



# Dadelo S.A.

## Business Presentation 2026

# Company profile



**oponeo**

**Dadelo is No 1 bike retailer in Poland.**

**Dadelo** specializes in selling bicycles, cycling apparel, parts and accessories. It operates under the brand name CentrumRowerowe.pl, offering customers the widest range of products in Poland along with the benefits of the largest online store in the country. The company leverages the extensive experience and expertise of its management team. Within less than three years, five retail stores with the largest indoor retail space were also established under the brand and another fifteen are in plans.

Dadelo S.A., a part of the **Oponeo Group**, is one of the most dynamically growing entities in the Polish e-commerce market. The company debuted on the Warsaw Stock Exchange in 2022.

The Oponeo Group specializes in selling tyres and rims online. It is one of the largest e-commerce companies in Poland and the market leader in the tyre industry. The Group operates 12 international online stores across Europe. Its flagship brand and primary platform, Oponeo.pl, hosts Europe's largest database of automotive tyre information. The company, which employs over 450 people, debuted on the Warsaw Stock Exchange in 2007.

# Go-to-place for bikers in Poland



# Polish bike market in numbers

## Key numbers

**~ 1,2 mln**

Annual bike sales

**~ 1 bln €**

Polish bike market

**~ 905 €**

Average bike price

**79**

% households with  
at least one bike

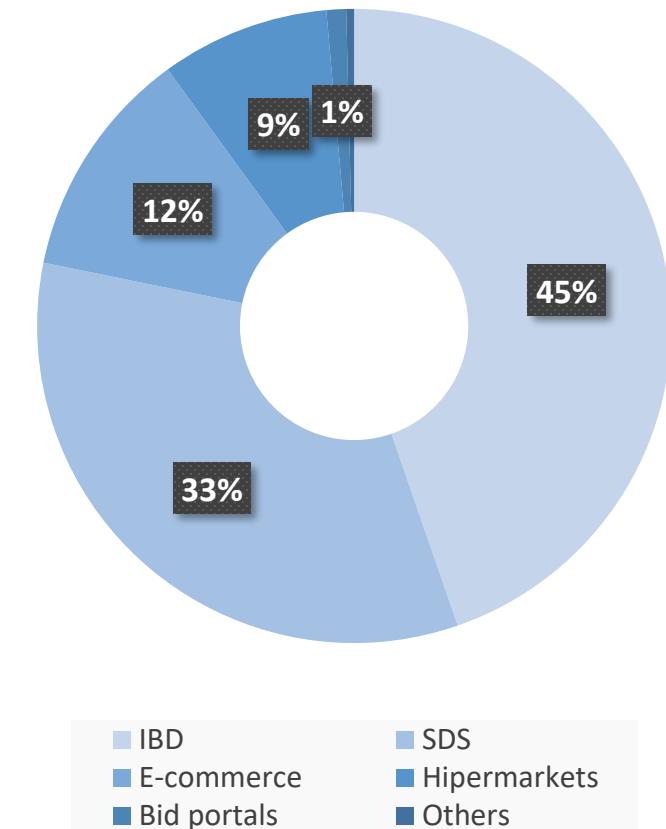
**300**

No of bikes for 1000  
inhabitants

**TOP 1**

Producer in region  
CEE

## Sales channels



# Market leader

## Operation data



**108 000**

SKU on stock



**988 570**

Orders in 2025



**485 zł**

Average net basket value



**+350**

Employees



**~59%**

YtY growth 2025/24



**50 mln €**

Public offering price

# Over 500 leading bike brands in the offer

## Bikes

**+138 000**

Bicycles from 65 brands

**ORBEA**

**HAIBIKE**

**RONDO**

**superior.**

**LAPIERRE**

**KELLYS**  
BIKE COMPANY

**RAYMON**

**FELT**

**woom™**  
pedal your planet

**NS**  
BIKES

**WINORA**

**creme**

**KROSS**

**ROMET**

**ROCK**  
MACHINE

**HOST**

**MARIN**

**Embassy**

**PUKY**

**SENSA**

**WETHEPEOPLE**

## Parts, Accesories and Clothes

**+ 390 000**

Parts from 256 brands



**+380 000**

Accessories from 270 brands



**+185 000**

Cycling clothes from 127 brands



# Base of customers

The offer is adequate for each group...



