

Frisco.pl recorded an increase in revenues of over 30% in 2018

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The Frisco.pl online supermarket, leader of the Warsaw e-grocery market and the only pure-player in Poland, included in the portfolio of MCI.TechVentures Fund (MCI Group), recorded in 2018 a 32.4% sales increase to PLN 96.53 million. The increase is directly related to the consistent expansion of its active customer base, which is currently comparable to the number of people visiting seven hypermarkets.

The company plans to continue its dynamic development. The opening of a new warehouse in mid-2019 will enable Frisco.pl to increase its operations by four times.

As the leader of the Warsaw market, Frisco.pl is the main driving force for the entire e-grocery sector in Poland. According to the company's estimates, the value of the e-grocery industry in Warsaw increased by 14% in 2018 and reached a share of 2.4% of total FMCG sales. Almost 50% of total e-grocery sales in Poland are concentrated in the Warsaw market.

'We find the results of Frisco.pl very satisfying and we expect further stable growth. E-grocery market penetration in our country is more than ten times lower than in the United Kingdom, which entails a large potential for development of this sector in Poland. Our answer to the continuing growth in demand is the investment in a new warehouse, for which we have important development plans', **says Grzegorz Bielecki, acting CEO of Frisco.pl.**

The new warehouse, with a surface area of 11,000 m² will considerably increase the efficiency and productivity of work and maximise the level of control over the entire picking process. The facility will feature innovative technological solutions and advanced warehouse automation. As a result, Frisco.pl will be able to pride itself on

having the highest level of process and stock control, as well as quality of goods supplied in the market.

'The consistent growth of Frisco.pl is progressing according to plan. Our ambition is to strengthen the leading position of the company in Poland and to develop towards being a regional sector champion. We are expanding significantly faster than the market. However, it should be remembered that this is a great challenge, especially in terms of logistics since good e-commerce requires excellently prepared logistics', **adds**

Krzysztof Konopiński, MCI Partner.

Once the new warehouse is fully operational, the company will commence preparations for further investments and partnerships which will enable it to increase the scale of its operations.