



Global Savings Group

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Global Savings Group enters exclusive negotiations over acquisition of iGraal

Munich, 16 December 2019 – The [Global Savings Group](#) (GSG) and [M6 Group](#) have entered into exclusive negotiations concerning the acquisition of the leading French cashback player [iGraal](#). The Munich-based Commerce Content company has submitted a binding offer. With iGraal valued at 123.5 million euros (subject to adjustment), the transaction would be accomplished through a partial acquisition in cash for an amount of 35 million euros and exchange of shares. The completion of the transaction remains subject to the finalization of the negotiations and consultation of employee representative bodies.

iGraal is the leader on the French cashback market and the second-largest player in this segment in Germany. Its leadership position mainly comes from an in-depth member acquisition & digital marketing expertise, long-term partnerships with top e-merchants and state-of-the-art technology. iGraal has built over the years a loyal cashback community of more than 6 million members and will generate 40 million euros in net sales in 2019 (+30% YoY) while achieving high profitability.

With a team of 400 content, tech and marketing experts, GSG is a global market leader in Commerce Content. Active in over twenty markets on five continents, GSG helps consumers in their purchasing decisions by providing them with the best inspiration, reviews, discounts, and deals on the web. Partnering with some of the world's most reputable publishers, including L'Express, Le Monde, Burda or CNN, GSG helps publishers to improve their digital offering for its audiences and to create new streams of digital revenues. For advertisers, GSG funnels more than 2 million purchases per month through its digital portals.

Gerhard Trautmann, co-founder and managing director of the Global Savings Group: “The acquisition of iGraal by the Global Savings Group would create incredible synergies. Already a global leader in the couponing segment, our next step is to conquer the European cashback market jointly with the team of iGraal and expand our commerce content offering for advertisers, consumers and publishers alike. We strongly value the knowledge of the highly experienced iGraal team. Together with iGraal’s technology and existing user-base, we will make an essential step towards becoming the leading Commerce Content platform around the world.”

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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