

The world's most powerful shopping search engine, Yroo, announces the growth of its Irish operations, creates 33 jobs

THURSDAY, 22 SEPTEMBER 2016: Yroo, the world's most powerful search engine for smart shoppers, today (Thursday) announced that it will grow its Irish base with the creation of 33 jobs over the next 3 years.

Yroo is growing its new offices in Dublin, Ireland in order to build out global operations and support customers in more than 35 countries where the company currently transacts across North and South America, Europe, and Asia. Employee retention continues to be strong and hiring is at all time high, with 450 percent growth since the company's founding less than 2 years ago.

Yroo was introduced to Ireland through ConnectIreland, the company responsible for delivering the Government's 'Succeed in Ireland' initiative, as part of the Action Plan for Jobs, in association with IDA Ireland.

Minister for Jobs, Enterprise and Innovation, Mary Mitchell O'Connor, welcomed today's announcement: *"This is another vote of confidence in Ireland and in the skills of the Irish workforce. It is so fitting that a company designed to harness 'people power' has decided to invest in Ireland. Ireland has developed extensive expertise in ICT generally and the greater Dublin area is now an ideal location for companies like Yroo who are involved in the competitive and dynamic world of eCommerce."*

The Irish office will be responsible for management and international sales, as well as business development, marketing, software development and customer support.

Canadian Ambassador to Ireland, Kevin Vickers, also welcomed news of the expansion: *"This latest venture by the Toronto-based firm is a testament to the consistent growth in two-way investment and strong commercial relationship enjoyed by Ireland and Canada. Once in effect, the Canada-EU Comprehensive Economic and Trade Agreement (CETA) will encourage even more investment between Ireland and Canada."*

In just over a year, Yroo has been the starting point of over 25 millions shopping trips and has influenced more than \$2 million dollars in purchases due to its offering of a seamless shopping experience which allows customers to shop from over 7,000 merchants and 100 million items all in one place. Yroo has also grown its customer base to more than 10 million users and is currently growing at an average of 15,000 new registered users per day, primarily driven by peer-to-peer recommendations.

"We've seen such a rapid adoption in a very short period of time because we're finally able to give users the tools to easily find exactly what they want – at the right price, from the right merchant – to take the frustration out of online shopping," said James Cunningham, CEO of Yroo. "We believe that Ireland is the right place for us to be in order to continue to break new ground and grow well into the future."

Even though other locations were considered, Yroo chose to establish in Ireland because of its location, ease of doing business and access to talent along with the existing infrastructure and knowledge in the technology sector.

Yroo was introduced to ConnectIreland through Dubliner Frank Keane, who came across the company through his work with EisnerAmper Ireland. Frank, who is delighted to have played his part in bringing Yroo to Ireland, has decided to waive his reward.

Joanna Murphy, CEO of ConnectIreland, commented: *“A service such as that provided by Yroo is increasingly important for retailers and consumers alike as e-shopping continues to grow. Yroo is in good company in Ireland’s tech scene and we wish them every success in the future. We also thank Frank for making such a valuable connection”.*

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About Yroo

Yroo is the world’s most powerful search engine for smart shoppers, enabling shoppers to discover, research and buy from the largest collection of products, stores and coupons available anywhere. Yroo offers its users a seamless shopping experience and empowers them to shop more than 100 million items from over 7,000 merchants all in one place. Currently, Yroo is actively transacting in over 35 countries across North and South America, Europe and Asia with its seven market specific catalogues and eight supported languages. To experience Yroo: <https://yroo.com/>