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Mihnea Stere

CEO / Co-Founder

>20 years of marketplace,
retail, D2C expertise



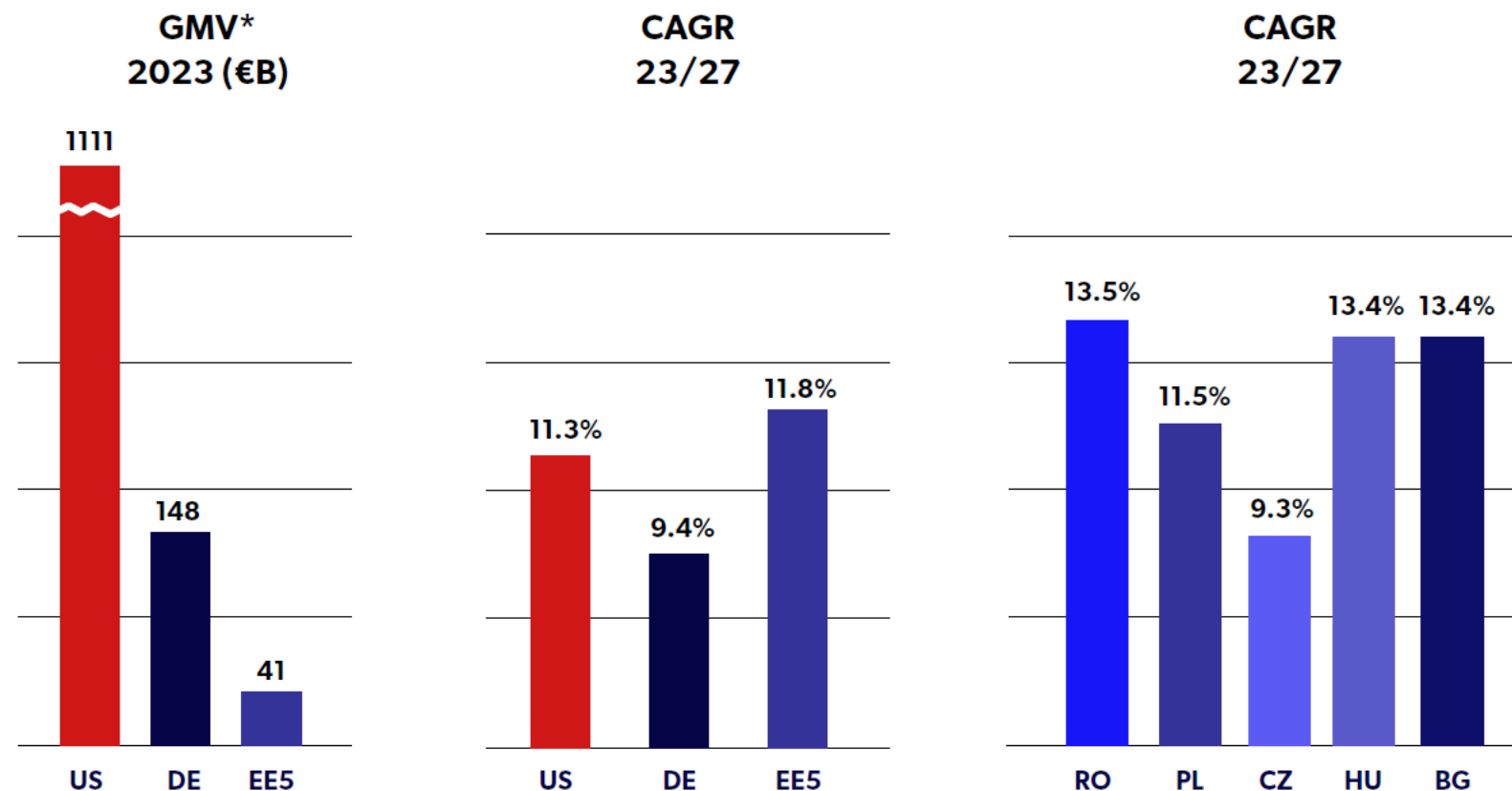
E-commerce Growth Macro-Perspectives In Eastern Europe

