

# CupoNation secures EUR 10m in Series B financing round

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## SUMMARY

CUPONATION, a leading operator of digital destination platforms for offering the best in discounts & bargains across retail around the globe, just secured EUR 10m in a Series B financing round. The funding comes from Rocket Internet, Holtzbrink Ventures, New Enterprise Associates (NEA), e.ventures, ru-Net, Deutsche Telekom Strategic Investments (DTSI), Silicon Valley Bank and Columbia Lake Partners.

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CUPONATION aims at bringing the best opportunities to save from across all categories to everyone around the world and builds tools to access and discover them. The company currently operates more than 40 platforms in 20+ countries seeing multimillion visitors every month and rapidly increases its footprint, global coverage and scale. For being able to have an offering of more than 500,000 bargains for users, CUPONATION partners with around 25,000 online stores and brands. CUPONATION launched its first platform in September 2012 in India and since then entered markets in 5 continents with the most recent opening being in Mexico in November 2015.

CUPONATION plans to use the funds to support the strong growth track of the company, which has seen an increase in its revenues of 670% in 2014. CUPONATION intends to keep up its global expansion with the launch of new platforms in new markets and also to support the growth in existing locations.

According to Andreas Fruth, Managing Director and Co-Founder of CUPONATION, *«the business is developing very fast. Bringing CUPONATION to users everywhere around the globe is a big motivation for us. We are more than happy for being able to contribute to the evolution of the online shopping world both for our advertising partners, but especially also to our millions of users worldwide. This new round of fundraising will help us to grow our business further and strengthening our position as one of the biggest operators of digital platforms for discounts outside of the US.»*

## **About CUPONATION**

CUPONATION is leading operator of digital destination platforms that enable users to discover the best opportunities to save from all stores and brands across all categories from anywhere around the globe. CUPONATION collects all available coupons, discounts and deals from online stores into one website and enables customers to save significantly on their everyday online shopping.

CUPONATION was founded by Gerhard Trautmann, Adrian Renner and Andreas Fruth in 2012. The company is headquartered in Munich, Germany and has further offices in Paris, Madrid, Amsterdam, São Paulo, New Delhi and Moscow. CUPONATION operates in more than 20 countries with discounts from over 25 000 online stores and brands, including Amazon, Asos, Zalando and Domino's. Further information on CUPONATION is available at [www.cuponation.com](http://www.cuponation.com)



### RELEVANT LINKS

 CupoNation  
<http://www.cuponation.com>

### IMAGES



### SPOKESPEOPLE



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## ABOUT ROCKET INTERNET

### **Our Mission**

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com).

### **Our Focus**

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

### **Our Strategy**

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

### **Our Platform**

Our platform has enabled us to build a large, global network of companies and has historically put us in a position

to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.

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