

## deals.com becomes RetailMeNot

*World's largest marketplace for digital offers continues to unify and grow its international brand*

Amsterdam, November 24<sup>th</sup> 2015. RetailMeNot, the world's largest marketplace for digital offers and operator of several leading destinations for digital savings, today announces the rebranding of its German platform deals.com to RetailMeNot ([www.retailmenot.de](http://www.retailmenot.de)). The new name and domain, which includes a new look and feel in line with the international branding, is part of the international growth strategy and will take the German business to the next level: *"For us, the rebranding of our German platform is the next logical step in our strategy to unify and grow the RetailMeNot consumer brand internationally and to consolidate our position as the world's largest marketplace for retailers and savings-minded customers"*, says Giulio Montemagno, Senior Vice President & General Manager of International, RetailMeNot. *"A unified brand identity will have a positive impact on brand recognition and underscore the consistently high quality of our services, the breadth of our content as well as the innovativeness of our retail solutions across country lines."*

RetailMeNot is one of the pioneers of digital offers and is known for its international expertise. The global brand was founded in 2009 in Austin, Texas, and today works with over 70,000 of the world's leading retailers and brands, counted nearly 730 million visits during the 12 months that ended September 30, and facilitated over \$4.4 billion in retail sales for its partners in 2014 alone. Since its launch in 2012 deals.com, the youngest brand of the RetailMeNot international portfolio, has become one of Germany's favorite offer websites. The team has strong relationships with the leading retail brands in the country and has managed to build a user base of over 500,000 registered members. In 2014, the popular market place facilitated 15 million euros in sales for its German retail partners.

Fully in line with these achievements, the convergence with the RetailMeNot portfolio will have positive effects for retailers and consumers alike: *"The name change, paired with stronger international synergies, will allow us to better connect national as well as international retailers and brands with ready-to-buy customers and even more seamlessly drive engagement on all channels"*, continues Montemagno.

Karina Spronk, Head of Partner Management Germany for RetailMeNot, adds: *"Consumers will be able to benefit from an even better savings experience. Our organization allows us to capitalize on international synergies, to expand our content quicker and to provide our users with more savings opportunities for their favorite stores and brands – whenever they want, wherever they are."*

*"The Holiday Season is the moment when consumers are the most on the lookout for attractive offers. It's the perfect time to get shoppers accustomed to our new brand and successfully introduce it to the German market, whilst providing our retail partners with maximum visibility,"* says Spronk.

The German RetailMeNot business will remain in Amsterdam at Central European headquarters for innovation and new markets, under the leadership of Mike Lester, Vice President and General Manager New Markets at RetailMeNot.

### **About RetailMeNot.de**

RetailMeNot.de is a marketplace for digital offers, where shoppers can find every day free and up-to-date discounts and offers for over 1,500 leading online retailers. Consumers can access over 25,000 coupons,

discounts and offers a months to make savings on their favorite brands for categories such as fashion, high-tech, sports or travel. In 2014, RetailMeNot has facilitated sales for over 15 million euros for its partners in Germany. RetailMeNot has been present in Germany since 2012. RetailMeNot.de is part of RetailMeNot Inc, the world's largest marketplace for digital offers. RetailMeNot, Inc was founded in 2009 in Austin, Texas and operates also leading digital offer websites in the US and Canada (RetailMeNot), the UK (VoucherCodes.co.uk), the Netherlands (Actiepagina) and France (Ma Reduc and Poulpeo). RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE."

### **Media contact**

Christian Ulrich

PR Manager

[presse@retailmenot.de](mailto:presse@retailmenot.de)

+31 (0) 20 - 240 30 54 ☐

Astrid Canevet

Sr Manager Corporate Communications Europe

[acanevet@rmn.com](mailto:acanevet@rmn.com)

+33 1 84 17 22 19

For further information:

 [deals.com becomes RetailMeNot.de](#)

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