Ebury_Pria E-commerce Payments Conference, Bucharest, March 29th

E-commerce Market

Eastern Europe is growing faster vs developed markets

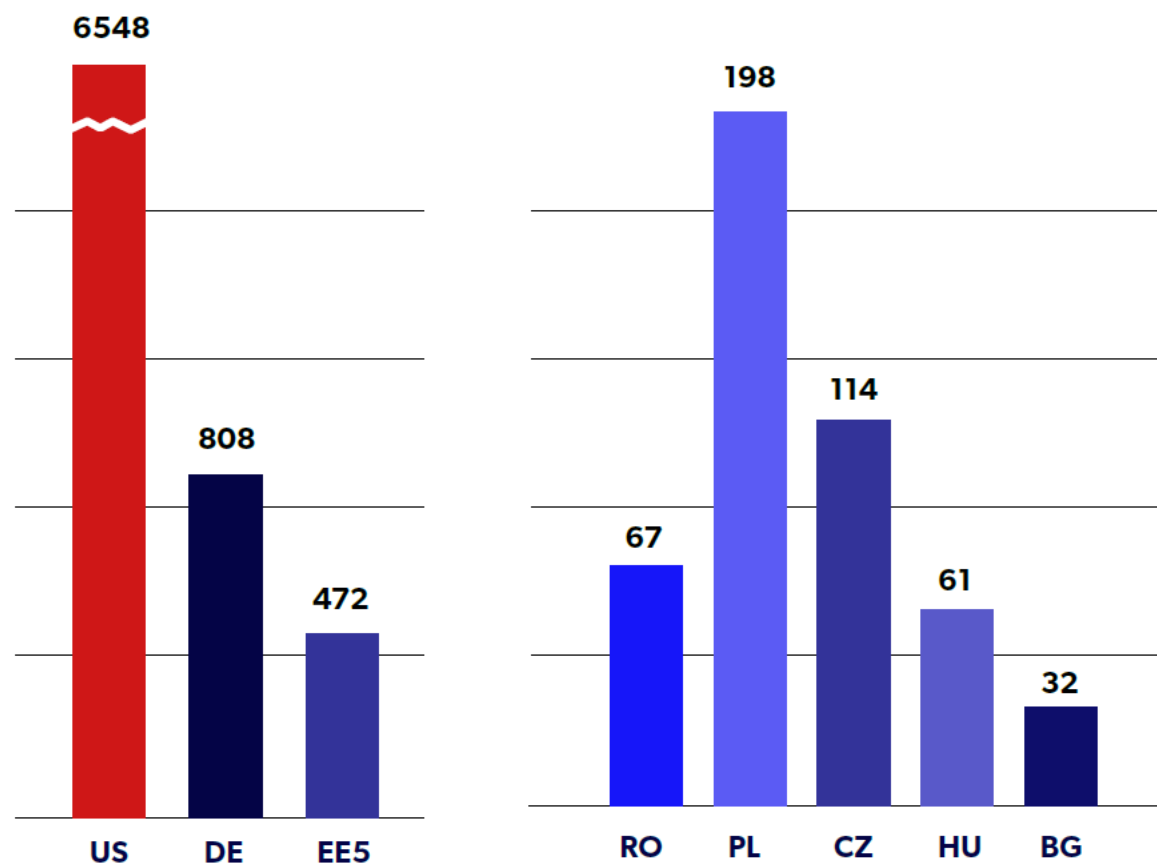
Romania, Poland, Czech Republic, Bulgaria, Hungary make up the **EE5**



