



Global Savings Group

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Global Savings Group Raises €10 million in the latest financing round

Munich, 20 May 2021 – Global Savings Group, Europe’s leading tech-driven shopping rewards company, announces raising €10 million in the recent financing round led by M6, Holtzbrinck Ventures, DTCP, RTP Global, and General Global Capital.

After acquiring Shoop Germany GmbH, the operator of Germany's #1 cashback platform shoop.de, GSG is planning to further consolidate and transform the rewards industry in Europe while retaining a global impact.

Founded in 2012 and headquartered in Munich, Global Savings Group is Europe’s largest shopping rewards company with an existing international footprint in more than twenty markets. It provides people with access to exclusive savings, deals, product information & reviews and discovery from their favourite stores and brands.

Through its successful acquisitions of iGraal, Pouch, and Shoop, GSG consolidates the industry and manages to establish a comprehensive portfolio of leading consumer brands and solutions.

In addition, the company has built outstanding partnerships with the largest news publishers worldwide, such as Daily Mail, CNN, El Pais, Le Monde, Focus among many others. Global Savings Group is committed to connecting brands and customers worldwide, building strong partnerships, and helping shoppers make smarter decisions.

ABOUT GLOBAL SAVINGS GROUP

The Global Savings Group (GSG) is Europe's leading shopping rewards company that empowers people to purchase in a smarter way.

With its comprehensive portfolio of consumer engagement platforms and savings brands, GSG provides people access to exclusive savings, deals, product information, reviews, and discovery from their favorite stores and

brands.

GSG's team of over 500 professionals in 20 plus markets across the globe, an advanced technology stack, and close, lasting partnerships with the world's leading news publishers enables it to help consumers to save on more than 2 million transactions every month.

Founded in 2012 and headquartered in Munich, GSG increases customer loyalty and drives engagement for the world's largest advertising brands, while assisting yearly more than 350 million shoppers to make smarter purchasing decisions.

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