

We have important new information about the upcoming migration from *Stores* to the new *Gateway* platform!

We know our merchants have been eager to learn more about the upcoming transition to *Goods Marketplace on Gateway*. Our timeline has changed a bit since you last heard from us, so we're following up with updated information regarding our migration process.

No final decisions have been made regarding your migration status at this time. The details below will explain how to secure eligibility for your account.

MIGRATION PROCESS transitioning from the *Stores* platform



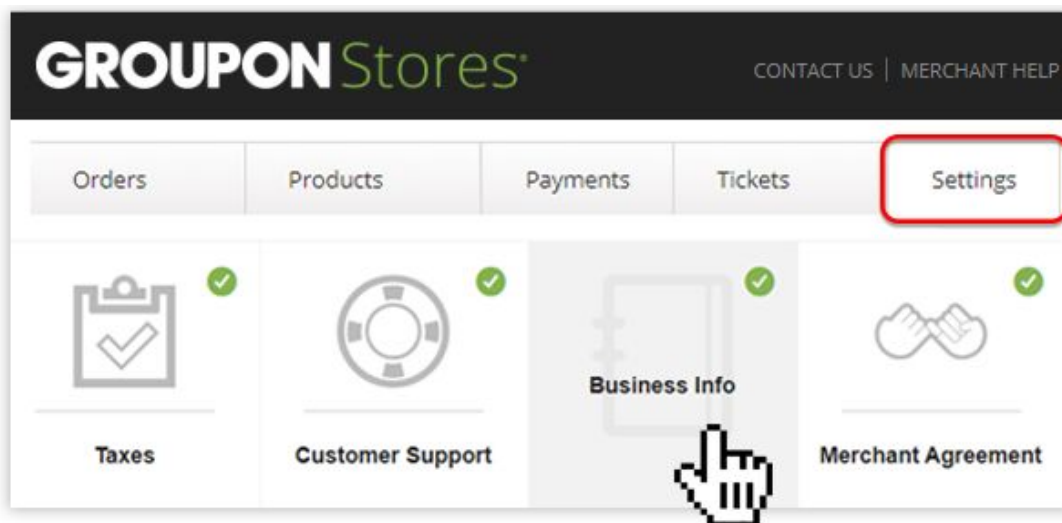
***Stores* will stop receiving new orders on December 14h.**

- At the end of day December 14th, 2018, all current Groupon *Stores* deals will become closed to new orders. We have timed this cut-off to occur after our eligible holiday promotions, to ensure your ability to maximize holiday sales.
- You will still be expected to monitor your existing orders. While we evaluate your account for migration eligibility, your focus as a merchant must be ensuring all orders are marked "Delivered" by December 24th.
- Check for tickets DAILY through the end of January, to ensure any customer issues are taken care of promptly.

We will use your *Stores* profile to create a new *Gateway* account.

- If you are deemed eligible for migration, your new account will be created using the information listed under "Business Info" on your *Stores* profile. This

information *cannot* be updated after December 14th, so make any necessary edits prior to this cut-off date.



Your *Gateway* account will be created using the information listed under “Business Info” in your *Stores* portal. Your last day to edit this information will be December 14th, 2018.

To avoid complications with your migration, the following information *must* be accurately reflected in your *Stores* profile before December 14th:

- The phone number listed must be a direct contact to you, the merchant.
- The business address listed must be based out of the United States.
- The e-mail listed will later be used to contact you with next steps for migration.

We will reach out to confirm your migration eligibility by January 18th.

- The *Goods Marketplace* team will continue to evaluate your performance through the remainder of December. By January 18th, we will e-mail you with a final decision regarding your eligibility for *Gateway* migration.
- The performance threshold for migration is an overall Merchant Scorecard score of 0.80 or higher. Merchants scoring below this threshold at the end of December will *not* be invited to migrate.

Overall Merchant Score
to qualify for Gateway Migration

0.80
(or higher)*

*measured on December 31st, additional performance variables may affect eligibility

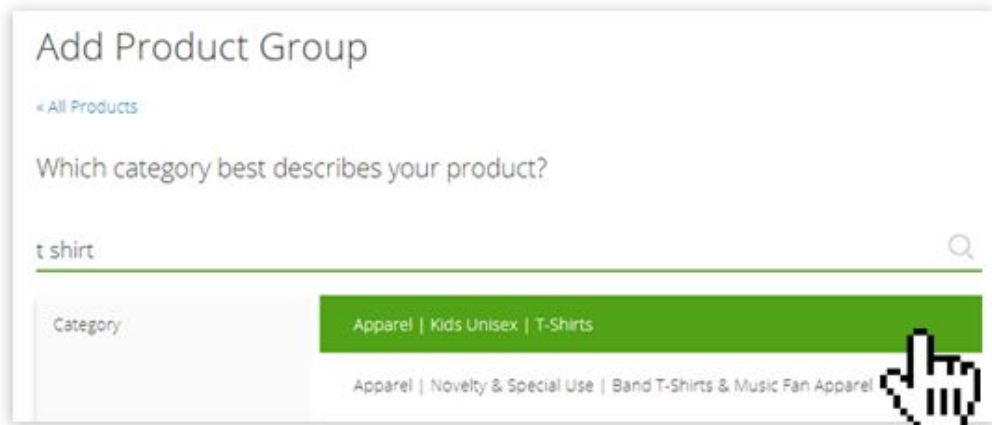
- Failure to properly deliver orders by December 24th, or issues resolving customer tickets may also disqualify merchants from migration.

Merchants qualified for migration will receive login information for their new *Gateway* account in January.

- If you receive notification that you successfully qualified for migration, you will receive a second email in late January containing login information for your new *Gateway* account. Stay tuned for more details.
- Not all migrating merchants will receive their login details at the same time. On-boarding for new *Gateway* merchants will be staggered over the length of January to ensure a smooth transition. The better your scorecard performance in December, the faster you will be on-boarded.

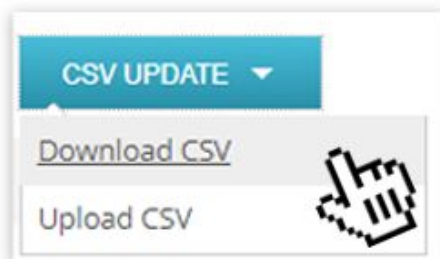
Your current deal catalog will not migrate to *Gateway*.

- As we start fresh on an exciting new platform, our system will not be able to transition your current *Stores* catalog over to your new *Gateway* account. However, you will be able to quickly create a new inventory using *Gateway's* powerful product creation tools.



Gateway has a host of powerful new product creation tools that will allow you to quickly build a new catalog following your account migration.

- If you have no offline records of your existing catalog, you may wish to download a CSV for your future reference. This must be done prior to December 14th.



Merchants may wish to download a CSV of their existing catalog prior to migration, for reference.

This must be done prior to Dec.16th, from the "Products" tab in *Stores*.

We thank you for your patience throughout this migration process. We look forward to following up with you on January 18th to inform you of your final migration status.

As always, reach out to our support team with any questions. Keep up the good work!

Happy Holidays!
Groupon Goods Marketplace Team