Cycling enthusiasts



City cyclists

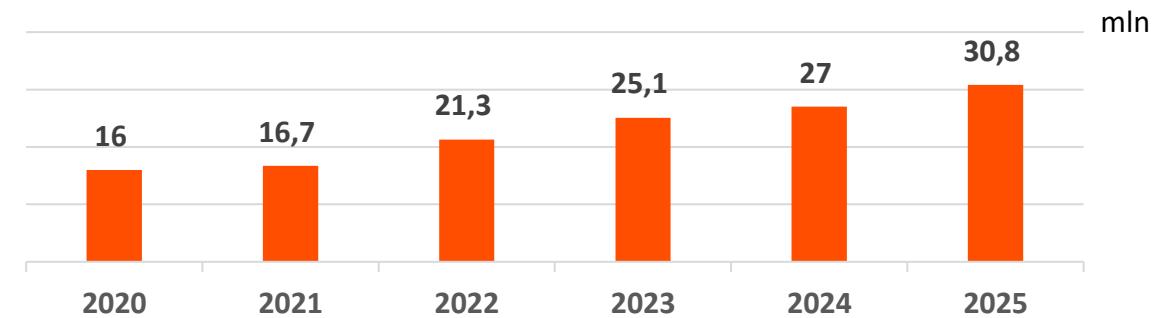


Recreational cyclists

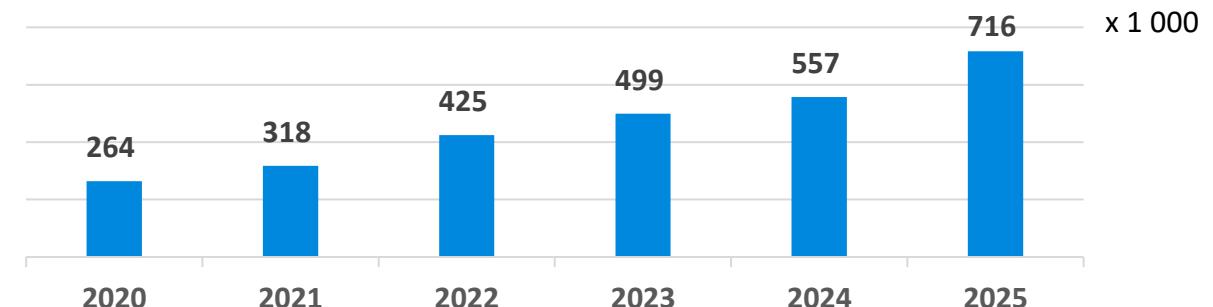
Users in 2025

**+9,1 mln**

which translates into an increase in traffic...



as well as the number of orders



# Company values

WIDE CUSTOMER BASE	CAREFULLY SELECTED OFFER	EFFICIENT MARKETING	STRONG IT BACKGROUND	EFFICIENT AND FAST LOGISTICS	CUSTOMER EXPERIENCE
 Knowledge about individual customer needs	 A selected offer prepared on the basis of consumer behavior analysis	 A specialized internet marketing department	 Dedicated development teams	 A modern logistics center	 After-sales customer service
Recommendations of complementary products	A combination of the best performing third-party brands and private labels	High efficiency of activities in SEM and SEO thanks to Oponeo's experience	Modern architecture and methodologies	Highly effective and fully integrated logistics processes at every level	Blog with information about the product offer, advice, market trends
Portfolio dedicated to a wide audience		Building a community around the brand	Detailed databases describing customer preferences	Own, modern server facilities	BOK department highly rated by clients

# House brands

## EYEN



A brand known and appreciated by customers primarily for its value for money accessories.

*It has been on the market for almost seven years. Its strong reputation is supported by a place among the top ten most popular brands in the company's sales last year, as well as numerous positive reviews from satisfied customers.*

## unity



A brands offer consists of stylish and cost-effective e-bikes and city bikes for city users.

*All Unity models are designed in Poland. Brands creators took advantage of the long tradition of Polish bicycle industry.*

## OXFELD



The backbone of the brand's offer are bikes made with the utmost attention to detail from start to finish by a single fitter.

*The brand highlights its eco-consciousness through European production, which contributes to a smaller carbon footprint, shortened supply chain, and ultimately increased product availability.*

# New head office and warehouse

In November 2022, the company transferred to “A class” office building in city centre.



We currently operate on a warehouse area of 12.500 square meters in Bydgoszcz and 17.500 square meters in Zelgoszcz.



