

# Invia makes a tender offer to buy Travelplanet.pl shares

11.03.2014

Invia, a Czech company in the MCI Management portfolio operating on the e-travel market, proceeds to the next stage of its plan to reinforce its market leader position in the region. In coordination with Jerzy Krawczyk, CEO of Travelplanet.pl, Invia has made a tender offer for the shares of the Polish company.

Invia is consistently implementing its plan to strengthen its position as the top e-travel distributor in Central and Eastern Europe. The tender offer for the shares of Travelplanet.pl, representing the next step in Invia's plan, will allow the company, *inter alia*, to accelerate the achievement of operational and cost synergies within the group. The strategic objective of Invia is still to reinforce the position of Travelplanet as the leader in the e-tourism segment of the Polish market, through incremental increase in the quality of its products and services as well as the company's technology platform.

*"The business model of Invia.cz is very effective and highly scalable, therefore we support the company's acquisition projects aimed at reinforcing its position and supporting further development in the key markets of Central and Eastern Europe. In our opinion, the increased engagement in Travelplanet is the next step in Invia's development as the regional leader of the e-travel market",* said Sylwester Janik, Partner at MCI Management S.A.

## **About Invia.cz**

The company was established in 2002 in the Czech Republic and has earned the leading position on the online travel market in the Czech Republic, Slovakia and Hungary. Invia offers package tours as well as hotel and flight bookings. The company cooperates with more than 300 tour operators and offers more than 8000 package tours, boasting the broadest offering on the market. The Invia.cz website has more than 210,000 registered users and approximately 700,000 unique hits every month. In June 2009, the company acquired NetTravel.cz, gaining control over approx. 60% of the e-travel market in the

Czech Republic and Slovakia. In 2011, the company acquired Travelplanet, the Polish e-tourism market leader, considerably improving its position on the Polish market. In the second half of 2012, the company began its expansion to the Russian market, which offers a huge growth potential, and is developing its operations under the Travelata project.