

TMT

allegro

Online marketplace
www.allegro.pl

Acquired

January 2017

(Signed in 2016)

HQ

Poland



How we are creating value

We believe Allegro has strong growth potential and we have already put in place robust plans, along with the management team, to support the business in its organic growth strategy. The focal point of our strategy is the customer centricity which is reflected in improvements in all steps of the customer journey from product search, product selection, checkout process all the way to the delivery and potential returns process.

Prior to completion, our TMT, Consumer, Portfolio and Capital Markets teams collaborated closely with management to secure flexible financing and create a Value Creation Plan (VCP) for Allegro.

Developments in 2016

Cinven signed the acquisition of Allegro in 2016 (completed January 2017). Allegro has a strong position in the growing Polish e-commerce market and is well positioned to capitalise on the increasing shift towards online purchasing in a country that is only just beginning to focus more on shopping via digital channels.