# Efficient and modern logistics

## In-house logistics

### Warehouse

Up to **7 000** orders per day

**30 000 m<sup>2</sup>**

high level warehouse space

## External logistics

### SPO

**+390**

service points across the country

**~22%**

orders picked up from SPO



### IT

Integration of human work, machines and systems thanks to our own IT solutions.

Optimization of technological processes possible thanks to keeping them in-house

### KPI

**> 95%** Share of shipments delivered within 24 hours of placing the order

**< 48h** Average delivery time for goods in stock

# Customer experience

## Customer satisfaction



**4,9/5**

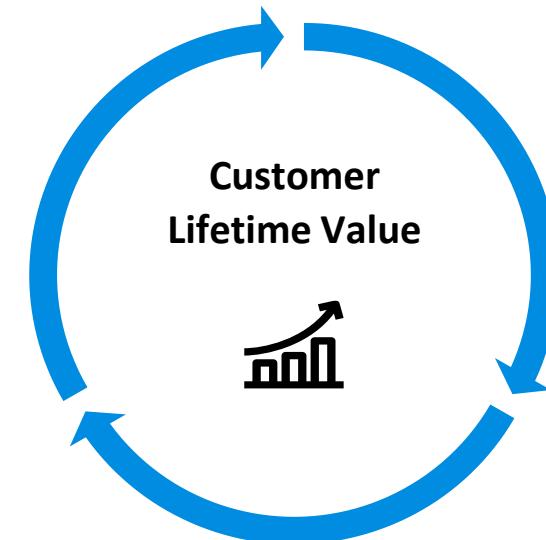
Rating based on 57 244 opinions



**99%**

Clients recommend the company

## Maintaining the customer



# Highest standards - trends and innovations

At Dadelo, we thoughtfully follow the latest trends in the e-commerce industry. We educate our employees, test new solutions and go beyond the patterns of simple online sales.

We bet on:

- Customized campaigns,
- Landing pages for major producers,
- Unique product descriptions sites ,
- Customized opportunities to improve sales: bicycle lighting comparison tool.

Dadelo constantly invest in people and gear. Our goal is to provide the client with the best possible product content.

Our photo studio is equipped with two custom designed photo booths. In which, we produce packages of unique bike shots, 360 photos and product videos.

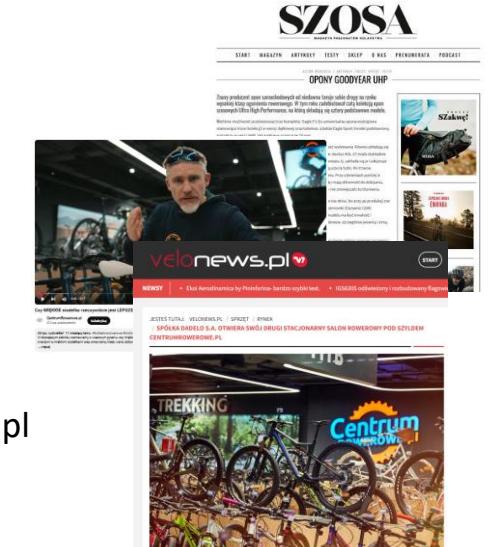
We are further developing our blog, social media channels and YouTube.

In our in-house studio, we create series of tutorials, product reviews and tests, as well as interviews and podcasts.

To promote our brand and the products we sell, we cooperate with the most important bloggers, influencers and the cycling press.

We publish in many well-known industry media recognized in the country, including:

