

Launch of Vente-unique.com site in Poland, continued roll-out in Eastern Europe

6 November 2018. Vente-unique.com, Europe's expert for online furniture sales, announces the launch of the Polish version of its website, www.vente-unique.pl, thereby continuing its roll-out in Eastern Europe.

With a population of 38.5 million and a GDP of over €530 billion growing by almost 5% a year, Poland is the largest market in Central Europe and ranks as the 8th largest economic power in the European Union. Above all, the size of its e-commerce market is significant, estimated at close to €10 billion with over 50% of Polish web users having already made purchases online. This favourable trend for online sales should accelerate with the ban on Sunday trading to be phased in gradually from 1 March 2018¹.

This is the second country launch in 2018, following Portugal at the start of the year. Since its inception in 2006 in France, Vente-unique.com has built up its European territorial coverage year after year:

							Poland
							Portugal
						Italy	Italy
					Netherlands	Netherlands	Netherlands
				Austria	Austria	Austria	Austria
				Luxembourg	Luxembourg	Luxembourg	Luxembourg
				Switzerland	Switzerland	Switzerland	Switzerland
			Belgium	Belgium	Belgium	Belgium	Belgium
		Germany	Germany	Germany	Germany	Germany	Germany
	Spain	Spain	Spain	Spain	Spain	Spain	Spain
France	France	France	France	France	France	France	France
2006	2008	2010	2012	2013	2016	2017	2018

The strength of the Vente-unique.com economic model resides in its shared platform and concept, both technologically (via a single website with multiple language versions) and logistically (uniform product range across all countries with a few special collections), enabling rapid international deployment at a controlled marginal investment cost.

This new country launch will strengthen the Group's presence in the Northern and Eastern Europe region (Germany, Austria, Benelux and Switzerland), which contributed some 25% of sales in the first half of the 2017-2018 financial year.

¹ Source: Business France



Next publication: FY 2017-2018 revenues, Monday 12 November 2018 before start of trading.

Read more on: bourse.vente-unique.com

About Vente-Unique.com

Founded in 2006, Vente-Unique.com (Euronext Growth: ALVU) is a European specialist in online furniture sales. The company covers 11 countries (France, Austria, Belgium, Germany, Italy, Luxembourg, Netherlands, Poland, Portugal, Spain and Switzerland) and has delivered to over 1 million customers since its inception. In 2017, Vente-Unique.com posted revenues of €77 million, up 13%, and an EBITDA margin of 9.2%.

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