

Global Savings Group is launching CupoNation in Indonesia

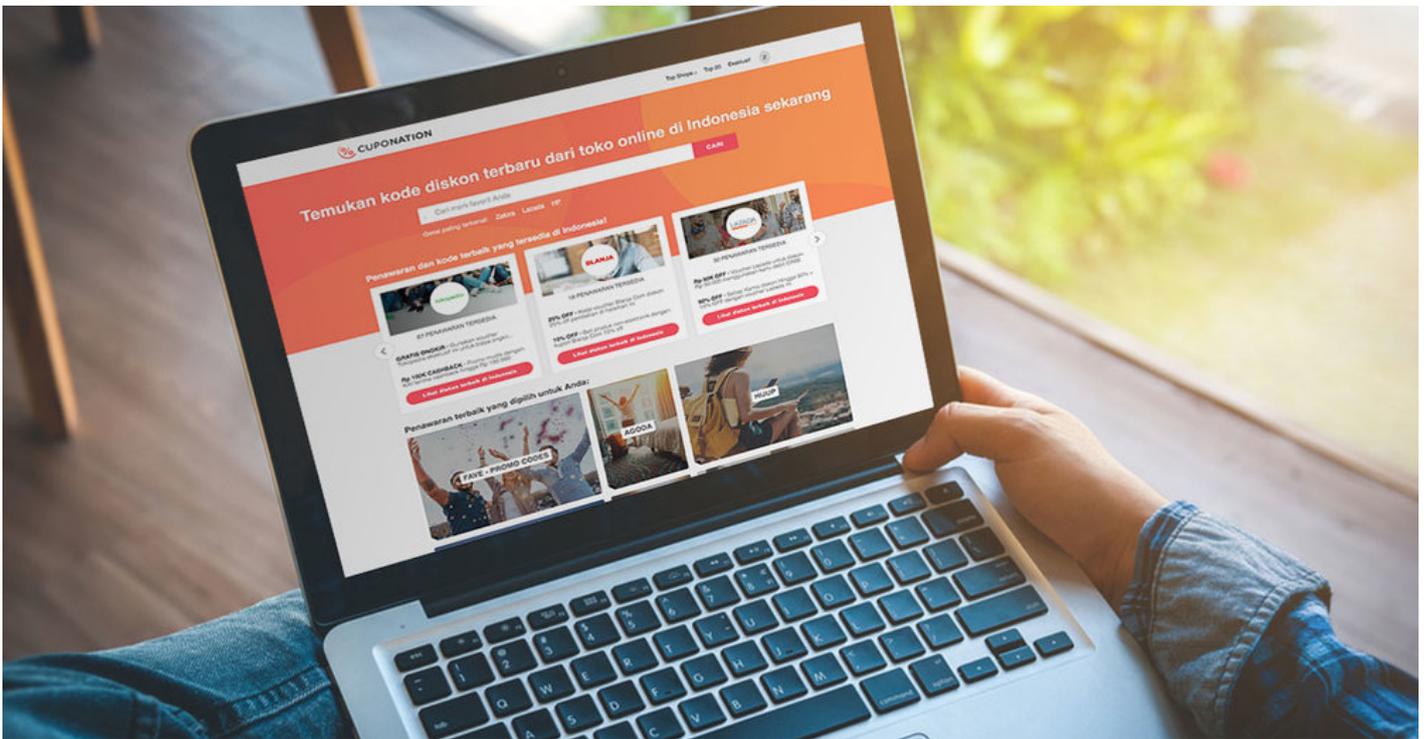
Global Savings Group, a Rocket Internet backed leading global provider of Commerce Content Solutions, is launching its premium discount code portal, CupoNation, in Indonesia, bringing large discounts and savings opportunities to all online shoppers across the country.

Munich/Jakarta, April 19, 2018 – The Global Savings Group (GSG), a Rocket Internet backed leading global provider of Commerce Content Solutions, launches its premium discount code portal CupoNation in Indonesia. The new portal will enable Indonesian users to save more on online shopping from leading retail stores and brands. It is now accessible for avid shoppers in Indonesia through its local website www.cuponation.co.id.