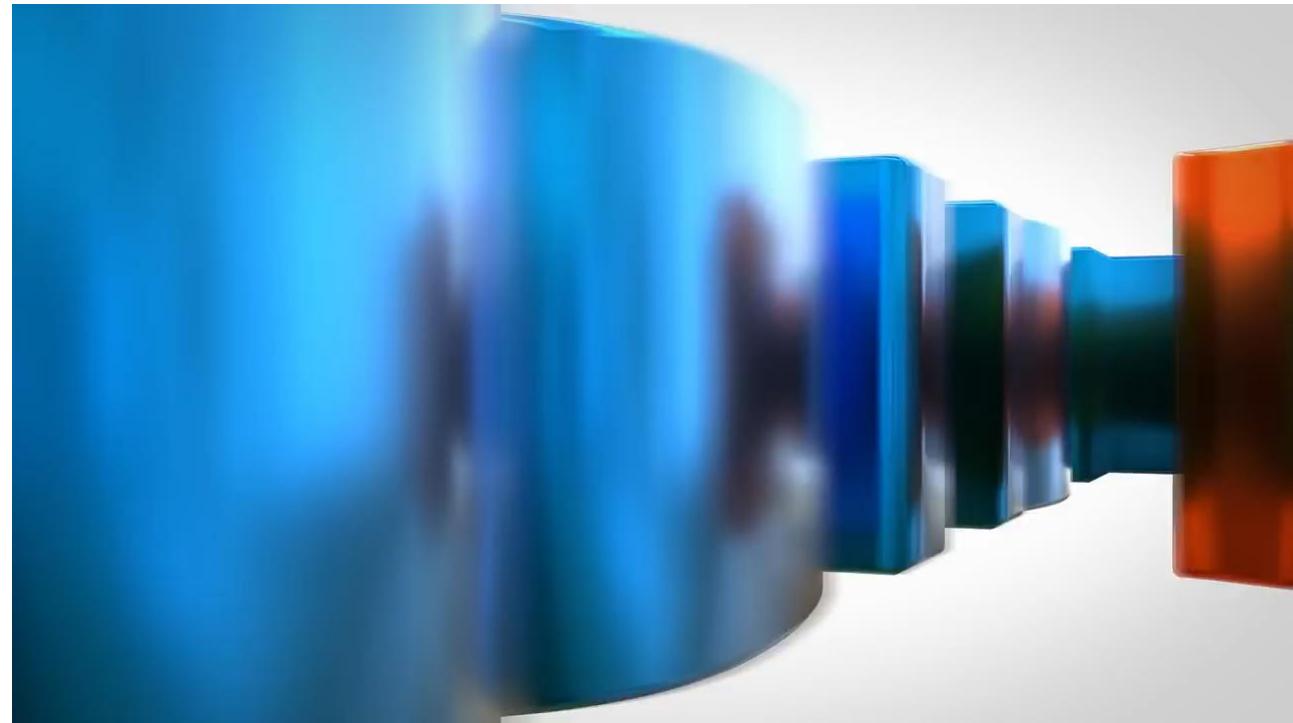
- Velonews.pl
- MagazynBike.pl
- Szosa Magazyn
- BikeBoard
- BikeWorld.pl
- BikeShow.cc
- RowerowePorady.pl
- Rowery.org



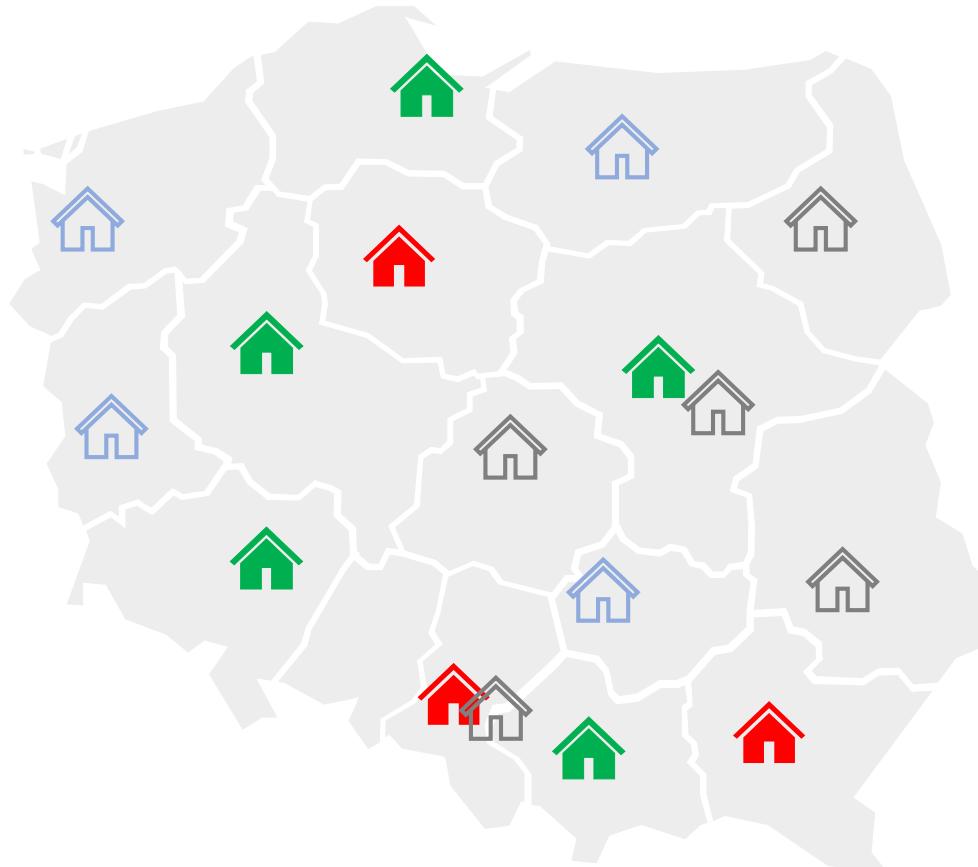
# Biggest retail TV and cinema campaign in Poland

