

allegro

www.allegro.pl

On-line marketplace

Acquired
January 2017

HQ
Poland

Employees
1,500
(approximate)



Developments in 2017

Allegro performed very well in the first year of Cinven's ownership. Strong underlying volume growth drove an increase in gross merchandise value, a key metric for eCommerce marketplaces, and advertising revenues demonstrated significant growth. Together with Allegro's strengthened management team, including new Executive Chairman Darren Huston (formerly CEO of Priceline and booking.com), Cinven continues to drive forward the performance of the business.

How we create value

Cinven's TMT, Consumer and Emerging Europe teams identified Allegro, a leading on-line marketplace in Poland, as a national eCommerce platform that would benefit from the increasing shift from off-line to on-line. Furthermore, Cinven saw a significant opportunity to support future organic growth by improving both the consumer experience and retailers' sales effectiveness. The investment in Allegro builds on Cinven's strong track record in B2B marketplaces (Hotelbeds, Amadeus) and large consumer-facing businesses with eCommerce platforms and digital offerings (Kurt Geiger, Premium Credit, NewDay). Cinven's strategy is to create a best-in-class eCommerce marketplace with improved logistics and customer service. Cinven is investing in the underlying technology platform to deliver a first-class user experience and to provide greater convenience and logistical support to customers, including through new and improved delivery methods.