

Allegro grows at twice the pace of Polish retail sales and accelerates revenue in Q3

Allegro accelerated Polish revenue growth to >20%, as GMV rose >10% YoY

Group added ~600,000 active buyers YoY, exceeding 21.1 million. Their average annual spend rose across Allegro, nearing PLN 4,300 in Poland

International marketplaces grew GMV by 56%, while the number of active buyers surged by 50% YoY to 4.2 million

Allegro is the gateway to online shopping as its unique flywheel effect conveniently and efficiently links millions of buyers with thousands of merchants. The platform's Polish GMV (gross merchandise value) accelerated annual growth to 10.4% in the third quarter, more than twice the rate of Polish retail sales expansion. Revenue in Poland rose at double the GMV pace, boosted by a 32% YoY surge in advertising income. **Enhanced local offerings and user experience support robust growth across new marketplaces**, with their GMV up by 56% YoY as cross-border sales to Poland by Czech, Slovak and Hungarian merchants nearly doubled.

Allegro Pay financed 15.5% of the platform's third-quarter GMV in Poland, while Allegro's unbeatable selection helped drive an 11.2% YoY overall rise in items sold. Key categories like Supermarket and Health & Beauty chipped in with growth at double the pace of the Polish GMV, with Allegro attracting new brands like YES, Terranova, Diverse, Homla, or Grohe & Hansgrohe. **Allegro Smart!** added nearly 1 million subscribers YoY in Poland thanks to the rollout of special bonuses and promotions. Smart! subscriptions beyond Poland more than doubled. **Allegro's services complement each other, improving customer loyalty and engagement.** The group's active buyers' base grew by almost 600,000 YoY, with 15.2 million active buyers in Poland spending on average 8% more than a year earlier. **Merchants welcome Allegro's powerful cross-border selling opportunity and expand their exportable selection.** The group's new marketplaces hit 4.2 million active buyers, a surge of over 50% as Allegro.hu exceeded expectations in its inaugural year. The Allegro app is a key engagement channel in new markets, expanding its user base by 70% to 2.2 million across Czechia, Slovakia, and Hungary. It is already the most popular shopping app in Poland, with over 13 million annual users.

As part of the app's latest design update, Allegro is launching tests of a breakthrough **AI Assistant**, aiming to transform shopping with inspirational search, product summaries, and contextual buying advice. This tool is leading the way among marketplaces and will redefine product search as we know it, learning along the way.

Allegro Delivery continues to drive the share of Allegro-managed volumes. It widens delivery choices for consumers who can manage their options within the Allegro app. Allegro now manages over 36% of its parcel mix—a 2.4 ppt increase quarter-over-quarter. Thanks to the full integration of DPD and the expansion of Allegro One Boxes, Allegro Delivery now offers Poland's widest delivery network of over 33,000 parcel lockers and 37,000 pickup points. Allegro expects its share of volumes to rise further in the fourth quarter and confirms the full-year target of over 8,000 One Boxes, with the rapid scaling supported by three new depots and a sorting centre.

Allegro secures future GMV through key partnerships and its tech drive, designed to enhance the shopping experience. An innovative cooperation with Poland's largest bank, PKO BP, has yielded the first embedded-banking offer of this scale in Polish e-commerce: a new fast payment option inside the Allegro app for a joint client base, called **Allegro Klik**, and a new accessible funding line to support Allegro merchants' growth under **Allegro Kapital**. Allegro is targeting over 2 million clients to activate Allegro Klik, while 20,000 businesses should ensure new financing.

"Almost half of Polish buyers start their online shopping journey on marketplaces, an 11 ppt increase since 2022. What's even more satisfying, seven out of 10 of them start with Allegro," said **Marcin Kuśmierz, Allegro CEO**. *"Our third-quarter results confirm that the Allegro team knows how to take care of this consumer interest effectively, and that we are the No.1 place to boost sales for merchants. We're finishing the year with a full pipeline of new innovations, introducing new products and win-win partnerships. What's more, we've just launched tests of the breakthrough AI Assistant, which will surely revolutionise how customers search on Allegro. You can bet that there is more to come, so we're enthusiastically looking forward to new prospects in the coming quarters. We're now in the hottest period in e-commerce, and we're up for the challenge."*

Financial Update:

"The third quarter has seen excellent progress right across the Allegro group's operations. In Poland, GMV growth ticked up further to 10.4%, with revenues growing at twice that pace due to contributions from advertising, Allegro Pay and logistics," said **Jon Eastick, Allegro CFO**. *"Further progress on Allegro managed delivery share, up to 36% for the quarter, helped to control delivery costs and support Polish margins. On the International side, GMV growth from the new Allegro marketplaces was a buoyant 56% while losses narrowed by 23% YOY. In combination, this performance generated a 24% YOY increase in group Adjusted EBITDA and sets Allegro up to compete hard for GMV share in the fast-approaching peak shopping season. We are committed to delivering full-year revenue*

¹ Source: [Customer Journey 2025](#) report prepared for Allegro by Minds&Roses.

and profitability in line with the outlook ranges, despite softer trading patterns observed quarter to date."

About Allegro

Founded in Poland 25 years ago, Allegro now operates a leading online marketplace across Central and Eastern Europe. Based in Luxembourg and listed on the Warsaw Stock Exchange after the largest IPO in the bourse's history, Allegro solidifies its position as the largest online marketplace of European origin. The platform connects millions of buyers from across Eastern and Central Europe as well as the EU, with thousands of international merchants who provide millions of products. Allegro has already established itself as the go-to marketplace for consumers in Poland and the flywheel of the Polish economy, helping to generate around 1% of the country's gross domestic product (GDP) and its total workforce. It wants to echo the positive impact in every country where it operates, aiming to become the most loved online shopping destination in Europe.