



About Rappn

Save more. Shop smarter.

Rappn is the Swiss grocery intelligence platform that helps households take back control of their weekly shop. Built in Zug, engineered for Switzerland, designed for every canton and every language the country speaks.

Our Mission

Grocery prices in Switzerland are among the highest in the world, and the information needed to shop well is fragmented across dozens of flyers, websites, and apps. We believe price transparency should not be a luxury — or a full-time job.

Our mission is to turn complex promotional data into clear, actionable savings: which store has the best basket this week, which offers are genuinely worth it, which products match your diet and your habits. One app. Four languages. Every canton.

What Rappn Does

- **Aggregates weekly offers** from leading Swiss supermarket chains, including Migros, Coop, Denner, Aldi Suisse, Lidl Schweiz, and others — structured, searchable, and comparable.
- **Works canton by canton** so the offers you see reflect the prices that actually apply where you live.
- **Speaks four languages** — German, French, Italian, and English — so Rappn fits the country instead of forcing the country to fit the app.
- **Helps you plan the weekly shop** with favourites, saved offers, shopping lists, and shared household carts for the people you live with.
- **Respects how you eat** by surfacing dietary attributes such as vegetarian, vegan, organic, and high-protein when the underlying data allows.
- **Sends alerts only when they matter** — personalised notifications designed to save you money, not to interrupt your day.

Independent by Design

Rappn is independent. No supermarket chain owns us, controls us, or influences how we rank offers in our core comparison views.

- **We do not sell groceries.** We help you buy them more intelligently.
- **We rank offers honestly.** When we display sponsored content, we label it clearly and visibly — because Swiss law requires it and because our users deserve it.
- **We do not sell your shopping data.** Your cart, your favourites, and your shopping habits are yours. We do not sell them to retailers, brands, or data brokers.



Privacy, the Swiss Way

Rappn is built on the revised Swiss Federal Act on Data Protection (revFADP / nFADP) and applies GDPR-grade practices as a baseline for every feature we ship. We collect only the data we need to make the product work, we explain what we do with it in plain language, and we give you straightforward controls over your information.

For any data protection question, including access, correction, and deletion requests, write to us at info@rappn.ch.

Who We Are

Rappn was founded by engineers and operators who were tired of overpaying for essentials — and tired of how much time it takes to shop well in a country where the same yogurt can cost very different amounts three streets apart.

Headquarters: Baarerstrasse 43, 6300 Zug, Switzerland.

Founders: Stefano Viviano, Gianluca Viviano, Patryk Jan Mulica.

Languages we work in: German, French, Italian, English.

Built in: Zug, Switzerland.

Company Information

Legal name: Rappn GmbH.

Legal form: Gesellschaft mit beschränkter Haftung (GmbH) under Swiss law.

UID: CHE-165.158.983.

Registered office: Baarerstrasse 43, 6300 Zug, Switzerland.

Commercial Register: Canton of Zug, Switzerland.

Registration date: 7 April 2026.

Publication organ: SHAB (Swiss Official Gazette of Commerce).

Contact

All inquiries — general, partnerships, privacy, and press: info@rappn.ch