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KELKOO GROUP BLAZES A TRAIL WITH GLOBAL EXPANSION INTO 15 NEW COUNTRIES

- Creation of local partnerships
- Replicating successful European model
- Largest marketing platform now in 41 countries

Kelkoo Group, the leading ecommerce marketing platform, has strengthened its global presence by expanding into 15 countries. The initiative marks a major move into the Far East, Africa, India, Australia and Canada and will also establish Kelkoo Group in the UAE, Turkey and New Zealand.

The profile busting scheme follows Kelkoo Group's launch into Eastern Europe and Greece last year.

Nicola Gallo, Kelkoo Group's Head of Marketing, said the company's new global reach "*is a milestone for us*". It means Kelkoo Group is in 41 countries making it the largest marketing platform working with more than 12,000 retailers and generating 300m clicks each year.

Gallo added: "*Our ambition has always been to expand our footprint globally and the move into 15 countries heralds a new chapter in our history. We have a strong track record of successfully launching into new markets. Since 2015 we have seen triple digit growth by increasing our reach into more countries outside Europe. In a world of growing cross border retail, the opportunities in the new countries could be rewarding. We will be setting up local partnerships and replicating our successful European model. We look forward to developing visibility and online sales for retailers globally by delivering quality traffic.*"

Kelkoo Group's growth will give retailers the opportunity to reach millions of consumers through its premium publisher network, comparison shopping sites and Bing shopping ads.

The 15 countries added to Kelkoo Group's global standing are: Australia, Canada, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Africa, South Korea, Turkey, UAE and Vietnam.

And the latest moves are unlikely to be the last. Mr Gallo added: "*This signifies Kelkoo Group's global intent and ambition.*"

Visit www.kelkoogroup.com for more information.

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About Kelkoo Group:

Kelkoo Group is the European leader in ecommerce advertising and shopping comparison. The Group combines Kelkoo and LeGuide group and operates proprietary brands Kelkoo.com, Leguide.com and Ciao.com. Kelkoo Group's mission is to provide qualified leads to online merchants in shopping and travel. The company operates a catalogue, with over 200 million offers from a unique retailer base of 10,000 merchants. Kelkoo Group is the only shopping comparison and ecommerce advertising platform to be present in 41 countries worldwide. Kelkoo Group has been helping consumers organise their shopping every day since 1998. A pioneer in creating shopping search engines, price comparison sites and shopping guides, Kelkoo Group is now the ecommerce advertising platform of choice that connects consumers with products.