

# International investment in Poland's cosmetics e-commerce sector

DEAL FLASH | CONSUMER & RETAIL | OCTOBER 2021

## DEAL SNAPSHOT

**Hubert Górecki, the founder and owner of SHOKO Sp. z o.o., has sold a 60% stake to BurdaInternational.**

SHOKO is an internet platform that sells its products via its online store, [cocolita.pl](http://cocolita.pl). It is one of Poland's major players in the online retail sale of cosmetics, particularly make-up and with a growing market share in body care products and accessories. Cocolita selects the brands in its vast portfolio to mainly satisfy the needs of its 18- to 40-year-old customers, with a focus on popular and niche but affordable products. The range includes over 200 brand names, such as Revlon, L'Oreal and Maybelline, as well as Revolution, Jessup, NYX, Golden Rose and some private labels. Hubert Górecki and the management team will keep their managerial positions and Cocolita will continue to operate separately.

BurdaInternational, which includes the foreign activities of the media and tech company Hubert Burda Media, is one of the world's largest media and technology companies, operating in 17 countries. It has 3,500 employees and owns 350 media brands. The company has started acquiring online retailers that offer products to the same clientele that BurdaInternational targets with its media content. Marcin Stark, M&A and Partnerships Director at Burda Media Polska, said: "The acquisition is an important step in cementing our ever-growing position in the online media segment, and strengthening our presence in Poland."

"The Oaklins team presented my company in a way that was 110% in line with my vision. They captured every detail of what is important in our strategy while approaching investors, structuring the transaction and taking all the hard work and thinking related with the transaction off my hands, allowing me to focus on what is most important – our day-to-day business."

**HUBERT GÓRECKI**  
FOUNDER AND OWNER  
SHOKO SP. Z O.O., POLAND

## OAKLINS' GLOBAL REACH PLAYED A MAJOR ROLE IN FINDING THE RIGHT INVESTOR

Oaklins' team in Poland advised Hubert Górecki, identified potential investors and led the transaction process until closing. Oaklins' team in Germany identified and approached the buyer and worked closely with them throughout the process.



## MARKET TRENDS & DEAL DRIVERS

The Polish e-commerce market, in part supported by very strong retail sales dynamics in the country, was very strong even before the pandemic, yet still below the EU average, which translates into great opportunities for further dynamic growth for Cocolita and other online retailers.

It is expected that the CAGR value of the e-commerce market in Poland will continue to increase by 12% year-on-year for the next five years.

## M&A VALUATION ASPECTS

Financial details of this transaction are confidential.

The Oaklins team gained a thorough understanding of the business through a detailed preparation exercise. This was to ensure optimal market positioning and value maximization.

Multiple bids were received for the business, ensuring competitive tension to further drive valuation parameters, and the team successfully structured a deal well above the client's expectations.

## TALK TO OUR ADVISORS



✉ **MACIEJ SZĄŁAJ**

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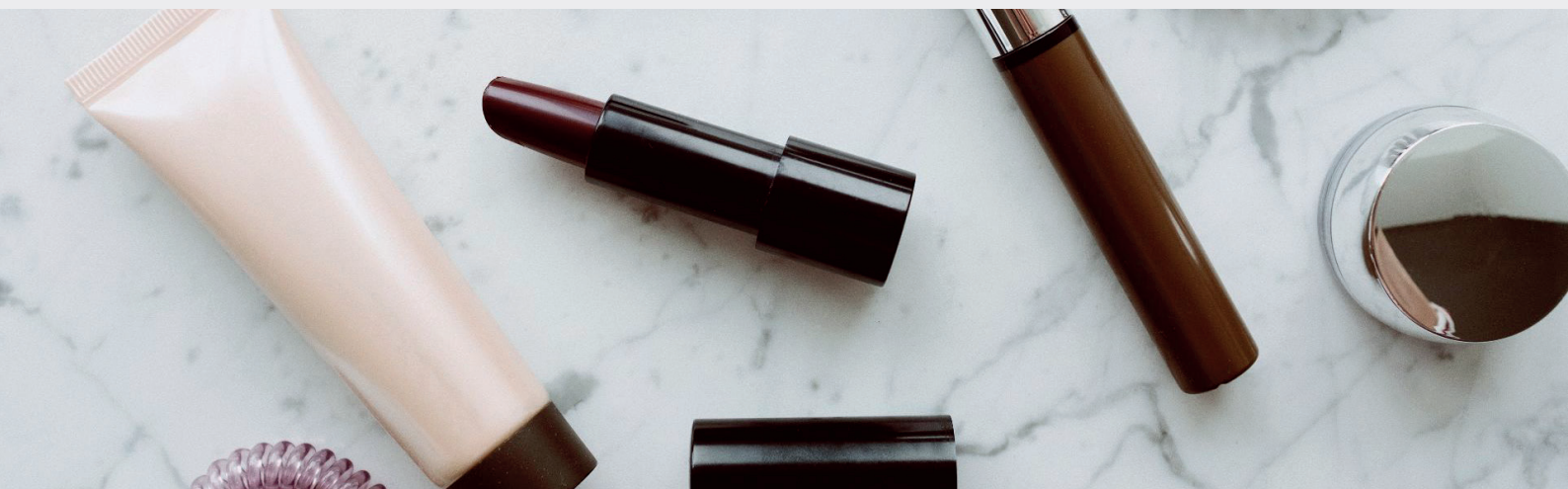
Maciej has extensive experience in M&A advisory on cross-border deals and private equity, and has closed around 100 transactions in Poland, focusing mainly on food & beverage and consumer goods and services, including agricultural products and commercial and professional services. Among the clients he has advised are KPS Food Sp. z o.o. and Suret Sp. z o.o.



✉ **PIOTR PREGOWSKI**

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Piotr has worked on numerous M&A projects, including sell-side mandates for private equity funds and private individuals as well as buy-side mandates for foreign companies. He has experience in various industries, including food & beverage, computer hardware, construction and building materials. He recently participated in the sale of ProfiSMS to R22.



## OAKLINS HAS CLOSED 680 DEALS IN CONSUMER & RETAIL

Oaklins is the world's most experienced mid-market M&A advisor, with over 850 professionals globally and dedicated industry teams in more than 45 countries. We have closed 1,700 transactions in the past five years.

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