

MCI.TechVentures fund expands the portfolio of e-commerce companies through investment in Morele.net

26.10.2011

MCI.TechVentures, the venture capital fund managed by MCI management SA, has invested in Morele.net, the second-largest Polish online retailer offering IT equipment.

“Morele.net has a strong market position, which it achieved thanks to effective strategy and competent management team. We are certain the company will take full advantage of the growth potential offered by the Polish e-commerce market. The investment in Morele.net also consequently realizes the strategy of MCI.TechVentures, which focuses on companies in growth stage operating within segments of the e-commerce market with a high rate of growth, and those segments where leaders achieve the economies of scale and build potential for market consolidation.” – said Sylwester Janik, Fund Manager MCI.TechVentures, Member of the Board and Partner at MCI.Management SA.

The Morele Company was established in the year 2000, and since the beginning it is managed by Radosław Stasiak and Michał Pawlik. It was their philosophy to create a customer-friendly place for convenient shopping for personal electronics. Currently, with its offer of over 50,000 products (and half of that available in stock) Morele.net it is one of the leading retailers on the Polish market. Thanks to its focus on modern technological and organizational solutions, the company is able to deliver supreme customer service to more than 100,000 people who visit the Morele.net website and local pickup points (NetPunkt) every day.

â€œOur strategy assumes further dynamic growth of sales and strengthening relations with suppliers, enabling us to build unique added value for clients. We are convinced that with the support of MCI.TechVentures â€œ both financial and substantial - taking over the lead in the segment of IT and multimedia e-commerce in Poland will be much faster - said MichaÅ¸ Pawlik, President of Morele.net.