

First investment of Internet Ventures fund â€” Kompan.pl

25.05.2011

Internet Ventures FIZ, one of the largest venture capital technology funds in Poland, created by IIF S.A., MCI Management S.A. and the National Capital Fund, has invested 6 million PLN in Kompan.pl Sp. z o.o. As a result of this investment, the fund, which is co-managed by IIF S.A. and MCI Management S.A., is now in control of a minority share package, and the funds are intended for further development of the company. The IIF team is responsible for running the project.

“We invest in market leaders. For some time now, we have observed the intensive development of Kompan.pl on the market of online advertising. We sought a company, which will maintain its dynamic growth thanks to the capital and knowledge gained from the fund.” â€” said RafaÅ StyczeÅ, president of IIF S.A.

According to Deloitte, Kompan.pl is one of the most dynamically developing technology companies in Central Europe. Two times in a row the company ranked third in the ranking Deloitte FAST 50, reporting a growth rate close to 2500%. Kompan.pl is also considered one of the key partners for Google in Europe.

The company was created in 2004. Shortly after, Kompan.pl became one of the largest distributors of search engine and context advertisements in Poland. Kompan.pl's clients include well-known brands like Polpharma, Comarch, Aviva, Miele, PKN Orlen, J.W. Construction as well as hundreds of small and medium companies, managed by four regional offices in Warsaw, Poznan, Gdynia and Katowice. Solutions delivered by Kompan.pl cover the areas of copywriting, advanced CMS applications, affiliates, strategy and consulting, e-commerce, comprehensive advertising campaigns and data analysis. Kompan.pl plans further dynamic growth of the number of clients, through the expansion of its regional offices and the creation of a corporate sales division. In addition, the company intends to develop sales of advanced interactive marketing services.

“Since the very beginning, we have been developing in the most promising segments of the online advertising market. Support from Internet Ventures will enable us to pursue further the strategy to increase our market share and deliver new products to our clients. We want to strengthen our team, which will be facing two major tasks: seamless handling of high volume clients and delivering advanced solutions for the fast-growing portfolio of corporate clients. We estimate that the market is now entering the phase of growth and consolidation that is why we believe at this stage of the company's development, the capital of Internet Ventures and the knowledge of its management team are essential to maintain our leading position.” says Mateusz Ostachowski, Board Member of Kompan.pl.