

Williams Rich  
Form 4  
February 13, 2019

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Williams Rich

(Last) (First) (Middle)

C/O GROUPON, INC., 600 WEST  
CHICAGO AVENUE, SUITE 400

(Street)

CHICAGO, IL 60654

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading  
Symbol

Groupon, Inc. [GRPN]

3. Date of Earliest Transaction  
(Month/Day/Year)

02/12/2019

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below)

Chief Executive Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount                                                                                                             | (A)<br>or<br>(D)                                                     | Price                                                             |
| Common<br>Stock                       | 02/12/2019                              |                                                             | A <sup>(1)</sup>                     |                                                                         | 138,433                                                                                                            | A                                                                    | \$ 0 2,924,598                                                    |
| Common<br>Stock                       | 02/12/2019                              |                                                             | F <sup>(2)</sup>                     |                                                                         | 61,326                                                                                                             | D                                                                    | \$ 3.96 2,863,272                                                 |
| Common<br>Stock                       | 02/12/2019                              |                                                             | A <sup>(1)</sup>                     |                                                                         | 40,972                                                                                                             | A                                                                    | \$ 0 2,904,244                                                    |
| Common<br>Stock                       | 02/12/2019                              |                                                             | F <sup>(2)</sup>                     |                                                                         | 18,951                                                                                                             | D                                                                    | \$ 3.96 2,885,293                                                 |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |                  |                 |              |                                                |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------|-----------------|--------------|------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V                                                                                       | (A)                                                      | (D)                                                         | Date Exercisable | Expiration Date | Title        | Amount of Underlying Security (Instr. 3 and 4) |
| Restricted Stock Units                     | (3)                                                    | 02/12/2019                           |                                                    | A                              |                                                                                         | 1,104,294                                                |                                                             | 06/05/2020(4)    | (4)             | Common Stock | 1,104,294                                      |
| Performance Share Units                    | (5)                                                    | 02/12/2019                           |                                                    | A                              |                                                                                         | 163,885                                                  |                                                             | 01/02/2020(6)    | (6)             | Common Stock | 163,885                                        |
| Performance Share Units                    | (5)                                                    | 02/12/2019                           |                                                    | A                              |                                                                                         | 3,000,000                                                |                                                             | (7)              | (7)             | Common Stock | 3,000,000                                      |

## Reporting Owners

| Reporting Owner Name / Address                                                                | Relationships                    |
|-----------------------------------------------------------------------------------------------|----------------------------------|
|                                                                                               | Director 10% Owner Officer Other |
| Williams Rich<br>C/O GROUPON, INC.<br>600 WEST CHICAGO AVENUE, SUITE 400<br>CHICAGO, IL 60654 | X Chief Executive Officer        |

## Signatures

/s/ Erin G. Stone, by Power of Attorney 02/13/2019

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Settlement of non-derivative performance share units for the one-year performance period ending December 31, 2018, granted under the

(1) Groupon, Inc. 2011 Incentive Plan and exempt from liability under Section 16(b) of the Securities Exchange Act pursuant to Rule 16b-3(d).

(2) Shares withheld by the issuer to satisfy the mandatory tax withholding requirement upon vesting of performance share units. This is not an open market sale of securities.

(3) Each restricted stock unit represents a contingent right to receive one share of Common Stock.

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(4) The restricted stock units reported on this line will vest in five equal annual installments, starting on June 5, 2020, in each case subject to Mr. Williams' continued employment as of the vesting date.

(5) Each performance share unit represents a contingent right to receive one share of Common Stock.

The performance share units reported on this line were credited effective February 12, 2019 following certification of performance metrics applicable to the one-year performance period ending December 31, 2018, and will vest in four equal annual installments beginning on January 2, 2020, in each case subject to Mr. Williams' continuous employment as of the vesting date.

Vesting of the performance share units reported on this line is contingent upon achievement of a performance metric based on the Company's stock price prior to the performance period end date of December 31, 2022. If earned, 100% of the performance share units will vest following certification of achievement of the relevant metric, subject to Mr. Williams' continuous employment.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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