Groupon Sees Great Potential in Growing Thai E-commerce Sector

In picture: Joel Neoh (Left) Vice President and General Manager, Groupon South East Asia and India together with Trip Wagoner (Right) President & Managing Director, Groupon Thailand today announced Groupon's business direction in Thailand and its strong position to provide the e-commerce sector in Thailand with a further boost.

BANGKOK—August 24, 2012 – Groupon (NASD: GRPN), the pioneer and global market leader in local commerce, today announced its commitment towards bringing the e-commerce sector in Thailand to reach its full potential. At a press conference in Bangkok, the company celebrated Groupon's successful entry into its 48th country, Thailand.

According to the Ministry of Commerce, the value of online trading in Thailand has grown significantly in the past few years, reaching THB 1 trillion (USD 31.8 billion) in 2011. With more people having access to the Internet, the value is expected to grow by 20 per cent this year.

Boosting e-commerce in Thailand

"Groupon's expectations for Thailand are high. While many economies worldwide are slowing down, Thailand is moving forward and is well-prepared to play a vital role in the ASEAN Economic Community in 2015. With the growth of online access we also see the e-commerce business booming. Daily deals has been and will continue to be a catalyst for bringing more Thai businesses and consumers into the online world," said Trip Wagoner, President & Managing Director, Groupon Thailand. "Groupon is in a very strong position to provide the e-commerce sector in Thailand with a further boost. The flexibility of Groupon's business model provides the potential for partnership and value creation with a wide range of businesses. This allows us to reach out to many business partners and customers, ushering them into the era of e-commerce."

Adding value to local commerce in Thailand

Thailand plays an important role in Groupon's vision to become the world's operating system for local commerce. As the innovator of daily deals and the global leader in local commerce with an unprecedented international footprint, Groupon aims to add value to the Thai daily deals market through a range of characteristics, features and services that are unique to Groupon:

- High quality deals inviting you experience the best to do, see, eat, and buy in Thailand, every single day. Deals may range from a fine dinner at premium hotel to a relaxing massage at a renowned spa to a day filled with adventure sports or even buying a great new gadget. Starting with Bangkok but to be expanded to other cities in Thailand;
- Technology developments that include intuitive and useful mobile applications for consumers,

introduction of a suite of services and tools for business partners, and improved customization and targeting of offers;
- Knowledge and best practices from Groupon's 48 country global network, as well as strong local and international business relationships;
- A multitalented local team, comprised of many skilled individuals who work closely with businesses and consumers to offer high levels of service.

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About Groupon

Groupon, launched in November 2008 in Chicago, USA, features a daily deal on the best stuff to do, eat, see and buy in 48 countries around the world. Groupon works with selected business partners to create a win-win proposition for business and consumers, delivering more than 1,000 daily deals globally.

To subscribe for the best deals in your city, visit www.mygroupon.co.th. Merchants interested in featuring their business on Groupon Thailand, can contact b2b@mygroupon.co.th.