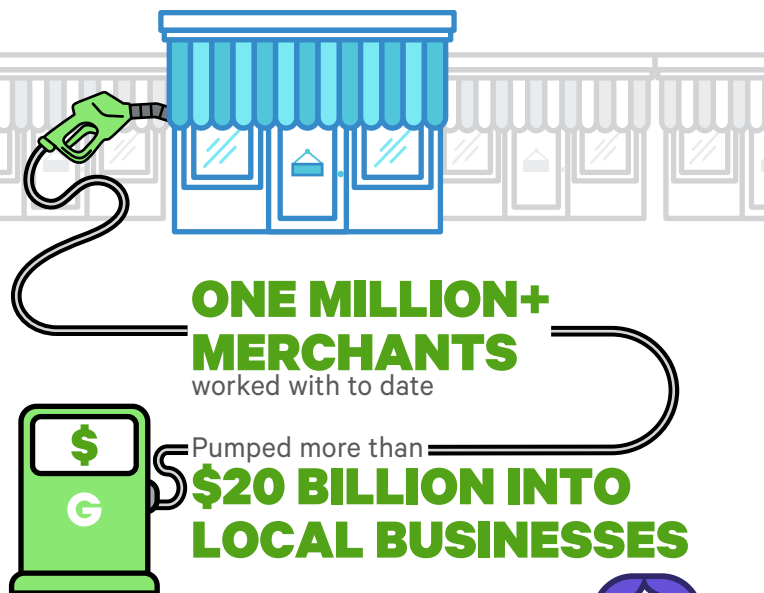


GROUPON

Q4 2019 FACT SHEET

THE DESTINATION FOR LOCAL EXPERIENCES



**43.6 MILLION
ACTIVE CUSTOMERS**



6,000 EMPLOYEES GLOBALLY



**135,000+
VOLUNTEER
HOURS SERVED**

in the past 9 years.



ACTIVE IN

15 COUNTRIES & 500+ MARKETS



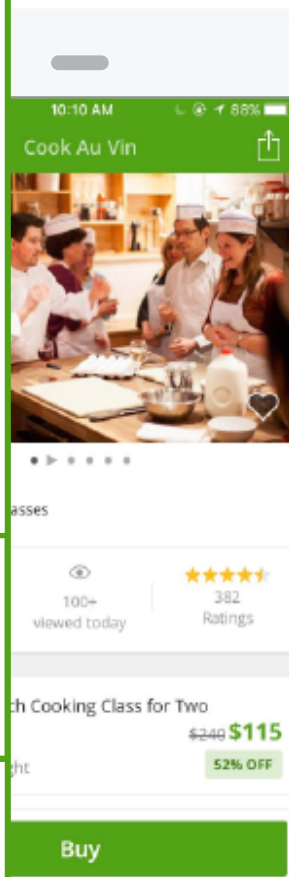
**200 MILLION+
DOWNLOADS**

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



¹Verito Analytics, "The Verito Index: Ecommerce," Dec 14, 2018
²SensorTower, "The Highest Rated iOS Apps and Games of All Time, According to App Store Users," 2018.

1 OUT OF 5

internet users ages 18-64 in the U.S. visits
Groupon on average every month.



Corescore MMX * Multi-Platform, [P] Groupon, % Reach of Total Audience, December 2018-December 2019, U.S.



**MORE THAN 1.5 BILLION
GROUPONS SOLD**

**MORE THAN \$35 BILLION
SAVED BY CONSUMERS**



As of 12/31/19

In North America

GROUPON

Q4 2019 FACT SHEET

Q4 2019 RESULTS

 **\$310M GLOBAL GROSS PROFIT**

 **>75% OF TRANSACTIONS ON MOBILE**

 **\$84M GLOBAL ADJUSTED EBITDA¹**

 **\$1.2B 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>

BUILDING THE MARKETPLACE FOR LOCAL EXPERIENCES



HIGH-QUALITY, HYPER-LOCAL INVENTORY

We are doubling down on efforts to build high-quality density in core cities and bring on merchants' full catalogs.

- That means broadening merchant offerings from market-rate to slightly discounted to deeply discounted, leveraging AI to power supply-demand matching and opening our platform to enable rapid third-party offer integration.
- Partnerships to-date include Mindbody, AMC Theatres, GolfNow, TripAdvisor Experiences, and more.



MODERNIZING OUR MARKETPLACE

We also remain focused on delivering a modern mobile experience for customers and new tools to help merchants grow their businesses.

- For customers, that means delivering on baseline e-commerce capabilities like our recent launches of guest checkout and universal cart, and innovating on the products that will make Groupon more engaging, intuitive and fun.
- For merchants, that means focusing on self-service tools that will help them join the Groupon marketplace more quickly, with more flexible pricing, and improved campaign reporting.



BRAND

With over 80% awareness in the United States, Groupon is already a beloved brand and a household name.

- This year we are evolving the brand and marketing strategy to move from deal-centric to a local experiences marketplace, illustrating for consumers the breadth and depth of "Grouponable" moments and helping merchants looking to build their businesses through customer acquisition and retention campaigns.
- We are already a brand known for convenience, value and discovery, and we want to evolve our image to be the go-to source for amazing things to do in your backyard and beyond.