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Groupon's Holiday Weekend Delivers Record Sales

Customers Flocked to the Website and Mobile Apps to Score Big Holiday Savings

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced a record holiday weekend in North America on [Groupon.com](http://www.groupon.com), celebrating its biggest four-day weekend of sales since its inception.

"More and more people are doing their holiday shopping on Groupon," said Groupon CEO Eric Lefkofsky. "With our redesigned website and mobile apps with integrated search, it's easier than ever to explore our marketplace. And with more than 50% of our transactions coming from mobile, we've become a necessity this holiday season for customers when they want to buy just about anything, anytime, anywhere."

This year's Black Friday and Cyber Monday were the two biggest days in North America in Groupon's history. For the full four-day weekend, billings were up nearly 30% compared to last year.

Products from such categories as toys, electronics and home goods were top sellers on the website and mobile apps. Overall, about 55% of North American transactions were completed on mobile devices over the four-day weekend.

More than 47,000 [Royal Loom Bands kits](#) were sold over the holiday weekend -- enough loom bands to stretch from the surface of the earth to outer space. Groupon also sold over 15,000 [Keurig Vue V500 Brewing System bundles](#) -- enough coffee to fill 70 [Lay Z Spa Miami Portable Hot Tubs](#), which were also recently featured on the site. And 17,000 holiday chefs will be sporting [Flirty Aprons](#) this season while (hopefully) *not* making fruitcake.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deals, payments processing capabilities and point-of-sale solutions to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit www.Groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties, and actual results could differ materially from those discussed. Factors that could cause or contribute to such differences include, but are not limited to, the factors included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended December 31, 2012 and subsequently filed quarterly reports filed with the Securities and Exchange Commission, copies of which may be obtained by visiting the company's Investor Relations web site at <http://investor.groupon.com> or the SEC's web site at (www.sec.gov). You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update publicly any forward-looking statements for any reason after the date of this press release to conform these statements to actual results or to changes in our expectations.

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