Allegro enters the holiday season at the fastest growth pace in four years, with profitability rising across the group

Allegro closed Q3 with the fastest GMV growth pace since 2022 at record-high margins in Poland

GMV from international marketplaces doubled year-on-year as active buyer base hit 5.7 million beyond Poland

Strong Q4 momentum triggered an outlook upgrade across the Allegro Group

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Allegro translates new tools into scalable growth

Allegro continues to beat expectations thanks to marketplace improvements and tech innovations. The group ventures far beyond traditional e-commerce with new service offerings and partnerships that connect millions of customers, while broadening Allegro's GMV (gross merchandise value) and revenue streams. The group combines its own robust tech stack with leading technologies from global brands, developing AI tools that simplify buying, selling, offer listing, and logistics. Over 300 AI systems already run across Allegro, with its tech teams implementing more than 400 new automations in the last three months alone, positioning Allegro at the global forefront of tech-advanced marketplaces. All Allegro clients now benefit from fully deployed AI Assistants - 94% of sales quality issues from selling partners are resolved without human assistance, while the breakthrough Allegro AI Assistant advises 1.7 million unique buyers quarterly. Expanding its cooperation drive, Allegro became the first Polish partner in YouTube's affiliate shopping project, readying ~35 million taggable offers used by over 500 creators within the first month, and an early-launch Polish partner for ChatGPT ads as the next step in its pioneering collaboration with OpenAI. Poland's most popular e-commerce platform enters the peak season with third-quarter GMV rising at the fastest pace since 2022 in Poland and doubling year-on-year internationally.

"*Allegro is making good on all of its promises over the last quarters, and the strategy is clearly working. The number of active buyers hit 21.5 million across the group, with web traffic data confirming our distance over top Chinese competitors in terms of monthly visits doubled. More and more local merchants sell on Allegro, with our net promoter score (NPS) among partners steadily growing. Last but not least, Allegro's share price has nearly doubled year-to-date,"* said **Marcin Kuśmierz, Allegro CEO**. *"Client satisfaction is the measure of our success and drives our business growth, efficiency and scale, as we've accelerated GMV growth at record-high profitability in Poland. We are doubling down on breakthrough partnerships and AI development, combining user bases counted in millions in markets valued in billions of PLN, and we have all the tools to ensure that Allegro is everyone's go-to place for the most convenient holiday shopping. The first weeks of Q4 show GMV growth was even faster in Poland and continues to double in value internationally. We're thinking way beyond a traditional marketplace, with our next steps including pilot exports to Ukraine, giving everyone the experience of an online brand store when buying on Allegro, or a gradual expansion of our brands and tools beyond our platform, so brace for more to come."*

Polish business accelerates growth

Allegro continues as the unique gateway to online shopping for 15.8 million active buyers in Poland. GMV accelerated growth to 14.7% year-on-year in Poland in the third quarter, or more than two times faster than the country's nominal retail sales, with Building & Industry and Sport & Leisure segments delivering standout performances. Polish revenues rose by 17.1% and a record-high GMV margin of 6.6% translated into a 19.2% YoY jump in Adjusted EBITDA. Allegro offers a unique bundle of in-house logistics, financial services, and advertising tools, coupled with the widest possible selection and prices that beat or match competition in 91% of cases[1]. Rapidly improving customer loyalty and buying frequency on Allegro's international marketplaces helped group results again outpace Allegro's Polish business: consolidated GMV accelerated growth to 17.8% and Adjusted EBITDA was up by 22.9% YoY in the third quarter.

- **Marketplace excellence:** Allegro Smart! added over 800 000 users YoY to reach >7.8 million members in Poland, averaging 7 transactions per month. The marketplace is switching to AI-enhanced verticalization, giving buyers the experience of online brand stores when shopping on Allegro. The platform is also preparing the Allegro Brand Ads Manager, a new tool helping partners run their campaigns on Allegro and beyond, boding well for advertising revenue, which jumped by over a third YoY in Q3.
- **Fintech:** Allegro Pay helped generate 16.2% of Allegro's Q3 GMV thanks to 37% year-on-year growth in loan generation to PLN 4.7 billion, while over 300 000 Allegro Pay cards generated PLN 1.2 billion in payment value. Consumers use Allegro Pay to buy Allegro Wakacje holiday trips and pay for them later, with the option to be available on eBilet as part of Allegro Pay's gradual externalisation this quarter.
- **Logistics:** Allegro offers the largest out-of-home delivery network in Poland, covering around 73,000 parcel lockers across the country. The group's Allegro Delivery partner network spans 40,000 parcel lockers and ~35,000 pick-up points, including ~12,000 Allegro One Boxes, and handling 51% of Allegro's parcel volumes.

Allegro's international business continues exceptional growth

Allegro's marketplace model effectively boosts customer engagement and its partners' success across all markets. Step-up improvements in customer loyalty drove a 102% YoY increase in third-quarter GMV across the group's three international marketplaces in Czechia, Slovakia, and Hungary. Margin improved by 10.7pp year on year, as 5.7 million active buyers across the three new Allegro platforms bought 23% more often YoY. Allegro attracts over a quarter of e-commerce customers and ranks No.1 among shopping apps on Google Play across the three markets. The group aims to close the year with GMV on international marketplaces more than PLN 2 billion higher than in 2025, with break-even expected in 2029. Allegro has also launched an export pilot to Ukraine, opening a market of 12 million active buyers to Polish businesses.

Continuous business acceleration drives outlook upgrade

[1] *"Polish E-Commerce Market 2026," prepared by Modvise and commissioned by Allegro, was based on an analysis of 19,476 best selling products and 29,328 price comparisons across the 20 largest online stores operating in Poland, covering 17 main product categories. The data was collected on July 16, 2026, directly from product pages using a uniform methodology that accounts for available discount mechanisms*

"*I'm happy to be joining Allegro at a time when its flywheel is spinning faster than it ever did, with growth momentum developing strongly as we enter the peak season for e-commerce. Even as Allegro didn't push for higher take rates to give partners more space to expand their offer, Polish GMV accelerated to its fastest growth pace in four years at a record-high margin,*" said **Katarzyna Ostap-Tomann, Allegro's new CFO**. *"At the same time, our international business continues to double year-on-year, as consumers from across the region build their marketplace shopping habit with us. Both in Poland and internationally, consumers visit Allegro more often than ever, with their average spend growing year-on-year. We doubled down on this excellent performance during the first weeks of Q4, with GMV accelerating growth to 16% YoY in Poland and continuing to double vs. the same period last year internationally. Taking into account the great momentum and our partnerships, we substantially upgraded our full-year outlook for Poland to around 13% year-on-year GMV growth and 18.5-20.5% rise in Adjusted EBITDA, with the group now expected to post 15%-16% year-on-year GMV growth and 22-24% rise in Adjusted EBITDA."*

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.