

# MCI consequently develops its e-commerce portfolio. Investment in Frisco.pl

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Helix Ventures Partners venture capital fund, managed by MCI Management S.A. invests in Frisco.pl, the leading pure player in the e-grocery market in Poland.

“Frisco.pl is the leader on the e-grocery market in Poland and the biggest pure player. The company follows the example of Ocado, a public listed company registered on the London Stock Exchange, which delivers groceries to 70% of English households. Frisco sets the quality standards in customer service in Poland beyond any of its competitors. With the Fund’s support the company plans to upscale its operations in the Warsaw agglomeration and expand nationwide in two or three years’ time” said Tomasz Czechowicz, President of MCI Management SA.

Frisco.pl was established in 2006, since then it has set the benchmark in quality customer service that is beyond reach of any of its competitors. As the only company on the e-grocery market in Central Eastern Europe, Frisco has a state-of-the-art completion center and the most sophisticated order processing system “ compared to the competition, the completion process is highly scalable, enabling Frisco to handle increased order volumes. This advantage is recognized by competitors who know the specificity of the e-commerce industry. That is the reason why the company became the integrated e-commerce service provider of choice for the most recognized Polish FMCG brands.

“Dynamic growth in e-commerce and increased social awareness will be the drivers of our future growth. Frisco’s strategy assumes further rapid increase in sales on the Warsaw market and expanding to other major cities around Poland in two or three years’ time. We are also ready to execute favorable acquisitions incrementally boosting the scale of our operations and making better use of our logistics platform without incurring additional expenses.” said Witold Ferenc CEO at Frisco S.A.