Growth acceleration across Allegro Group and new marketplace boosters pave the way for significant guidance upgrade

First weeks of Q3 boosted Allegro group's year-to-date GMV growth rate to 15% YoY

Continued outperformance prompted a significant full-year outlook upgrade across Allegro

Allegro confirms market-beating Q2 results, continuing to supercharge its marketplace with breakthrough partnerships and AI rollout

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From shopping to AI, holidays and health: Allegro is your everyday life companion

Allegro expands its value proposition by partnerships that connect customer groups counted in millions, while broadening GMV (gross merchandise value) and revenue streams for Poland's most popular e-commerce platform. Allegro ventures far beyond traditional e-commerce, with its new services offering built hand in hand with other household brands already drawing in hundreds of thousands of users. Medical services offered with LUX MED, Poland's leading medical brand, now include packages for individual consumers, just months after Allegro launched an offer for its selling partners in April. Allegro Wakacje - a dedicated storefront for travel packages - already draws ~350 000 visitors monthly as it doubled its selection to ~1900 offers in 104 countries since its May launch in a deal with Poland's largest travel agency Itaka. Allegro's goals are clear: to become the largest health marketplace and the best travel platform in the region. Allegro Klik, a cashback offer launched with Poland's No. 1 bank, PKO BP, drew over 370 000 users in five months, making it Allegro's fastest-growing payment method ever. Over 4000 companies onboarded for merchant financing offered with PKO.

Allegro has solidified its position as a cutting-edge, tech-driven platform with the scale of AI deployments over the last few quarters. Its AI tools benefit buyers and merchants alike by simplifying buying, selling, offer listing, and logistics, as Allegro combines its own robust tech stack with leading technologies from global brands. The platform is one of the first Polish companies present in the ChatGPT App Store thanks to its pioneering collaboration with OpenAI. The implementation of Google's latest solutions and large language models (LLMs) supercharges the breakthrough Allegro AI Assistant, which already gives shopping advice to around half a million users monthly. The AI assistant for Allegro's selling partners is also fully deployed and resolves 95% of sales quality issues without human assistance, as merchants use it to onboard their offers, create content, images, or manage inventories. The latest solution combines the tech know-how of Allegro and ElevenLabs, two Polish unicorns who teamed up to propose a friendly AI voicebot to assist Allegro Delivery users. Allegro is well on track to meet its target of embedding AI solutions into around 40% of its tech portfolio by the end of the year.

"*Allegro continues to push the boundaries of e-commerce as we know it, testing new ideas and revenue streams to constantly expand its value proposition across the group,"* said **Marcin Kuśmierz,**

Allegro CEO. *"We are reinventing our expansion model. The Allegro flywheel harnesses not only the platform's immense scale of 21 million active buyers shopping across 90+ million products from 150,000+ merchants - its spin is now propelled by breakthrough partnerships and AI development. We cooperate with leading brands, combining user bases counted in millions in markets valued in billions of PLN. Our goal is to be the marketplace of choice in every market where we operate. To achieve that, we need to be the preferred marketplace for local consumers and local partners alike. The number of active buyers is growing across the group, and more and more local merchants are selling on our platforms. Growing satisfaction and loyalty on both sides shows that our strategy is working.*

Our engine is running on all cylinders in Q3, with Polish GMV growth accelerating further and our international marketplaces' GMV doubling year-on-year in the first ten weeks of the quarter. Year-to-date, Poland is already beating the top end of our previous guidance, driving group-wide growth to nearly 15% YoY and allowing us to significantly raise our guidance. This isn't just strong momentum - our flywheel is spinning faster than ever. And there's so much more in store. We're about to welcome a super-experienced CFO Katarzyna Ostap-Tomann, and fintech legend Dariusz Mazurkiewicz to our team, so stay tuned," **the CEO added.**

Polish business outpaces market growth

Allegro confirms the growth pace flagged in preliminary Q2 results. GMV accelerated growth to 12% year-on-year in Poland, or over three times faster than the country's nominal retail sales. A unique bundle of in-house logistics, financial services, and advertising tools, coupled with the widest possible selection at proven best prices[1] pushed Polish revenues up by 14.4% and Adjusted EBITDA by 11.3% YoY. Continuous growth in the third quarter helped Allegro raise its full-year GMV growth expectations for Poland to 11-13%, with Adjusted EBITDA now seen up by 11-14%.

