

MCI invests in Intymna.pl-e-commerce market leader in lingerie category.

11.10.2007

MCI Management SA successfully launched its new investment on the e-commerce market. The fund invested PLN 700 thousand in Intymna.pl to finance current operations and marketing strategy of the company specialising in selling lingerie over the Internet.

Intymna.pl is the oldest and largest online lingerie store in Poland. During the 5 years of its existence the store became a leader in its segment. Lingerie is the fastest growing and developing segment of clothing and the share of online sales is rapidly on the rise. Intymna.pl sales are aimed at individual customers (B2C e-commerce). The company has nearly 80 thousand registered customers and offers them over 50 brands of lingerie on various price levels, both for women and for men. Additionally the offer is enhanced with complimentary products like jewellery, perfume and cosmetics.

Intymna.pl is an unquestionable leader on the online lingerie market. It was recognised as the No. 1 store in the Online Shop Ranking by Wprost and Money.pl and in the ranking of "Internet Magazine"s Best Online Stores 2006" in the clothing category.

"Thanks to the acquired capital and MCI's support and experience in the e-commerce industry we expect to increase the value of the company." says Małgorzata Lisowska, Member of Board of Intymna.pl Sp. z o.o. "Our primary goal is building a strong brand for Intymna.pl, among others, by intensive promotion of our store on the Internet and investments made in further development of our copyright store software." she adds.

Presently Intymna.pl receives over a million visits monthly and fulfils up to 5000 orders every month. Its customers come from 140 countries. The strength of Intymna.pl is a broad range of products, holding brands sold exclusively and high availability of goods which resulted in gaining trust of thousands of satisfied and loyal customers.

“The important element is sustaining the level of quality that satisfies the needs of customers with the constantly increasing number of orders.” says Dagmara Malczewska-Grzelak. “Here, we put special emphasis on obtaining suppliers that assure fluidity, speed of realisation and deliver goods in amounts fulfilling the growing demand. An important factor in quality assurance is building a team of creative employees.” she concludes.

“Intymna.pl is a continuation of MCI’s strategy assuming investing in and building e-commerce leaders in Poland.” says Andrzej Jasiennicki, Investment Director for MCI Management SA. He adds: “Clothing is another broad consumer category with a large growth potential in the online channel where the Fund wants to have significant capital exposure. Lingerie is currently the most popular segment on the Internet in terms of clothing. The undisputed position of Intymna.pl, the experienced management team’s concentration on high competitiveness of its offer for clients, high trade margins and MCI’s support will help this venture succeed.”

About Intymna.pl

INTYMNA.PL as a leader in lingerie sales always follows newest trends in lingerie fashion. It offers the newest collections, also limited ones, and models and brands most preferably purchased by customers. Rankings it has won confirm that INTYMNA.PL, as the oldest and largest online lingerie store, is an undisputed leader among clothing stores, especially online lingerie stores. At www.intymna.pl you can find around 2 thousand products from current collections of lingerie fashion. The interest of customers in INTYMNA.PL site is rising constantly. Presently the average number of visits is 1 million a month. Several people work on development of INTYMNA.PL and customer service. The company encourages creating jobs for women, at present the company employs only women “we provide 100% of femininity. Feminine subtleness, beauty and intelligence reveals itself in all aspect of our activities.