



ABOUT THE GLOBAL SAVINGS GROUP

The Global Savings Group (“GSG”), founded in Munich in 2012, is a leading global commerce platform that unites digital models driving purchases on one technology stack to create a winning ecosystem for advertisers, consumers, and publishers.

GSG’s mission is to help consumers get inspired while saving time and money, to help advertisers to get the most out of their marketing spend and accelerate purchases throughout all steps of the consumer journey and to help publishers to monetize their outstanding content and create value from their premium audiences. It’s unique technology stack enables the GSG to operate more than a hundred digital assets, bringing together audiences with publishers and around 20,000 advertisers in more than 20 countries around the world.

GSG IN NUMBERS

8 Offices | 23 Countries | +300 Employees | 20,000 Retail Partners | +100,000,000 visitors

SELECTION OF GSG BRANDS

CupoNation | Actiecode.nl | Kortingscode.nl | Flipit.com | Blog de Chollos | Black-Friday.sale | SerialDealer | HolidayDetective | Actiepagina.nl | Savly

HISTORY

2012 - Group launched its brand CupoNation in India, Poland and Brazil

2013 - CupoNation is launched in Sweden, Norway, Finland, France, Spain, Singapore, Italy, Germany, Austria and Switzerland

2014 - CupoNation is launched in Russia and Australia

2015 - CupoNation expands to Denmark and Mexico | Group acquires Imbull (Actiecode.nl, Kortingscode.nl & Flipit.com) and Blog de Chollos

2016 - CupoNation is launched in Malaysia and United Kingdom | Group acquires SerialDealer and launches HolidayDetective in France

CupoNation Group rebrands into Global Savings Group