

Groupon's IPO Is Back on Track

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Groupon's IPO, which had been pushed back because of market conditions, is now back on track, according to a report.

The company is now planning to go public in late October or early November, according to *The New York Times*. That means Groupon's roadshow for investors, originally set for early September, will now happen in mid-October. Groupon didn't previously announce a date for its IPO, but the company was set to price its shares in mid-September.

Though initial reports blamed Groupon's decision to delay its IPO on market conditions, the situation was complicated in early September, when a memo from CEO Andrew Mason surfaced. The email to thousands of Groupon employees complained about "getting the [expletive] kicked out of us in the press" and defended the company's "adjusted consolidated segment operating income" accounting metric, which had drawn scrutiny from the Securities and Exchange Commission. The SEC could have also forced a postponement of Groupon's IPO based on that memo, which violated an imposed quiet period for Groupon.

Groupon's IPO comes after Zynga and Facebook have also reportedly pushed back their IPOs.

Groupon reps could not be immediately reached for comment Thursday.