



# **Dadelo S.A.**

**Bussines Presentation**

# Company profile.



oponeo

Dadelo S.A., belonging to the **Oponeo Group**, is one of the most dynamically developing entities operating on the Polish e-commerce market.

The Oponeo Group sells tyres and rims via the internet. It is currently one of the biggest e-commerce in Poland and the leader in the tyre industry in the country. The Group has 13 foreign shops in Europe and the USA. The company's brand and its main portal is Oponeo.pl - Europe's largest database of automotive tyre information. The company, which currently employs over 450 people, debuted on the Warsaw Stock Exchange in 2007.

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

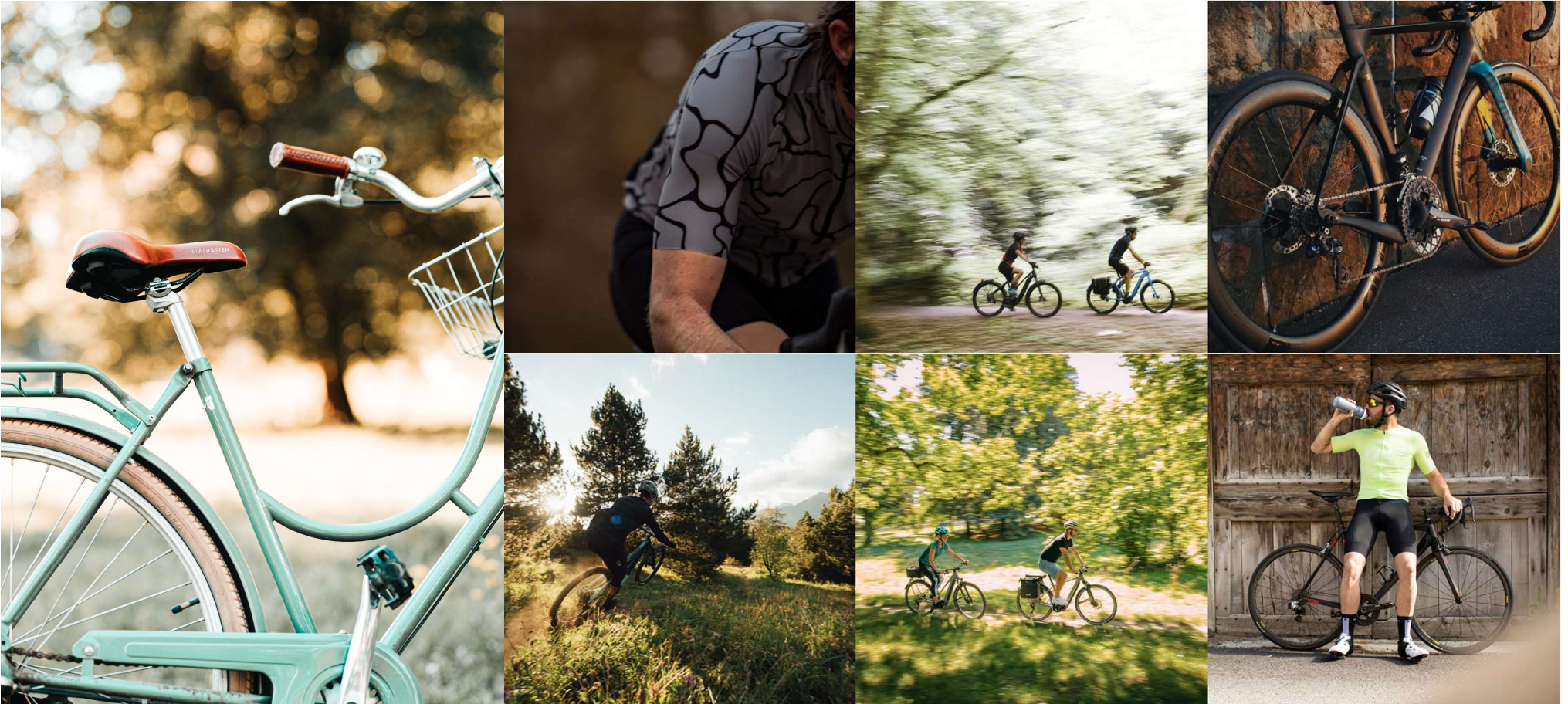
Dadelo specializes in selling bicycles, bicycle clothing, parts and accessories. Dadelo runs sales through an online store operating under the brand name - CentrumRowerowe.pl

The company combines years of experience and knowledge of the management team, offering its customers a widest range in Poland of products with all the advantages of online shopping.