The GSG is globally operating over 100 digital portals and tools that offer the right mix of product discovery, recommendations, deals and discounts to help consumers take smarter shopping decisions while enabling advertisers to reach high-intent users at scale. Following the successful establishment of CupoNation in Singapore (2013), Australia (2014), and Malaysia (2016), the brand has been quickly gaining popularity in Southeast Asia Pacific markets.

«We are convinced that Indonesia is the best next market to launch this platform. The launch of CupoNation in Indonesia will not only benefit online shoppers but also help e-commerce players and advertisers in generating significant value by attracting 'discount savvy users' to their portals, thereby increasing revenues.»

– Igor Shapiro, Managing Director Asia Pacific and Eastern Europe



Indonesia has a population of over 264 million and growing. The global professional services company Accenture expects the national internet penetration to grow to 50% by 2022.

This forecasted significant increase in digitization and therefore digital commerce will be driven by Indonesia's general positive development. The World Bank expects the GDP to continue to grow at an annual average of over 5 percent. Digital purchase is expected to grow by US\$46.40 to US\$78.10 per capita in the next four years. Furthermore, 74.1% of Indonesia's online shoppers love discounts and will use them as a reason to purchase, the Accenture report reveals.

«Indonesia has a fast growing economy with a fast-growing e-commerce market. Through launching CupoNation in Indonesia we are adding a globally proven commerce content solution to the local ecosystem, linking consumers and retailers, and fueling this growth. With our strong team, global insights, and local synergies we see across the South East Asian markets, we are confident about becoming the leading discount code portal in Indonesia in the next months.»

– Igor Shapiro, Managing Director Asia Pacific and Eastern Europe

Google and Temasek report that people in Southeast Asia spend more time on the mobile internet than anyone else on the planet. Indonesians spend 3.9 hours on the mobile internet, while U.S. users just spend 2 hours per day. According to GSMA Intelligence, there are 439 million registered mobile connections in Indonesia - a SIM penetration of 166%.

That's why CupoNation has come to Indonesia with a fully mobile responsive service, providing a comprehensive range of online coupons and deals across 13 categories. These categories supported by Indonesians' most-loved online shops and brands such as Lazada, Zalora, Tokopedia, Bhinneka, Matahari Mall, Blibli, Bukalapak, and many more.

«We want to transform the way consumers buy and the way brands sell around the world. The launch of CupoNation in Indonesia is proof of our regional commitment, strengthening our position in the South East Asia Pacific markets and enhancing our global service offering, helping us to further improve our position as a global leading provider of commerce content solutions.»

— Andreas Fruth, Managing Director and Co-Founder of the Global Savings Group

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Media contact



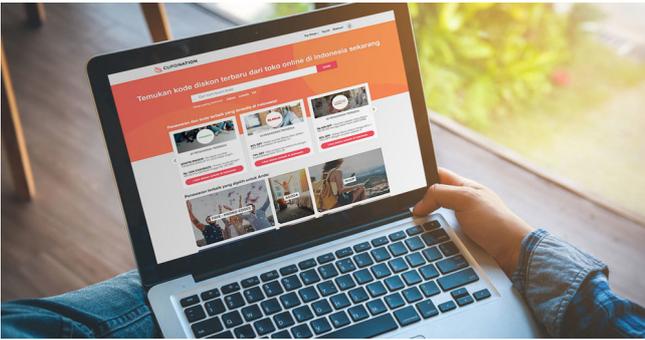
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Voucher, Diskon, Promo, Kode voucher di Indonesia | CupoNation

ABOUT GLOBAL SAVINGS GROUP

Global Savings Group (GSG) is a leading Commerce Content platform operating +100 digital portals and tools,

that offer the right mix of product discovery, recommendations, deals and discounts to help consumers take smarter shopping decisions, whilst enabling advertisers to reach high-intent users at scale, and the world's most well-known publishers to unlock the real value of their audiences and assets.

Founded in 2012, GSG today creates and funnels +1.5 million purchase intents per months across +20 markets worldwide. To find out more about how GSG is transforming the way consumers buy, brands sell, and digital publishers earn – one transaction at a time –, go to www.global-savings-group.com.



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