Bravo Savings Network boosts presence on the UK market as part of international expansion

Tuesday 11 October, 2022

- **Bravo Savings Network receives minority investment from leading international fund**
- **Projected UK market growth rate exceeds 30% YOY following expansion**
- **New brand partnerships with ASOS, YouGarden and Shein consolidate expansion and boost consumer offering**

London, 11th October 2022 – Bravo Savings Network, market leader in digital couponing and affiliate marketing, strengthen their presence on the UK market following investment from Luxembourg-based Xenon Private Equity Small Cap (XSCF) fund, which acquired a 49% minority stake in March this year.

The investment has resulted in significant growth in Bravo's ten established international markets, catapulting the company into first place in Italy among the top international discount code publishers, and into the top 10 in Europe.

The minority stake acquired by XSCF, coupled with the appetite for couponing growing by around 10% YoY (according to internal data), has led Bravo Savings Network to work towards a growth objective of +30% YOY in the UK within the next three years, with an aim to capture a dominant share of the UK market for the company's local brand BravoVoucher.

Growth plans are already materialising with the addition of leading merchants to BravoVoucher's deals and offers portfolio. Recent partnerships announced are ASOS, YouGarden and Shein, which strengthen the current network led by giants lastminute.com, Aliexpress, The North Face and JD Sports.

Started in 2015, Bravo Savings Network has rapidly grown to achieve leading international couponing company status, with presence in 13 markets worldwide. Through their continued expertise in digital couponing and affiliate marketing, the company has ambitious growth plans, accelerated by the recent round of investment.

"As far as the next chapter in the history of the Bravo Savings Network Group is concerned, it can only be a promising one," comments Marco Farnararo, CEO of Bravo Savings Network. *"The entry of the Xenon fund brings with it valuable experience for our growth that we think will give a new impetus to the entire industry, but of course it will also allow us to look at new markets and accelerate our expansion through M&A. As a result, we also aim to provide our customers with a more varied offering in their local markets and boost interest in online consumer savings in the process."*

For more information about Bravo Savings Network and BravoVoucher, please visit:

https://www.bravo-savings-network.com

https://www.bravovoucher.co.uk

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