Dadelo submitted the prospectus to the Polish Financial Supervision Authority. The company is considering a public offering and entering the Warsaw Stock Exchange (WSE).



# Go-to-place for bikers in Poland.



# Polish bike market.

## Key numbers



**1,2 mln**

Annual bike sales



**~1 bln €**

Polish bike market



**500 €**

Average bike price



**62%**

% Households with bike



**300**

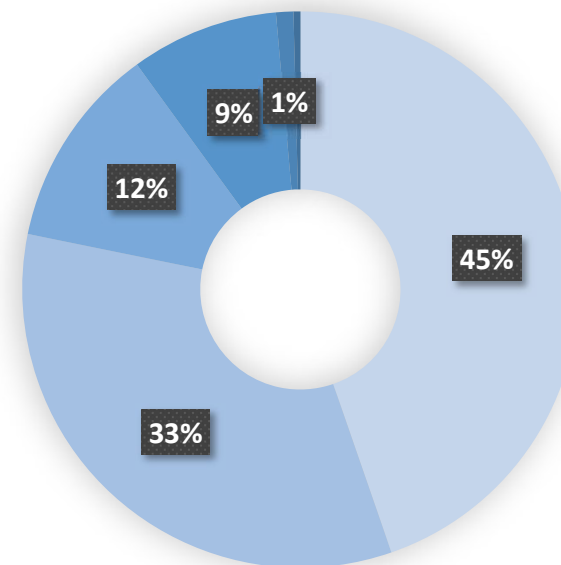
No of bikes for 1000  
inhabitants



**TOP 1**

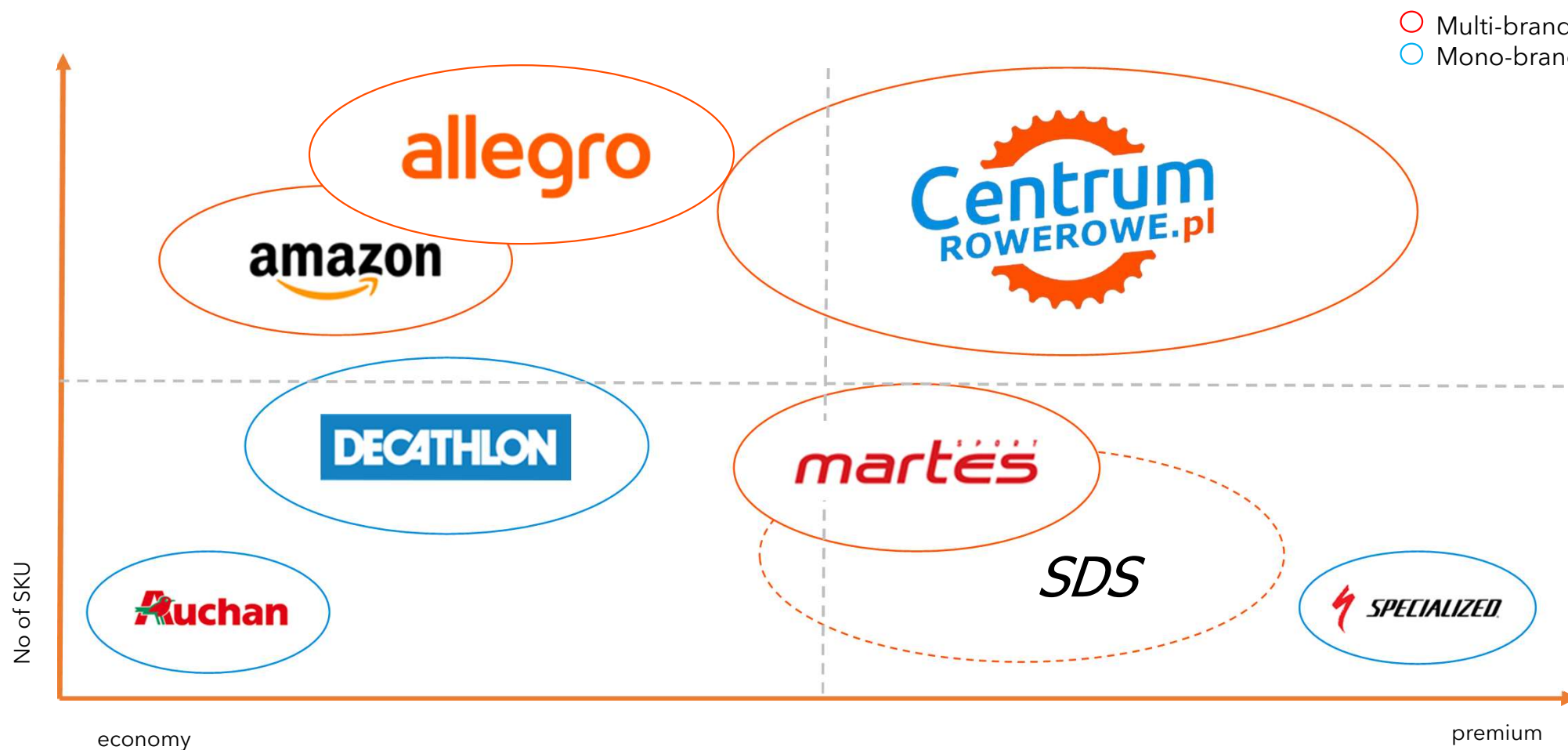
Producer in region CEE

## Sales channels



IBD SDS  
E-commerce Hipermarkets  
Bid portals Others

# Market competitors.




# Market leader.



## Operation data


  
**+25 000**  
SKU on stock

  
**132 282**  
Orders in H1 2021

  
**294**  
Leading bike brands

  
