



PRESS RELEASE

MALAYSIANS ARE TOP MOBILE SHOPPERS FOR YEAR-END HOLIDAY GIFTS IN ASIA PACIFIC

Nearly 7 out of 10 Malaysians will buy their holidays gifts via a mobile device

Mobile shopping to account for 23% of holiday gift budget, more than 22% from online shopping

KUALA LUMPUR, 25 November 2013 – A Year-End Holiday Shopping Survey conducted by Groupon across 12 markets in the Asia Pacific region has revealed that Malaysian consumers currently score the highest in the region when it comes to making holiday gift purchases from their mobile devices.

Two-thirds (66%) of Malaysians plan to use their smartphones or tablet devices to purchase holiday gifts this year, the highest in the region and significantly above the 53% average in Asia Pacific. In addition, the Malaysian survey respondents stated that they will spend 23% of their holiday shopping budget through a mobile device, higher than Singaporeans (22%), Indonesians (22%) and Hong Kongers (20%). Notably, the 23% mobile shopping spend for Malaysians is now higher than their online shopping spend (22%), showing how mobile-centric lifestyles have become mainstream in Malaysia this holiday season.

“We are pleased to see that Malaysians are eager to shop for gifts and engage with businesses on the go as it presents unique opportunities for merchants to connect with their customers anytime, anywhere. We at Groupon Malaysia have ourselves seen the growing popularity of m-commerce through the success of our Groupon Mobile Apps which continue to grow as one of the most popular ways to shop for the best local deals, especially during the year-end holiday season,” said Rafiq Razali, Country Head of Groupon Malaysia.

Holiday shopping made easy with Groupon

Malaysians plan to give an average of six gifts this year-end holiday season and will spend an average of MYR241 on holiday gifts. More than 7 out of 10 Malaysians (73%) will spend the same amount or more on gifts this holiday season. At the same time, 73% of Malaysians found staying within budget and finding reasonably priced gifts as their top concern for the holiday shopping season.

Groupon continues to be one of the most popular shopping destinations amongst Malaysian with 55% of

respondents citing that they will still check Groupon for gift ideas for their friends and family, even if they don't plan to buy from Groupon. According to the survey results, 74% of Malaysians shop on Groupon to save money, while 65% of respondents shop on Groupon to save time.

As an additional measure to help welcome the year-end holiday cheer, Groupon's Give and Gift shop (<http://www.groupon.my/giftshop>) has gone live to assist Malaysians to find incredible deals and shop with added convenience. The microsite will be available until the 26th December 2013 with six categories designed to cater for specific gift preferences during the Christmas season, namely For Him, For Her, For Kids, Foodie, Pampered and Best-selling. These categories were constructed based on the Holiday Shopping Survey, which indicates the following top 10 most popular categories (products and vouchers) for Malaysians this year-end holiday shopping season:

1. Restaurants (61%)
2. Holidays (47%)
3. Clothes & shoes (47%)
4. Beauty products (43%)
5. Personal electronics (42%)
6. Entertainment (34%)
7. Spa treatments (33%)
8. Toys (32%)
9. Books and music (29%)
10. Jewellery (29%).

For further information regarding Groupon Give & Gift Shop, visit www.groupon.my/giftshop.

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About the Groupon APAC Holiday Season Survey

25,070 respondents across 12 markets were surveyed online between 31 October and 11 November 2013. The markets include Australia, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand. Those who took part in the survey were Groupon's customers, including 1,115 respondents from Malaysia.

About Groupon

[Groupon](#) (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deals, payments processing capabilities and point-of-sale solutions to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and

buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods. To subscribe to Groupon emails, visit www.Groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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