

## **Mbank will offer Morele – as highlighted on the front page of Puls Biznesu.**

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“The first alliance between the bank and the online shopping platform on the market is established. The joint marketplace is intended to attract mBank S.A. customers from Allegro to Morele – reads the article.

“mBank announced a strong entry into e-commerce in its strategy from three years ago. The bank decided on an arranged marriage. The Bank hired an advisor to act as a matchmaker, shared what kind of partner they were looking for, and waited. It was Morele”.

“We noticed great competences and ready-to-use infrastructure for scaling something entirely new. Morele has its own extensive IT resources, is scalable, technologically flexible and allows us to integrate with the purchasing platform via API connection while maintaining all security standards that a financial institution must meet – says Piotr Puchalski, managing director responsible for payments, e-commerce and corporate clients at mBank.

“Radosław Stasiak, Founder and Head of IT at Morele, assures that based on mBank’s data, he will select the appropriate offer for his clients. There is plenty to choose from – Morele, with over 2 million products, is one of the leading shopping platforms in Poland” – writes the author of the article. “But it’s not about quantity. Radosław Stasiak believes that the key to success in e-commerce lies in selecting the right offer. Unlike, for example, Allegro, whose turnover is generated by sellers in over 90 percent, Morele emphasizes the mix of product sources. Merchants are an important part of the business, but the platform also offers products under its own brand”.

“I am very pleased that our portfolio company – Morele – has just signed a strategic partnership with mBank and will contribute in creating an innovative marketplace

project. This marks a significant step forward in Morele's ambition to deliver cutting-edge e-commerce solutions and top product offerings, both its own brands and a well-selected offer from external partners. Congratulations to mBank for their visionary approach, and thanks for the excellent cooperation" – comments Pawel Sikorski, investment partner at MCI Capital.

Read the complete story in the [attached file](#) or go to: <https://www.pb.pl/konto/e-wydanie/8636>