**+120**  
Employees

## Finance data

  
**30%**  
YtY growth 2020/21

  
**50 mln€**  
Company capitalization

# 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		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	A combination of the best performing third-party brands and private labels	Building a community around the brand	Detailed databases describing customer preferences	Application of a multi-module SAP ERP system	BOK department highly rated by clients
			Own, modern server facilities		

# Base of customers.

The offer is adequate for each group...



Cycling enthusiasts



City cyclists

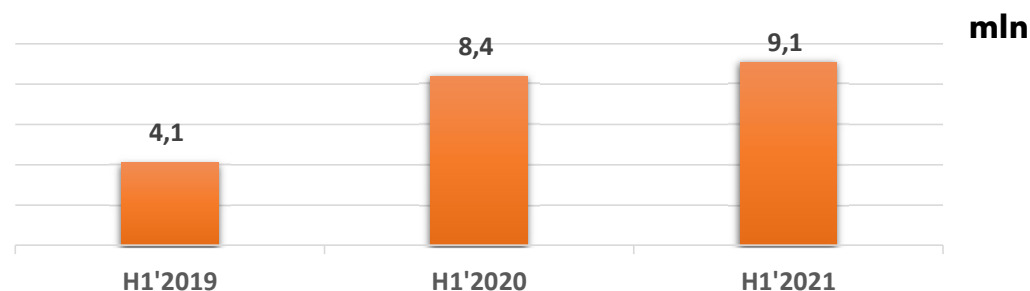


Recreational cyclists

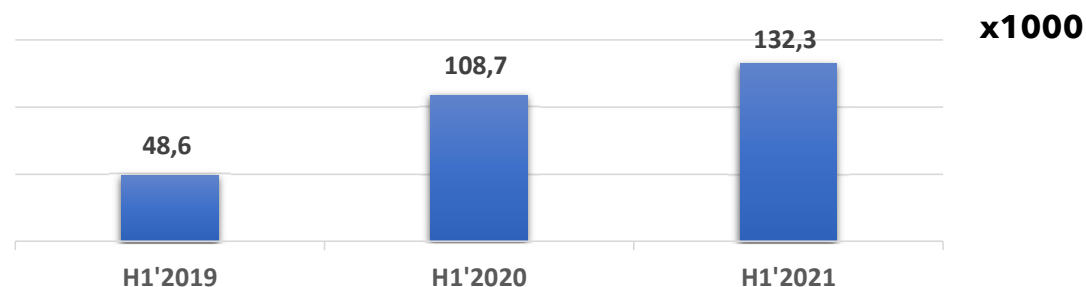
# 1,6 mln

Unique users per month  
(Apr-May 2021)

which translates into an increase in traffic...



