

Travelata strengthens the position of e-travel leader in Russia

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Travelata, a subsidiary company of Invia.cz belonging to the MCI Group, consequently realizes its strategy to gain market share.

The company's dynamic growth picked up the pace when in November 2012, MCI Management and Invia delivered capital and knowledge about building value on the E travel market in Central Eastern Europe. As a result, Travelata recorded above average sales results in the summer (July-August) exceeding forecasts by 40%. What is more important, the growth was achieved while maintaining the marketing budget. Very good results of Travelata in the summer and stable performance through the rest of the year enabled it to strengthen its leading position in sales of online travel packages in Russia. Good prospects for further dynamic growth of Travelata's results made MCI and Invia execute another investment in the Russian company in June 2013, acquiring all of the shares in the A round of financing worth USD5 million. The subsequent investment in Travelata is the consequence of realizing Invia's strategy to become the regional leader on the e-travel market.

Travelata.ru became part of the investment portfolio of the Polish fund in the second half of 2012. MCI Management SA invested in the company through its portfolio company Invia last November. With this move, Invia began its expansion onto the highly prospective Russian market, transforming Travelata from an early stage company to one with potential to become the leading online travel packages reseller in Russia.