

Groupon acquires SA's Twangoo

Fast-growing international deal-of-the-day website Groupon has acquired SA e-commerce provider Twangoo. The value of the transaction has not been disclosed.

The Twangoo acquisition comes on the same day that Groupon has announced the acquisitions of SoSasta in India and Grouper in Israel. The three acquisitions will be rebranded Groupon India, Groupon Israel and Groupon South Africa.

Chicago-based Groupon has been in the headlines recently, first for rejecting a reported US\$3bn offer from Yahoo in October, and last month spurning a US\$5,3bn offer from Google. Analysts say the company could go public within the next two years.

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