as well as the number of orders



# The widest offer on the Polish market.



## Bikes

**9 455** \* No of bikes in the warehouse  
from 40 brands



\* Warehouse capacity 16.000 bikes

## Parts and Accesories

**233 191**  
Parts from 123 brands



**190 977**  
Accesories from 109 brands



**120 006**  
Cycling clothes from 75 brands



# Efficient and modern logistics.



## In-house logistics

## External logistics

### Warehouse

Up to  
**3,000**  
orders per day

**6,500m<sup>2</sup>**  
High level  
warehouse space

### 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

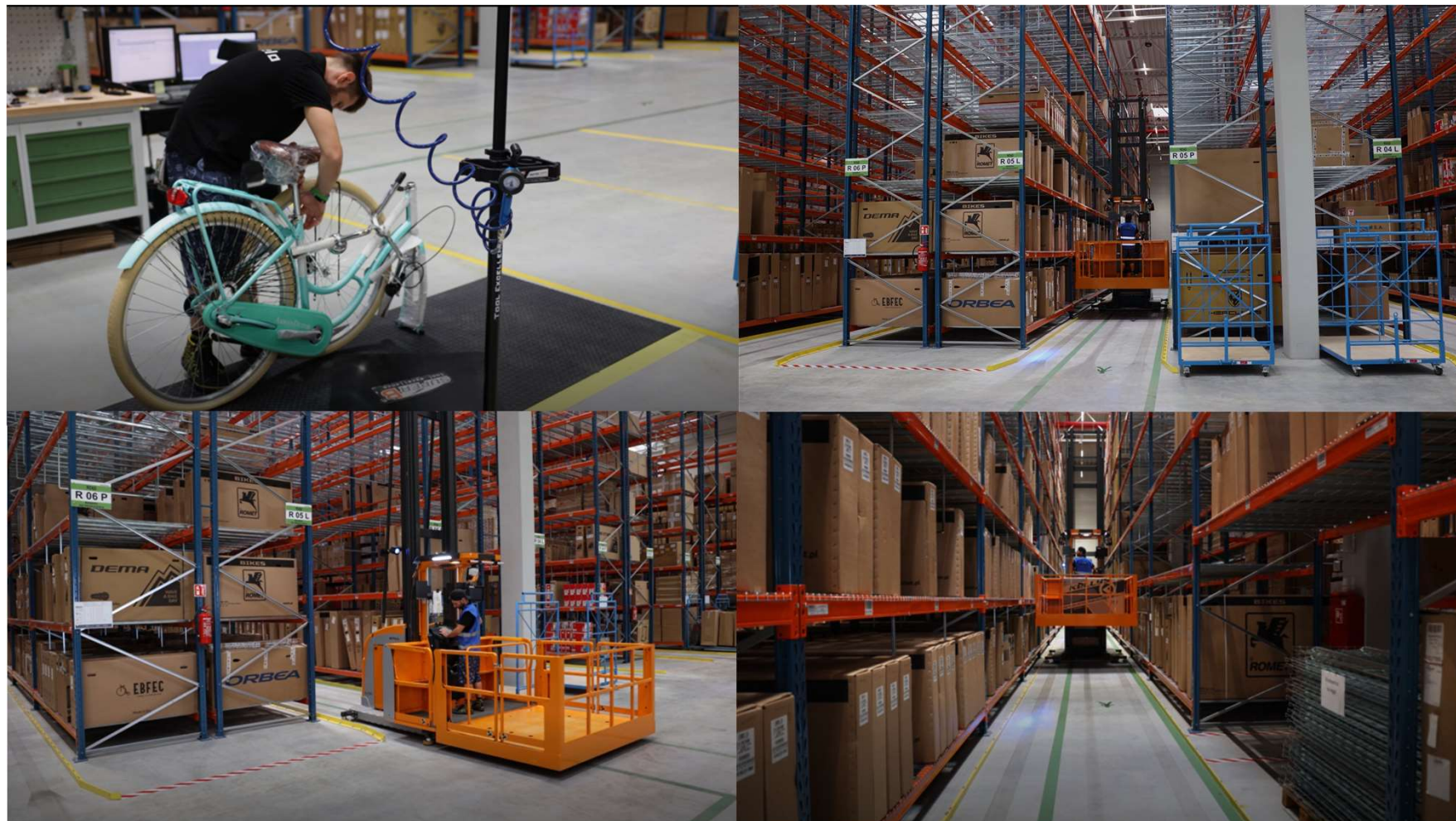
**>90%**

Share of shipments delivered within 24 hours of placing the order

**<2days**

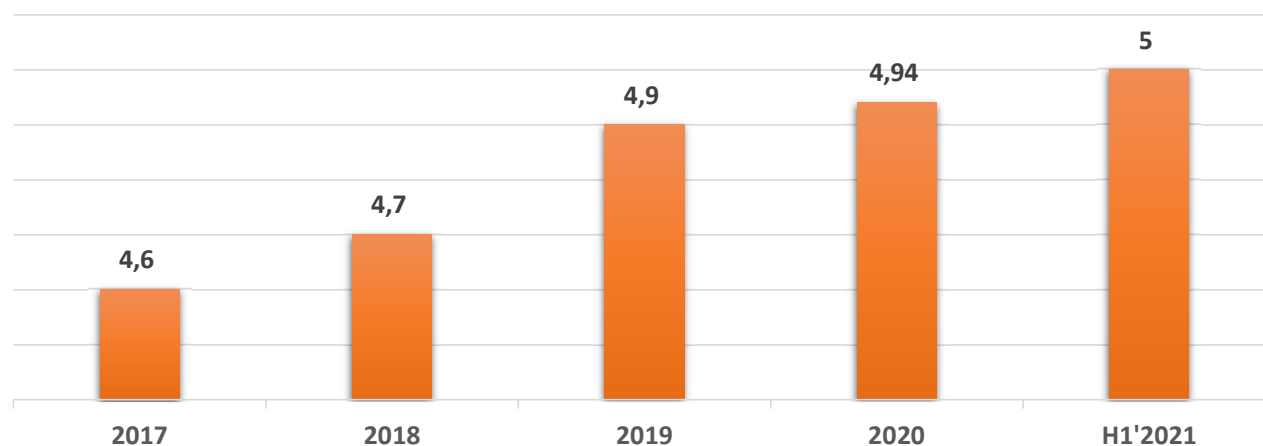
Average delivery time for goods in stock

