

Answer appreciated and awarded

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Answer.com, the portfolio company of MCI Management was appreciated by the most important entity concerned with the e-commerce market in Poland – the E-commerce Chamber of Poland. Answer won in three categories of the Competition: *Campaign of the year*, *Website of the year* and *Best online store breaking through the mistrust to online shopping*.

The e-commerce chamber of Poland, an organization of the economic autonomy authorities gathering entities from the e-commerce industry in the first edition of the “E-Commerce Polska Awards 2013” held on 14 November 2013, presented awards to companies from the industry. Online stores competed in two groups: small/medium and large companies. A total of 11 awards were presented in main categories, two awards in consumer voting and three honorable mentions.

In the branding category, Answer.com was nominated to *Campaign of the year*, which it won. In the sales category, Answer.com was nominated three times. It won in two categories: *Website of the year*, where the online stores website was evaluated for aesthetics and functionality, and in the category *Breaking through the mistrust to online shopping*, where the award goes to the best solution overcoming the mistrust of the clients who cannot personally see the product they buy. Only in the category Customer Service, the nomination did not turn into a win – slightly more votes were received by the larger and more experienced Empik.com.

We are satisfied with the direction and growth dynamics of Answer.com. We are happy that the website of our portfolio company was awarded in all three categories, both on the branding side and on the sales side. These rewards only prove the competences of the Answer team – said Sylwester Janik, Manager of the MCI.TechVentures fund, where Answer.com is a portfolio company. W

About Wearco sp. z o.o., (Answer.com):

Answer.com belongs to the e-fashion segment in the investment portfolio of

MCI.TechVentures. The company was founded in 2011 by Krzysztof Bajolek and the team previously associated with Artman (brands House and Mohito) and LLP. Answear.com is the first multibrand e-commerce platform in the Polish fashion industry. Answear is a combination of online store and a rich lifestyle section where photo shoots and recommendations of professional stylists are published. In 2011, the company opened its first physical store in Echo Gallery in Kielce. Among the 200 brands available through Answear, we can find, among others, G-Star, Pepe Jeans, Scotch & Soda, Tom Tailor, Diesel, Tommy Hilfiger, Marco Polo, Calvin Klein, Melissa, Guess Jeans, Jack & Jones, Vero Moda, Nike Sportswear, Adidas, Desigual, Clark, Vagabond, Onitsuka Tiger and Cheap Monday.