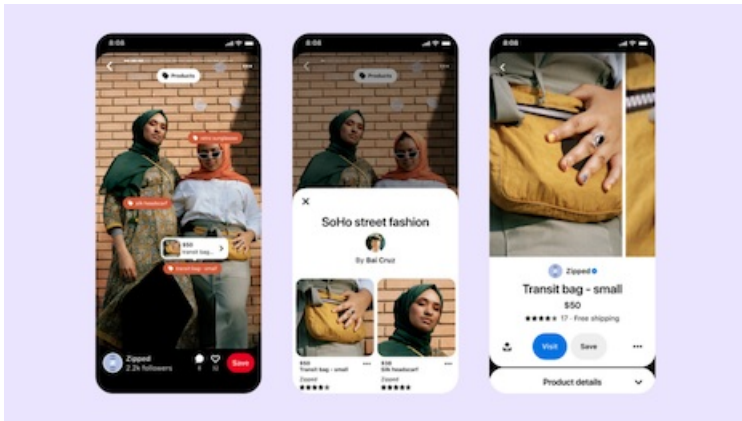


FINANCIAL SERVICES

PayPal in advanced talks to acquire Pinterest

October 20, 2021



Paypal may be looking to buy Pinterest. Image credit: Pinterest

By LUXURY DAILY NEWS SERVICE

Financial technology company **PayPal** is preparing to acquire social media platform and visual discovery engine **Pinterest**, according to multiple media reports.

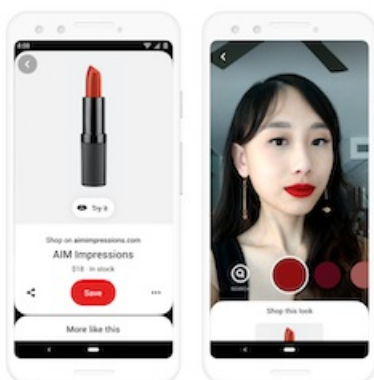
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Several outlets are reporting that PayPal is in the late stages of acquisition talks, as the company has benefitted from exponential growth in ecommerce. Neither Pinterest and PayPal have offered a public statement regarding the possible acquisition.

A PayPal-owned Pinterest?

Bloomberg was the first publication to report on the acquisition discussions.

CNBC, *The New York Times* and **Reuters** are among the outlets also reporting on the discussions, all citing anonymous sources.



Pinterest's make-up try-on AR app. Image credit: Pinterest

PayPal is reportedly offering about \$70 a share for Pinterest, with sales price estimates ranging from \$39 billion to

\$45 billion.

Shares of Pinterest, which went public in 2019, closed at \$62.68 on Oct. 20, up 12.75 percent from the previous day's close. Meanwhile, PayPal stock fell 4.91 percent on the day to \$258.36.

Social shopping continues to permeate the luxury sphere and beyond.

As social commerce accelerates, TikTok is equipping businesses with a new suite of commerce solutions to better serve brands, helping them utilize the authentic power of the platform to drive product discovery and sales ([see story](#)).

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