

About Atolls Deals Communities

Atolls Deals Communities' story starts in 2004.

In August 2004, Paul and Jen Nikkel founded Hotukdeals—the UK's first and still largest online shopping community. In April 2007, Fabian Spielberger had a similar idea. He registered mydealz.de and started blogging to answer a question many of his friends and fellow students asked him: How could a student like him buy a new mobile every few months?

Initially, both Hotukdeals and mydealz grew independently of each other, but the communities increased to a size that required larger investments—employees, servers and software that could handle and maintain hundreds of thousands of visitors per day. This was the moment when Fabian and Paul decided to join forces. Together, they formed a company, Pepper, that pooled their combined experience and resources to enhance existing communities and create new platforms.

Over the years, the group grew, joining forces with existing communities in other countries and launching new countries from scratch:

- 2014: Dealabs (France) and Promodescuentos (Mexico) joined the group in 2014; nl.pepper.com (Netherlands) launched
- 2015: Preisjäger (Austria) joins the family; Pepper.pl (Poland) launched in October
- 2017: Chollometro (Spain) launched
- 2023: Pepperdeals.se (Sweden) launched in November
- 2025: Pepperdeals.com (USA) launched in April

Pepper and Atolls join forces

At the start of 2023, Pepper joined forces with Atolls (then known as Global Savings Group). This deal brought together two market leaders, combining Pepper's global network of deals communities with Atolls' network of coupon and cashback sites.

Today, Atolls' digital destinations attract hundreds of millions of visitors each year, influence billions of purchasing decisions, and generate billions of Euros in consumer spending.

Learn more about Atolls at atolls.com.

Enabling better purchasing decisions

The vision shared by the founders and the entire Atolls team today is to make its sites and apps the best place for consumers to share their knowledge, learn from other experts, and make the

right decisions. Atolls Deals Communities offers consumers a community-driven, open platform they can trust, providing all the necessary information, inspiration, and entertainment.

The golden rule across all communities is: community first.

The team strongly believes in the power of collective intelligence.

The communities are built to enable consumers to not only share offers from internet and bricks-and-mortar retailers but also their own experiences with products and retailers.

Every published deal can be rated by community members as 'hot' (good) or 'cold' (bad), without interference or pressure from the platform or retailers.

The rating system—where a higher temperature indicates a stronger community endorsement—allows consumers to evaluate the quality of an offer within seconds.

This process not only gives a comprehensive overview of the latest offers but helps consumers judge the quality of deals and make the correct shopping decisions for them.

A trusted source of consumer behaviour data and trends

Each of Atolls' communities holds a market-leading position and influences thousands of purchasing decisions daily. This large volume of data allows Atolls to identify and evaluate typical consumer behaviour patterns and emerging trends in consumption. This data is also used in collaboration with retailers to suggest and design the best deals for community members.

With the 'community first' attitude guiding the business, Atolls' partnership teams work closely with retailers and editorial teams to ensure every merchant-worked deal is market-leading and relevant, and to actively prevent self-promotion. The network of partners includes a high number of renowned companies from various industries.

If you would like to know more about Atolls Deals Communities or have a story that you'd like our input on, get in touch:

- United Kingdom/Hotukdeals: Ben Smye, benjamin.smye@atolls.com
- Germany/mydealz: Sascha Blank, sascha.blank@atolls.com
- France/Dealabs: Yusra Malik, yusra.malik@atolls.com
- Other countries or global enquiries: Ben Smye, benjamin.smye@atolls.com