

MCI Management and Invia.cz invest \$5M in Travelata.ru development

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Travelata.ru, the leading online travel package reseller in Russia, acquired \$5M funding from closing round A. The funding comes from the Polish PE fund, MCI Management SA, through its portfolio company Invia.cz. The closing of Round A followed the initial investment of Invia.cz in November 2012. Invia declared intent to invest in further tranches of Series A shares. The objective of Series A round is to further strengthen Travelata's position on the Russian market as the number one online travel package reseller.

"Invia.cz has been selling travel packages online for over 10 years in EE markets, which are very similar to Russia. Thanks to close cooperation with Invia.cz, we benefit from access to the best practices in sales operations and marketing, as well as to advanced CRM technology. Having such an experienced investor and partner on board is one of the key competitive advantages of Travelata that enable high operational efficiency and the best possible customer service. By closing Round A, we will manage to strengthen our position as the unquestionable first-choice online travel package reseller in Russia" – stated Alex Zaretsky, Travelata CEO and founder

"Invia.cz has been supporting Travelata.ru from the early stage of its operations and we would like to extend our commitment. The Russian market is very important to us and we see great potential coming from development of Travelata.ru as the number one online travel package reseller." – commented Michal Drozd, Invia CEO and founder

"Invia's model is very efficient and highly scalable; therefore we support its activities to strengthen its leading position and foster further growth. The engagement in Travelata which operates on the high-growth Russian travel market is a highly valuable investment opportunity for Invia" – said Sylwester Janik, Partner of MCI Management S.A.

Invia.cz is the leading online travel group in the CEE region with presence in Czech

Republic, Poland, Slovakia, Hungary and Russia (through Travelata.ru). Over 90% of its shares belong to MCI Management, a successful Polish private equity fund investing in Internet companies in CEE, DACH, CIS and Turkey.