

Groupon raises US\$700 million by going public

Groupon raised US\$700 million in its initial public offering (IPO) becoming the largest IPO by an Internet company since Google raised US\$17 billion with its listing in 2004, according to an article published by *Business Day*.



Groupon is valued at US\$13 billion and it issued 35 million shares at US\$20 each. The company sells daily coupons for everything from spa treatments to teeth whitening services.

However, according to the *Business Day* report, some analysts have warned that while the company has been valued at US\$13 billion the shares may prove volatile because of Groupon's ability to generate long-term profits and revenue growth using the coupon business model.

The company has permission to market to 150 million consumers around the world every day.

For more:

- *Business Day*: [Groupon raises \\$700 million in biggest Internet IPO since Google](#)
- *Groupon*: [The Groupon group](#)

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