Strong acceleration at Allegro's international marketplaces helped group results outpace its Polish business: consolidated GMV accelerated growth to 14.4% and Adjusted EBITDA was up by 11.5% YoY in the second quarter, with Allegro continuing as the unique gateway to online shopping for 15.6 million active buyers in Poland, and 5.3 million abroad.

- **Allegro Smart!** has over 9 million users and booked its best Smart! Weeks campaign ever, the first to be held across all four markets. It's everybody's favorite, with paid Smart! subscriptions continuously growing at a double-digit pace, while merchants raised the number of Smart! Weeks deals by 22%.
- **Allegro Pay** helped generate 16.4% of Allegro's Q2 GMV thanks to 35% year-on-year growth in loan generation to PLN 4.5 billion. Consumers can now also use it to buy Allegro Wakacje holiday trips and pay for them later.
- **Allegro Delivery** extends to over 40,000 parcel lockers and almost 35,000 pick-up points, including over 11,000 Allegro One Boxes, which are on track to meet the 2026 goal of >12,000. The programme covers ~50% of Allegro's parcel volumes.
    - Allegro's negotiations with InPost to extend their agreement until 2031 are

[1] *The "Polish E-commerce Market 2026" report, prepared by Modvise on behalf of Allegro, confirmed the platform offered the best price for <77% of compared products. It was based on an analysis of 19,476 best-selling products and 29,328 price comparisons across top 20 online stores operating in Poland, covering 17 main product categories. The data was collected on July 16, 2026.*

progressing to ensure Allegro customers continue to have the widest possible choice of delivery methods. The scope of the new agreement is to include lower delivery prices, a revised price indexation formula, and multi-year volumes.

Best prices and unbeatable selection boost Allegro's international business

Allegro's marketplace model effectively boosts customer engagement and its partners' success across all markets. Together with step-up improvements in customer satisfaction, it translated into an 85% YoY increase in GMV across the group's three international marketplaces in Czechia, Slovakia, and Hungary at improving margins in Q2. The new platforms now attract over a quarter of e-commerce customers in these markets with an unbeatable selection of over 40 million active products - 90% of them priced lower than the competition. The number of offers from local partners in Czechia, the largest of Allegro's foreign markets, rose by almost a third year-on-year in Q2, with prompted brand awareness among Czech e-commerce buyers at 94% after successful campaigns. The first ten weeks of Q3 saw the international segment's GMV growth accelerate to ~100% YoY. Allegro aims to close the year with GMV on international marketplaces almost PLN 2 billion higher than in 2025, with break-even expected in 2029. Additionally, Allegro has just opened its office in Shenzhen to connect directly with regional sellers and secure platform compliance at the source in China.

Continuous business acceleration drives outlook upgrade

"*Allegro continued to show great momentum during the second quarter. Polish GMV growth picked up further to 12%, while strong showings from advertising and fintech, plus further delivery cost optimisation and AI-supported productivity improvement, kept margins ahead of plan,*" said **Jon Eastick, Allegro CFO**. "*Internationally, we continue to grow exceptionally fast, at 85% YoY, as consumers continue to build their marketplace shopping habit and our partners add selection at compelling price points. This excellent performance has gone from strength to strength during the first ten weeks of Q3, leading us to today's significant upgrade of our 2026 outlook for the group to 13%-15% growth for GMV and 13-17% growth for Adjusted EBITDA. Lastly, it is with great personal satisfaction that I can depart with Allegro's finances in such outstanding shape, and also in the best of hands, as Katarzyna Ostap-Tomann takes over as CFO from next month.*"

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.