ACTIVE CUSTOMERS**

81% of customers say they are likely to return to merchant again



Groupon Customer Satisfaction Study, May 2018

More than
6,000 EMPLOYEES GLOBALLY



82% OF CUSTOMERS

say they are likely to buy again from Groupon in the next 60 days



Groupon Customer Satisfaction Study, December 2018

ACTIVE IN

15 COUNTRIES & 500+ MARKETS

as of
12/31/18



**MORE THAN 1.5 BILLION
GROUPONS SOLD**

**MORE THAN \$30 BILLION
SAVED BY CONSUMERS**



in North America

GROUPON

Q4 2018 PUBLIC FACT SHEET

Q4 2018 HIGHLIGHTS

Ⓞ **\$366M GLOBAL GROSS PROFIT**

Ⓞ **80% OF USER TRAFFIC ON MOBILE**

Ⓞ **\$104.6M GLOBAL ADJUSTED EBITDA¹**

Ⓞ **\$1.4B GLOBAL GROSS BILLINGS**

¹ Adjusted EBITDA is a non-GAAP performance measure. For a reconciliation to the most comparable U.S. GAAP performance measure, "Net income (loss) from continuing operations," see the tables to the Company's fourth quarter earnings release posted on the Investor Relations site, <http://investor.groupon.com>.

GOING VOUCHERLESS

CARD-LINKED OFFERS

Added >4M cards in 2018 and nearly tripled our consumer card-linked enrollment while nearly doubling merchant participation with over 7,000 locations now active

BOOKING

Partnerships helped fuel our booking growth in 2018, which increased by 12% year-over-year. In all, we sat tens of millions of diners, concert goers, spa visitors and more

GROWING THE MARKETPLACE

COMPELLING NEW PARTNERSHIPS

Brought in significant additional inventory from third-parties, having launched or expanded partnerships with AMC Theatres, MINDBODY, Grubhub and more, growing Gross Profit from marketplace partners by about 70% year-over-year in 2018



GROUPON INTERNATIONAL

Ⓞ **17.6M INTERNATIONAL CUSTOMERS**

Ⓞ **\$118.5M INTERNATIONAL GROSS PROFIT**

Ⓞ **6TH STRAIGHT QUARTER OF YEAR-OVER-YEAR INTERNATIONAL GROSS PROFIT GROWTH¹**

¹ Excluding impact of changes in foreign exchange rates

