

Morele Group acquires Sklep-Presto.pl online sports equipment retailer.

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Morele Group, a part of the portfolio of companies owned by MCI Capital Funds, has completed the acquisition of Sklep-Presto.pl, the second largest online sports equipment store in Poland. The investment is in line with Morele.net's strategy of extending the Group's range to include new categories beyond consumer electronics. Currently, it offers more than 800k products in 8 sectors.

Sklep-Presto.pl is one of the leading online retailers of sports and outdoor equipment in Poland.

In 2005, the value of the Polish market of sports equipment was PLN 1 billion. It grew to PLN 8.7 billion in 2016. Sports apparel is in the top 10 of products purchased online. It is also one of the 10 key categories in which the reverse ROPO (Research Online Purchase Offline) consumer behaviour is observed. Having seen the huge potential of this sector, Morele.net decided to expand its activity there.

*„The acquisition of Sklep-Presto.pl is another step in the expansion of our range. Over the last period, we have been doing this both organically, by setting up our own stores, and by acquisitions. Sklep-Presto.pl became fully integrated with the Morele platform in January this year. This is an ideal example of our ability to quickly merge. At the same time, our experience and flexible system helps us to achieve a high level of effectiveness, said **Michał Pawlik, CEO, Morele.net**. „We plan to achieve revenues of PLN 1 billion on the Group level, with a significantly improved average margin”, added **Pawlik**.*

Morele Group, in its current shape, has been operating in the market since 2004. Each month, the Group's websites are visited by about 2.5 million unique users who place

more than 5,000 orders a day. Morele Group has currently a number of online stores representing different sectors in its portfolio. In addition to its core online store with consumer electronics, morele.net, the Group operates also: Amfora.pl, Budujesz.pl, Digitalo.pl, Hulahop.pl, Motoria.pl, Meblujesz.pl, Pupilo.pl, Sklep-Presto.pl/trenujesz.pl and Ubieramy.pl. All these platforms offer a total of 800,000 SKUs, a majority of which is available within 24 hours. In 2017, the Group recorded revenues of PLN 750 million.

“The experience gained in the consumer electronics sector and the AI-based technology help Morele.net to quickly expand its range and conquer new market segments. The company combines organic growth with the ability to very efficiently integrate other platforms to provide its customers with access to high quality service. This creates great growth opportunities. Morele Group is becoming an e-commerce leader also beyond Poland. Following the merger with Pigu group, it is also on course for achieving a position of a regional leader”, says **Maciej Kowalski**, responsible for the company on behalf of the **MCI Capital** fund.