

EBRD supported the PHH Group – a leading e-commerce platform in the Baltics

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The European Bank for Reconstruction and Development will invest EUR 15 million in PHH Group, the leading e-commerce platform in the Baltic countries, also present in Finland.

This will take place as part of an investment round with a total value of EUR 20 million carried out together with the current shareholder – a fund from the MCI group, which will invest EUR 4.3 million. Other existing shareholders also participated in the round. MCI's share in the company remains at 23%. The majority shareholder in the company is MidEuropa.

The increased involvement of MCI in PHH Group is a consequence of the implementation of the strategy, which assumes, among others, investments in pure internet models (so-called digital disruptors), such as e-commerce & marketplace companies, fintechs & payments and software as a service.