Since the beginning of the 2022 season, we have performed one of the most extensive cinema and broadcast campaigns for retail in Poland and Central and Western Europe. We are a bicycle service company that is the only innovative advertising service.

Our advertisement is aired in wide groups of public TV channels, as well as in the biggest polish Multiplexes – Cinema City, Multikino and Helios. The ad is prominently featured on the internet, primarily on [YouTube](#).



# Omnichannel model



-  Megastore in Warsaw (04.2023)
-  Megastore in Wrocław (02.2024)
-  Megastore in Gdańsk (02.2025)
-  Megastore in Poznań (06.2025)
-  Megastore in Kraków (10.2025)
-  Megastore in Rzeszów planned on 03.2026
-  Megastore in Zabrze planned on 04.2026
-  Megastore in Bydgoszcz planned on 05.2026
-  The opening of additional stores is planned in 2026-2027
-  Possible\* opening of second step stores planned in 2027-2029

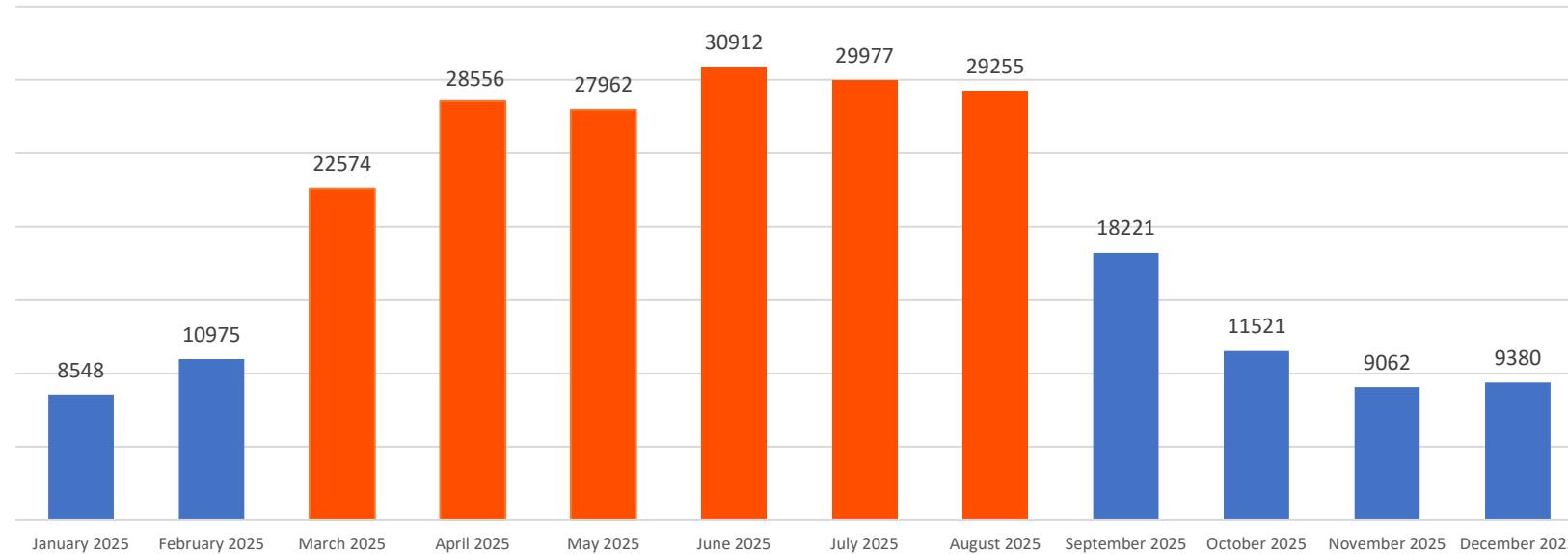
\*During business analyses

# Retail space in Poland



	Warszawa	Wrocław	Gdańsk	Poznań	Kraków
	2.700	2.750	2.750	2.700	3.000
	+700	+700	+700	+650	+750
	~7.500	~7.500	~7.500	~6.500	~7.500
	Shimano Service Centre Bikefitting	Shimano Service Centre	Shimano Service Centre	Shimano Service Centre Bikefitting	Shimano Service Centre

# Traffic in retail space

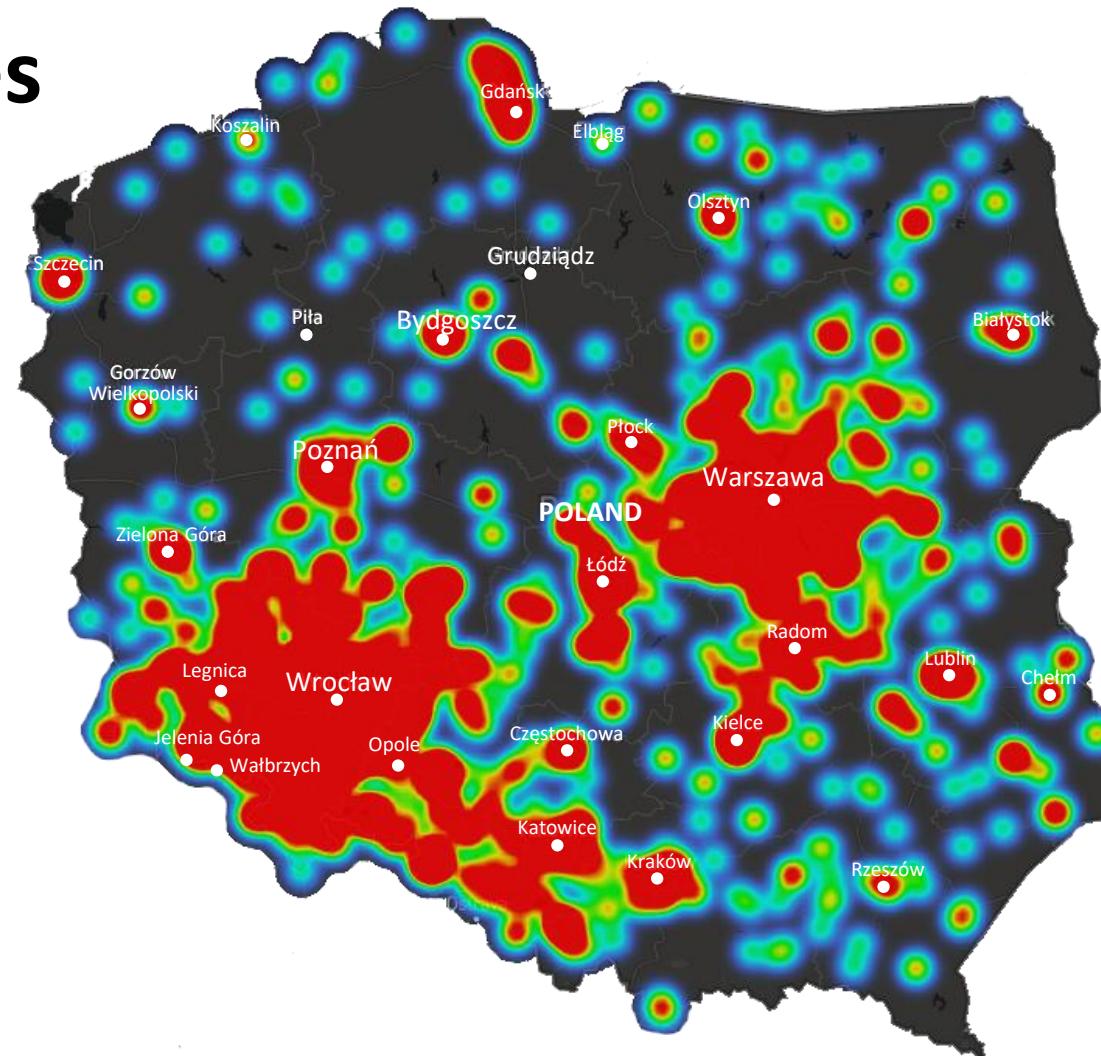


The chart presents traffic data based on counters from a sample location – CentrumRowerowe.pl Warszawa Okęcie Park.

