



Media information

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Telekom and Groupon form strategic partnership to accelerate local commerce offerings across Europe

- Deutsche Telekom is the first multi-national carrier to partner with Groupon to distribute its products and services via a large number of smartphones
- Strategic partnership with Groupon enhances Deutsche Telekom's presence in the fast growing online and mobile local commerce business.
- Groupon expands its category-leading mobile services across Telekom's footprint offering Telekom customers easy access to Groupon services.

Deutsche Telekom and Groupon today announced that they have formed a strategic partnership to deliver Groupon's hallmark local commerce deals in multiple European countries within the Deutsche Telekom network. The partnership marks the first time Groupon will partner with a multi-national service provider to distribute its products and services across a wide international network. It is also significantly enhances Deutsche Telekom's position as a leading provider of the latest applications for its customers.

Using a wide range of marketing and sales tools, varying from promotion activities to deeply integrating Groupon services in selected fixed and mobile services, Deutsche Telekom will offer Groupon services directly to its customers. Scheduled to be available in the first half of 2012 Deutsche Telekom mobile customers will enjoy Groupon's mobile services on their devices without the need for a separate download providing easy access to the best local deals in their area.



“Groupon is one of the global leaders in the online and mobile commerce business,” says Heikki Makijarvi, Senior Vice President Business Development at Deutsche Telekom. “Our partnership with Groupon allows us to strengthen our stake in this rapidly expanding and exciting new market segment, while diversifying our portfolio and accelerating our time to market for innovative products and services at the same time.”

“Deutsche Telekom operates one of the largest and most advanced fixed and wireless networks in Europe,” says Dr. Daniel P. Glasner, CEO Groupon Central Europe. “Our goal is to work with innovative partners like DT to deliver the best local and national deals in an easily accessible way.”

About Deutsche Telekom

Deutsche Telekom is one of the world’s leading integrated telecommunications companies with more than 128 million mobile customers, 35 million fixed-network lines and approximately 17 million broadband lines (as of September 30, 2011). The Group provides products and services for the fixed network, mobile communications, the Internet and IPTV for consumers, and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in over 50 countries and has around 238,000 employees worldwide. The Group generated revenues of EUR 62.4 billion in the 2010 financial year – more than half of it outside Germany (as of December 31, 2010).

About Groupon

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 45 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>.

Press Contacts:

Deutsche Telekom AG: Corporate Communications | media@telekom.de | +49 (0)228 – 1814949

Groupon: Sophie Guggenberger | presse@groupon.de | +49 (0)30 – 473753255