

Allegro rolls out new services and adds momentum to its AI evolution, while accelerating growth in Q1

AI becomes Allegro's strategic enabler with rollouts of new tools for buyers and partners

Allegro supercharges its marketplace with new services, moving into a market valued in hundreds of billions of PLN

Group is off to a good start of 2026, posting Q1 growth at levels beyond its full-year targets

AI as Allegro's strategic enabler

For Allegro buyers, AI provides personalised conversational support with an in-app AI Assistant, which is now live after well-received tests. To further improve its search engines, Allegro also launched a shopping assistant on desktops and mobile web as part of a pilot with Google. Going beyond its platform, Allegro has also signed a pioneering partnership with OpenAI and became one of the first Polish companies present in the ChatGPT App Store, creating an AI environment for agentic communication. Partners benefit from AI tools that simplify selling, listing, and logistics, with the merchant assistant also live after positive feedback from early users. In marketing, AI optimises advertising through automated targeting and content creation. Product development is also faster, validating ideas in weeks rather than months, as Allegro is redesigning internal processes with AI to improve performance and equipping employees with personal tools to speed up complex tasks.

"Allegro's AI rollout over the last few months only confirms our status as a tech-driven marketplace. Harnessing Allegro's immense scale of over 80 million products from 150,000+ merchants, our toolkit automatically offers an unmatched AI powerhouse in local e-commerce for both buyers and sellers. Allegro is running almost 100 specific AI projects as part of this ongoing evolution. We are simultaneously running several tech partnerships, which are all helping us reach a new generation of buyers. The target is for ~40% of Allegro's tech portfolio to embed AI solutions by the end of this year," said **Marcin Kuśmierz, Allegro CEO**. *"AI-enhanced shopping and selling experience is at the core of Allegro's strategy. So is supercharging our marketplace, as we launch breakthrough partnerships. We're talking market-changing partnerships. Teaming up with PKO BP meant we created a new financing method for millions. Joining hands with market leaders in health and travel, we want to create the best shopping experience on a services market valued in the hundreds of billions of PLN. The sky is the limit when you think of the possible synergies between the new revenue streams in combination with our programmes and brands. The first quarter showed we're achieving our goals at a pace well ahead of our full-year targets, which bodes very well for the quarters ahead."*

New partnerships broaden revenue streams

Allegro's newly announced partnership with Lux Med, Poland's leading medical brand, paves the way for a new offer of medical services for Allegro buyers and selling partners, while the deal with Poland's largest travel agency Itaka launched Allegro Wakacje - a dedicated storefront for travel

packages on Poland's most popular e-commerce platform. **Allegro's goals are straightforward: to become the largest health marketplace and the best travel platform in the region.** The partnerships connect customer groups counted in millions and are Allegro's first steps in building a services offer beyond traditional e-commerce, broadening GMV (gross merchandise value) and revenue streams after posting robust progress in the first quarter of the year.

Q1 results beat full-year guidelines

GMV accelerated growth to 11.6% year-on-year in Poland in Q1, or over twice as fast as the country's nominal retail sales. At the same time, the unique bundle of Allegro's in-house logistics, financial services, and advertising tools boosted Polish revenue's rise to 18% and pushed Adjusted EBITDA up by 18.5% versus last year. Strong acceleration at Allegro's international marketplaces and a rising number of active buyers helped group results outpace its Polish business: consolidated GMV rose by 12.8% and Adjusted EBITDA was up by 23.6% YoY. All these key metrics grew beyond the planned full-year pace, with Allegro continuing as **the unique gateway to online shopping for 20.4 million active buyers in the region, with 15.5 million in Poland alone.**

The platform's flywheel effect conveniently connects millions of buyers with thousands of merchants, while Allegro's in-house services complement one another to enhance the customer experience and merchant success.

- **Allegro Smart!** has already helped buyers save over PLN 20 billion on free deliveries. It's also a business booster for merchants, as Smart! subscribers spend on average 7x more on Allegro than non-users. With 7.7 million users in Poland **Smart! is the country's favourite benefit programme.** It's also scaling abroad with 1.3 million users beyond Poland.
- **Allegro Pay** drives selling and buying via easy and safe in-house financing options. It covered 16.1% of Allegro's Q1 GMV thanks to 36.7% year-on-year growth in loan generation to PLN 3.9 billion. Allegro's partnership with Poland's top bank PKO BP has translated into 150,000 users of the Allegro Klik cashback option for Allegro purchases via PKO accounts in just two months, with merchant financing option already scaling.
- **Allegro Delivery** fulfils Allegro's commitment to secure and dependable online purchases. The programme drove the share of Allegro-managed parcel volumes to 45% in Q1. Together with partners, it's already Poland's widest delivery network, covering over 38,000 parcel lockers and over 37,000 pick-up points. Allegro Delivery includes networks offered by Orlen Paczka, DHL, DPD, as well as over 9,500 Allegro One Boxes, which are on track to meet widened full-year goal of more than 12,000 machines.

International marketplaces accelerate growth

Allegro's marketplace model effectively boosts customer engagement and its partners' success across all markets. Step-up improvements in buyer engagement translated into a 67.5% increase in GMV across the group's three international marketplaces in Czechia, Slovakia, and Hungary at improving margins. They already attract 4.9 million active buyers, or around 26% of all e-commerce customers in these markets. GMV on international marketplaces has increased further in the first weeks of the second quarter and the group now expects faster full-year growth of its international segment. The aim is to close the year with GMV on international marketplaces over PLN 1 billion higher than in 2025, with breakeven expected in 2029.

Q1 results drive outlook upgrade for international operations

*"Allegro is off to a great start of 2026, with group GMV growing 12.8% YoY in Q1. Poland delivered 11.6% YoY GMV growth, ahead of the 2026 outlook for 9-11%, while the new international marketplaces accelerated to 67% YoY growth for Q1 from 49% YoY in the last quarter of 2025," **said Jon Eastick, Allegro CFO.** "Momentum across the Czech Republic, Slovakia and Hungary is so strong that today we are raising our GMV outlook for international operations to 40-45%, and to 25-35% for international revenues. In Poland we continue to innovate and compete for growth and share, while holding the outlook unchanged for now as we cautiously await consumer demand signals as the geopolitical issues unfold. The first quarter also delivered strong progress on profitability, with Group Adjusted EBITDA advancing 23.6% YoY. Polish margins bounced back above 6% of GMV due to strong cost control and contributions from advertising, Allegro Pay and logistics, while International improved its result by 17.7% YoY. Low leverage gives Allegro the flexibility to increase its 2026 capex spending by up to 22% and return another PLN 1.6 billion to investors through share buybacks planned for later this year."*

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.