

Allegro is a leading online marketplace and popular online shopping destination in Poland. Allegro also operates Ceneo, a leading price comparison platform in Poland.

Overview

Established in 1999, Allegro provides an online marketplace for companies and individuals to sell their products directly to consumers in Poland. Allegro has more than 21 million registered user accounts, with over 18 million people visiting the Allegro website every month and facilitates the sale of more than one million items per day via its platform.

Cinven's TMT and Consumer teams identified Allegro as a leading national ecommerce platform, positioned to benefit from the continued shift from offline to online shopping. Cinven also saw a significant opportunity to support future organic growth by investing in the business to improve both the consumer experience and retailers' sales effectiveness.

Cinven has worked closely with Allegro's management team to create a best-in-class ecommerce marketplace through continued investment in the technology platform. A number of commercial initiatives have been implemented aimed at further accelerating organic growth, including the strategic launch of a subscription delivery service 'Allegro Smart!' in 2018. Other initiatives have focused on optimising the mobile web and apps, alongside improved delivery and logistics offerings to enhance the customer shopping experience.



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