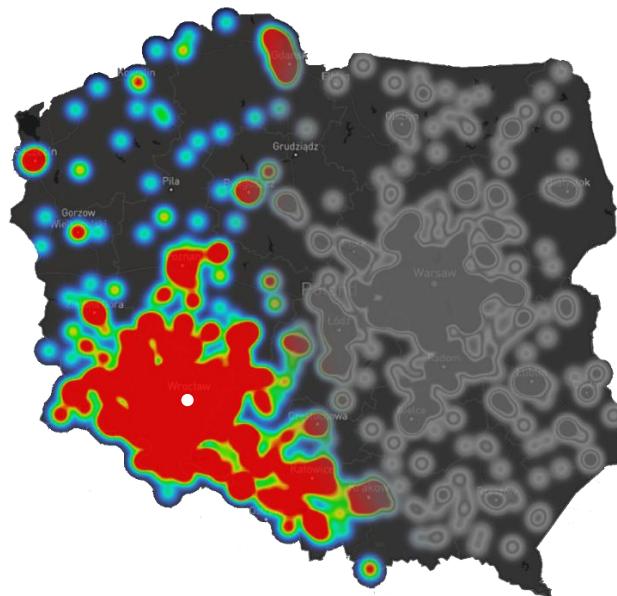
# Territorial reach of brick-and-mortar stores

Due to unique concept and the extensive product range offered, our stores attract customers not only from within the administrative boundaries of the cities in which they are located, but also from neighboring counties and other parts of the voivodeship. CentrumRowerowe.pl are also visited by customers from the other parts of the country.

The map illustrates the geographical coverage of the first two physical CentrumRowerowe.pl stores- in Warsaw and Wrocław.

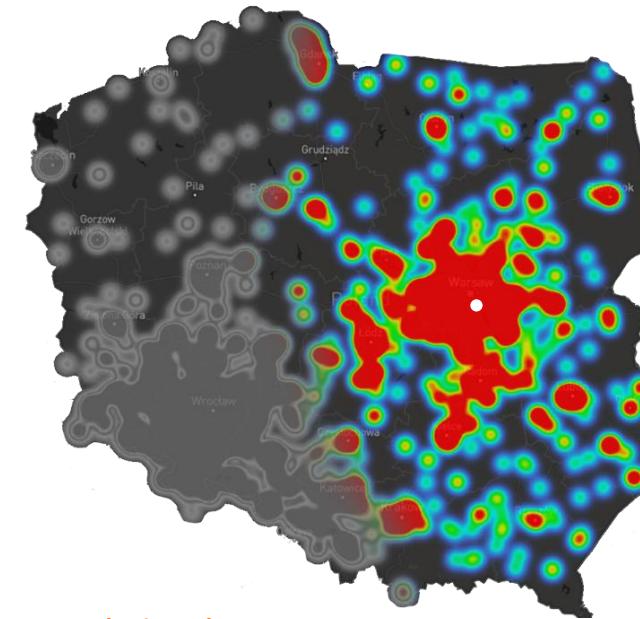


# Territorial reach of brick-and-mortar stores



**CR Wrocław – CH Aleja Bielany II**  
**Ul. Czekoladowa 20, 55-040 Bielany Wrocławskie**

Apart from the cities directly neighboring the province where the physical store is located in Wrocław, the showroom is also visited by customers from more distant towns such as Poznań, Częstochowa, Katowice, Legnica, Jelenia Góra, Kraków, Wałbrzych and even cities from north part our country such as Szczecin.



**CR Warszawa – CH Okęcie Park**  
**Aleja Krakowska 61, 02-183 Warszawa**

In addition to the nearby cities within the same voivodeship as the stationary store in Warsaw, the showroom also attracts customers from farther locations, including Łódź, Płock, Bydgoszcz, Olsztyn, Białystok, Kielce, Radom or Chełm.

# Retail space in Poland



# Retail space in Poland



# Retail space in Poland

You're welcome to take a [virtual tour](#) of one of our brick-and-mortar showrooms.

