



News Release

Intel Capital Invests in the Future of E-Commerce in Turkey; Announces Investment in Grupanya

NEWS HIGHLIGHTS

- Intel Capital announces investment in Grupanya
- Grupanya is Turkey's leading social commerce company
- With its second investment in Turkey Intel Capital demonstrates its strong ongoing commitment to Turkey and the Middle East

ISTANBUL, TURKEY, October 11, 2011 – **Intel Capital**, Intel's global investment organization, today announced that it has invested in Grupanya, a leading social commerce company in Turkey. As part of the investment agreement, Intel Capital will not only provide financial support to the company but also contribute its in-depth technology know-how and broad industry experience to help further develop Grupanya's capabilities and offering.

Grupanya, with its innovative approach in bringing social media and e-commerce together, has taken a leading role in the development of 'social commerce' in Turkey. The business' model works through publishing a "Daily Deal" on the best things to do, eat or see within the local markets of Istanbul, Ankara, Antalya, Izmir, Bursa and Eskisehir. Members receive a daily email detailing a range of offers typically with a 50% discount on regular prices activated only after a minimum number are sold. Through combining this model with its deep understanding of regional consumer trends, Grupanya has established a solid platform for growth.

Arvind Sodhani, president of Intel Capital and Intel executive vice president, said: "E-commerce and social commerce sites, customized to the cultural preferences and technology usage models of each particular region are now major drivers of business all over the world. Grupanya is paving the way for social commerce in Turkey with products that develop commercial cooperation between online and offline retail businesses to the benefit of both."

Commenting on the deal, Grupanya CEO, Esra Sertoğlu, said, "We are very pleased to be strategically backed by Intel Capital, the global investment organization of one of the most visionary and innovative technology companies of the world. I believe that we will be able to realize our vision faster with the support of Intel Capital. This support goes beyond financial backing; by working with Intel Capital we also hope to enrich our corporate culture with Intel's unrivaled business insight and social values".

Sertoğlu also emphasized that Grupanya is not just an online group acquiring company and said, "We are a company that encourages the interaction of social groups, creating a synergy that then becomes

a collective purchasing opportunity. Our business model creates value both for consumers and for the medium-sized organizations who participate. We are also particularly successful in accelerating the growth of new start-ups. Our platform is also seen as an effective market research and advertisement channel by the companies we work with”.

Christian Morales, general manager, Europe, Middle East, Africa of Intel Corporation, stated that: “Intel has been working with Turkish companies for several decades , and present locally for 13 years working with the industry ecosystem and the Government on initiatives such as : ICT , Education and Infrastructure. The market is very dynamic and very fast growing. We are very pleased to see this investment in Grupanya, a leading company in the internet economy, happen.”

Intel Capital is represented in Turkey by Feroz Sanauulla, investment director, Middle East, Turkey and North Africa. This is Intel Capital’s second investment in Turkey this year, after it had invested in Nokta in March 2011.

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About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 51 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About Grupanya

Grupanya was founded in November 2009 by Baran Dilber, Can Mustafa Köne ve Onur Yıldırım and developed with Alemşah Öztürk, a widely experienced internet specialist. In May 2010, an investment consortium led by Alp Saul and Cem Sertoğlu partnered with the company taking a 50% share.

Grupanya has sold more than 1.3 million coupons in less than a year, saving its customers more than TL80 million. The company is offering original experiences every day to 1.5 million people. With annual sales reaching TL 50 million, Grupanya competes with similar companies in New York, Sao Paolo and London in terms of sales volume generated from online group purchasing.

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