

Groupon

Q4 2013 QUARTERLY REPORT

OVERVIEW

Billings	
\$ 801.88 million	+19.90% from Q3 2013
Units Sold	
26.14 million	+17.36% from Q3 2013
New Deals	
68638	+42.81% from Q3 2013

Groupon (GRPN) reported a strong showing in 4Q13, reassuring investors, with the company showing a healthy boost in its billings, units sold as well as the number of new deals launched. With the holiday season coming in full force, the company had a boost to its billings, reporting \$801.88 in net billings, which is a 20% jump from the 3Q13 figure. The 4Q13 performance from the company is reassuring, given its rather lukewarm showing in 3Q13.

This increase in billings can be attributed to a strong showing by all segments of the business, but particularly the Goods segment. The combination of Black Friday along with the onset of the holiday season served as a major boost to the goods segment of the business, bringing in close to \$30 million.

Local deals offered by Groupon continued to be as popular as they always have been, remaining steady and only increasing, as the company brings in more partners in North America to offer deals to interested customers.

Groupon's Travel segment continues to make its steady growth, with holiday travelers buying more of these deals.

Summary of the Quarter

Groupon reported 4Q billings and other important metrics as shown in the table below.

Segment	Metrics			
	Active Deals	New Deals Launched	Units Sold	Billings
Local	120,576	53,712	15.3 million	\$449.08 million
Goods	15,234	12,749	10.4 million	\$282.25 million
Travel	2,724	2,177	0.38 million	\$70.55 million
Total	71,670	68,638	26.14 million	\$801.88 million