Market GMV set to grow from 41B to 64B over the next 5 years at a 11.8% CAGR

Market: Eastern Europe DTC

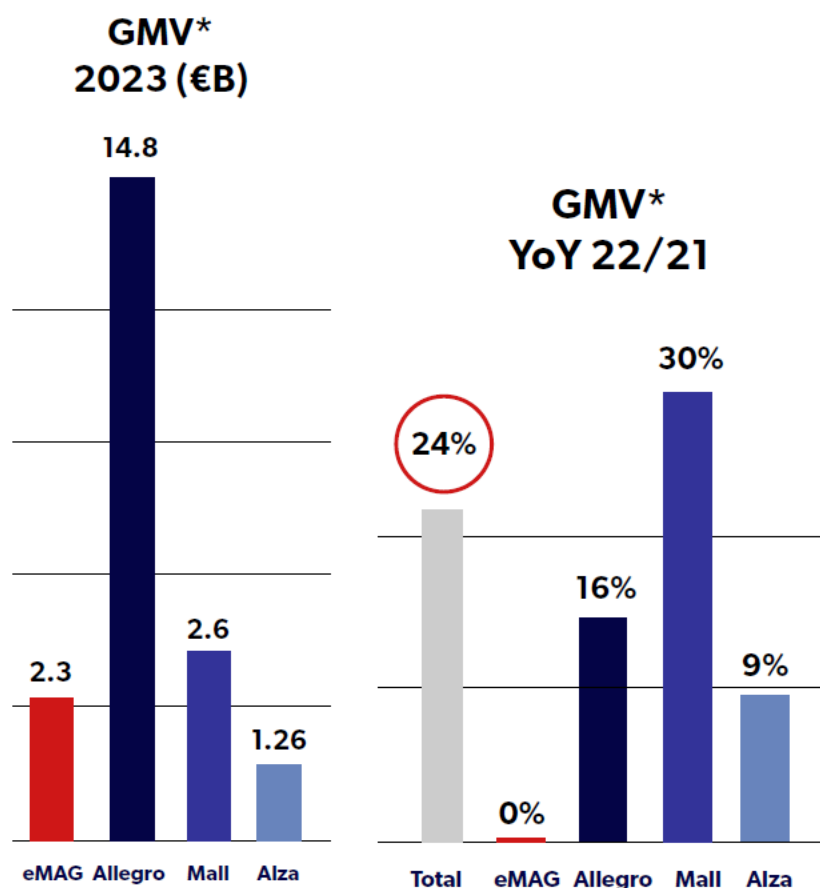
**E-comm Sites*
(K)**



The top five eCommerce economies in Eastern Europe are growing rapidly and provide a wide pool of D2C candidates

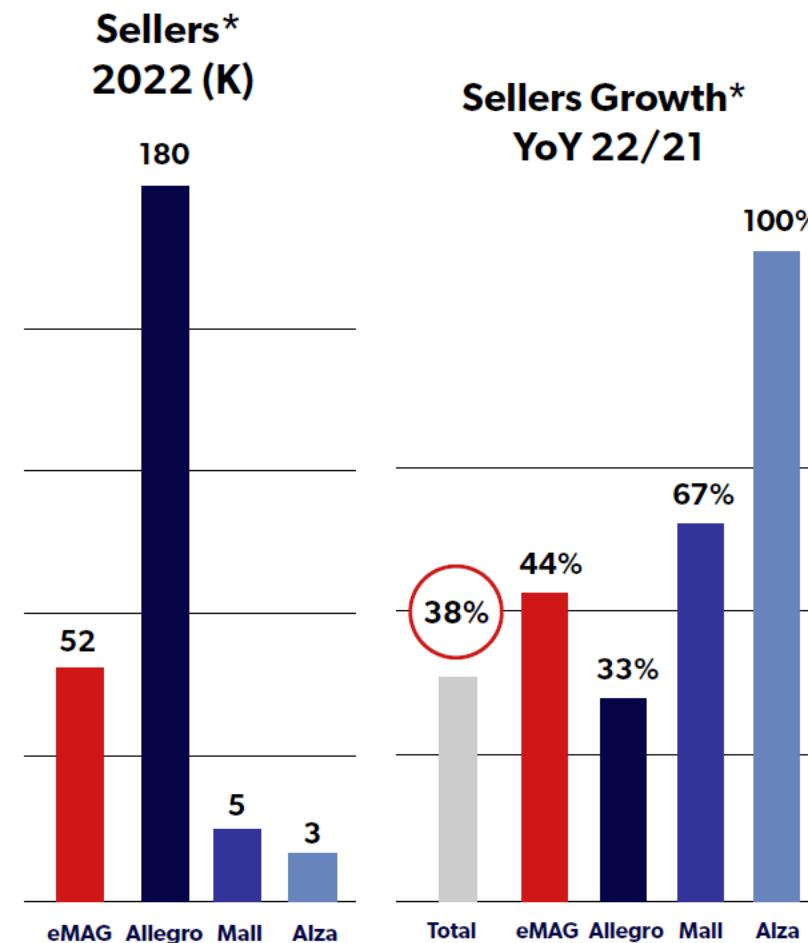
Marketplaces

Huge potential to expand into all EE5 regional marketplaces



Marketplaces comprise **59%** of eCommerce in Eastern Europe in 2022**

With **19% CAGR**** over next 5 years marketplaces are projected to reach **€36bn GMV** and **68% market share** by 2027



eCommerce growth in Eastern Europe

is **faster** than in the developed markets

- **€64B** in 2027
- Over **450K** DTC players
- Cost Operational Advantages
- Excellent Local Manufacturing lowering Asian supply chain risk

Excellent bidirectional development perspectives:

- **West2East Regional / Channel Diversification**
- **East2West Scaling Potential**

The rapid growth of the emerging e-commerce scene in Eastern Europe provides an interesting opportunity for further diversification and development of the financial services

Thank you



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