



Press Release

COUPIES celebrates its third anniversary and closes 7-digit round of funding

COUPIES strengthens its market leadership in Germany in order to grow internationally.

Cologne, April 12, 2012 – COUPIES, the leading marketplace for mobile couponing, raised a seven-digit Euro round of funding this month from CologneInvest for scaling its business internationally - just in time to celebrate its third anniversary.

COUPIES offers users a mobile marketing tool that is specifically targeted towards young and mobile-savvy users – a group of users that has become increasingly difficult to reach classic media channels. The use of mobile apps and mobile internet on nearly all smart phone devices helps to support local retailers. As such, COUPIES can be viewed as a market place where a network of users, content and coverage come together; creating strong marketing collaboration opportunities.

Brands, retailers, small businesses and restaurants (longtail) are able to provide users with discounts via the COUPIES app at the point of sale and users benefit from location-based coupons that can be redeemed directly after registering with the app (so-called “spontaneous couponing”).

The mobile couponing pioneers behind COUPIES began their journey in March 2009 in Cologne, Germany and launched their first national campaigns in 2010 - paralleled by a growing number of local offers and discounts. COUPIES is the only service in Germany that offers campaigns to brands in national retailer chains (grocery couponing).

COUPIES has launched campaigns with Beiersdorf, L’Oreal, Deutsche Telekom, KFC, Foot Locker and Shell, as well as advertising companies and has a reach of over 3 million mobile phone users. Partnerships with companies such as Deutsche Telekom, Deutsche Post, VZ-Netzwerke, DailyDeal and Valassis have supported COUPIES rapid growth in the European market. The app is currently available in Spain, Switzerland and Austria, as well as several Asian countries under the brand “mobileFoxx” (Hong Kong, Indonesia etc.).

As leaders in technological developments, COUPIES has rolled out several patented innovations such as the redemption process via NFC in the German Market. One of the advantages of the COUPIES technology is that retailers don’t have to change processes at the POS or invest in hardware or software.

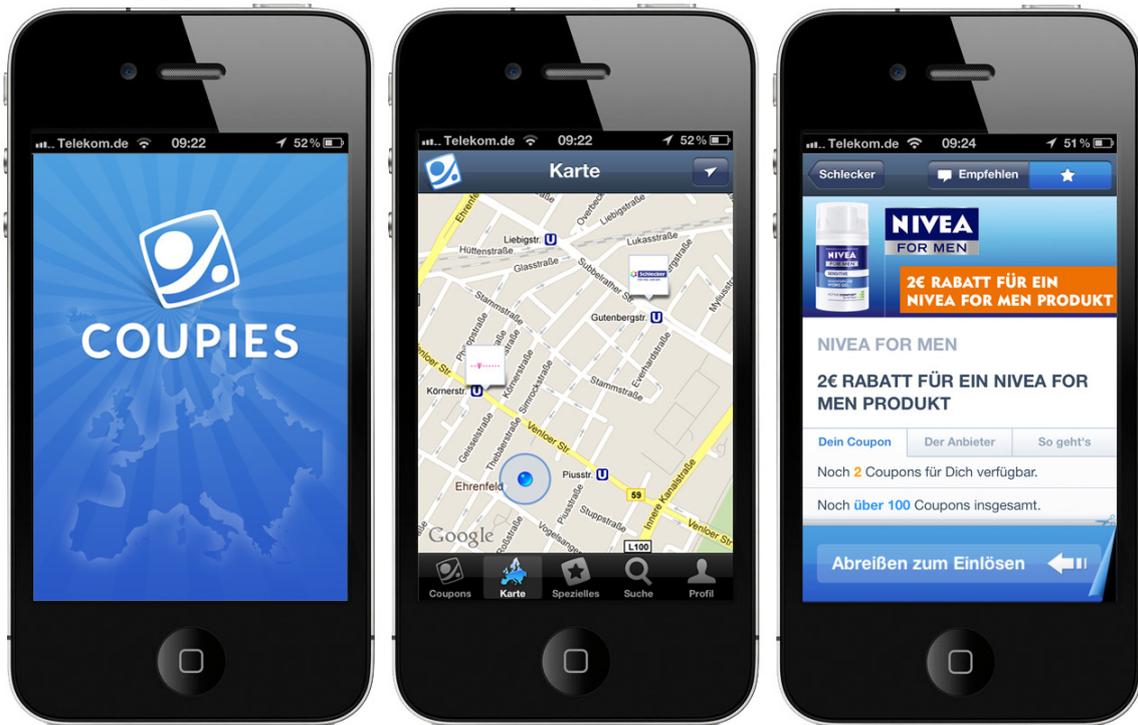
In addition to the recent CologneInvest funding, COUPIES also received a seed investment from dw-capital in the summer of 2010.

Video: Mobile couponing with COUPIES-NFC-Touchpoint:
<http://www.youtube.com/watch?v=OAnoCFyPUmI>

How does COUPIES work?

Users benefit from numerous nationwide campaigns with retail chains or from over 4000 local partners offering coupons with up to a 50% discount. COUPIES shows users all available offers nearby, sorted by location or interest. Once an interesting offer is found, users simply redeem coupons with their Smartphone at the point of sale using the COUPIES-Touchpoint. Saving money has never been easier!

COUPIES is available in the App Store and the Android market and all other Smartphones.
(www.coupies.de)



Users find coupons in their surrounding and can spontaneously redeem the free coupons in the store or supermarket.

About COUPIES:

COUPIES (www.coupies.de) brings discount offers and coupons on your mobile phone - available anytime, anywhere. COUPIES is the leading marketplace for mobile couponing in Germany. COUPIES combines interesting local offers, and national retailer and brand discounts in one app. COUPIES offers advertisers a publisher network with reach of over 2.5 million users and a unique opportunity for mobile advertising with mobile coupons and discounts.

About CologneInvest:

CologneInvest GmbH (www.cologne-invest.com) is a venture capital business run by the owners. Dr. Ardescher Habibi and Andreas R. Krebs are successful entrepreneurs with wide and international experience in startup businesses through to their growth and expansion and are very familiar with all the challenges of being a business owner.

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