

Global Savings Group acquires Pouch

Pouch, the UK's No.1 money-saving browser extension and stars of BBCs' Dragons Den, have been acquired by German PubTech platform Global Savings Group for an undisclosed amount. The London-based startup, which launched to the public in September 2016, is mostly known for their free shopping tool that automatically alerts buyers to working voucher codes as they visit over 3000 UK eCommerce sites.

Pouch is available on Google Chrome, Safari and Firefox, and can be downloaded for free to a desktop computer in 2 clicks. Last year, the company became one of the rare few contestants to receive investment offers from every single Dragon on the BBC's hit show Dragons' Den. "We know how frustrating it can be to spend ages looking for voucher codes and never knowing if you got the best deal. Pouch allows our users to shop with the confidence that they are always getting the biggest saving, without wasting time searching for deals across the internet" says Pouch co-founder Jonny Plein, who added: "We are incredibly excited to join the Global Savings Group family and continue to improve our products and build new tools that help people save time and money when shopping online.

Global Savings Group is a PubTech platform for Commerce Content operating 100+ digital assets with the world's leading publishers. In the UK, Global Savings Group operates e.g. the discountcode.dailymail.co.uk website, helping their partner to monetise by delivering inspirations, recommendations, deals and discounts to consumers. Gerhard Trautmann, Co-Founder and Managing Director of Global Savings Group, states: "The team at Pouch will make an excellent addition to our fast growing team of 400+ tech enthusiasts, and we look forward to improving the Pouch proposition as well as incorporating their fantastic technology as part of our white label offering for our publishers."

Pouch founders Ben Corrigan (27), Jonny Plein (27) and Vikram Simha (32) will continue working on Pouch under the Global Savings Group umbrella as Global Product Leads.

ABOUT GLOBAL SAVINGS GROUP

Global Savings Group is a PubTech platform for Commerce Content operating 100+ digital assets with the world's leading publishers, helping them to monetize by delivering inspirations, recommendations, deals and discounts to consumers. By assisting millions of consumers to make smarter shopping decisions, GSG enables advertisers to reach high-intent users at scale in 20+ markets around the world.

Founded in 2012 GSG's fast growing team of 400+ of tech enthusiasts, online marketers, account managers and editors today funnels more than 1.5 million purchases every month. By aggregating the editorial curation and distribution of Commerce Content on one unique technology stack, GSG is transforming the way consumers buy, brands sell, and digital publishers earn – one transaction at a time.

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