# The Warehouse.



# Customer experience.

## Customer satisfaction

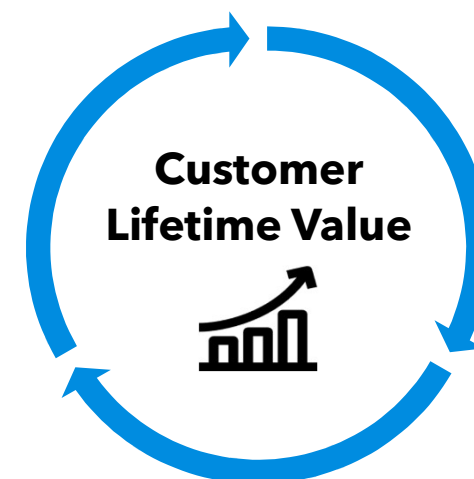


Rating based  
on 29 968 opinions



Clients recommend  
the company

## Maintaining the customer

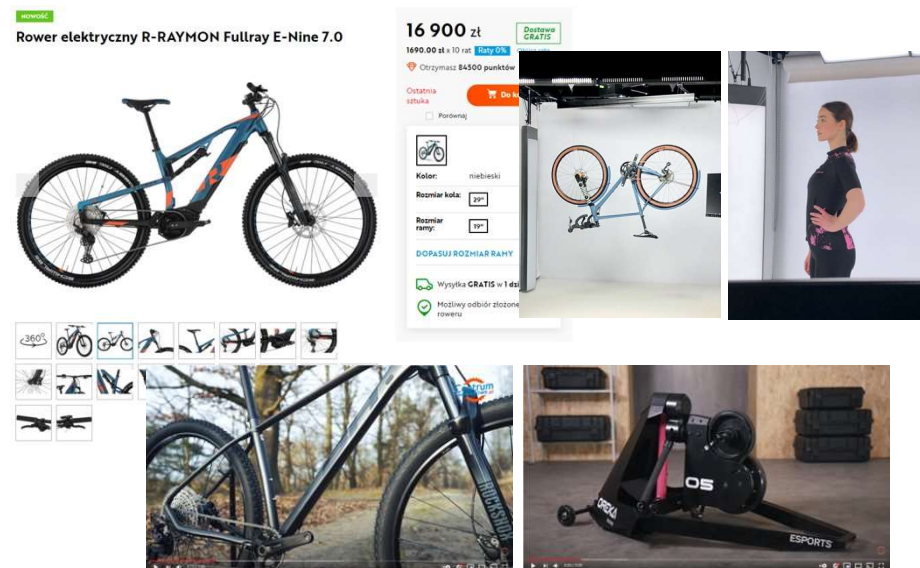


# Modern marketing on the website.

## Foto/video content

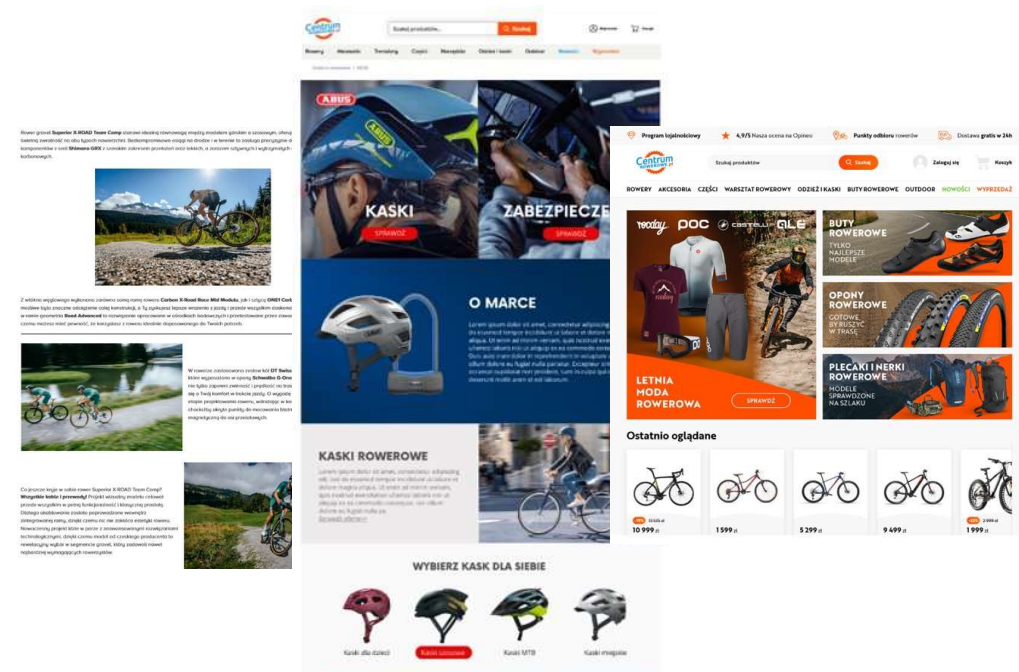
Dadelo constantly invest in people and gear. Our goal is to provide the client with the best possible product content.

In our photo studio we work on two custom designed photo booths. We produce packages of unique bike shots, 360 photos and product videos.



## Display on the web

- Customized campaigns displayed on the website
- Landing pages for major producers and brands
- Brand exposure on the website
- Unique product descriptions



# Modern marketing in the internet.

## Blog

The people working for us are not only specialists, but also bike enthusiasts. On the blog we publish tests, the latest bike news, product recommendations and tips. Recently we have launched a cycling routes browser.

### Test butów rowerowych Shimano RC300

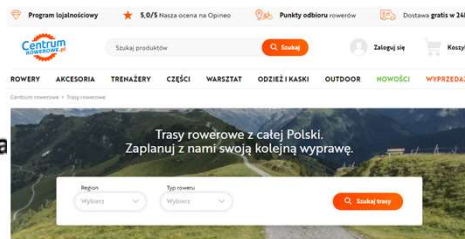
Data aktualizacji: 23-06-2020

Przygoda z kolarstwem można zacząć od zakupu najprostszej rowery w ofercie producenta oraz kompletu wyposażenia szosowego z topowych modeli premium, jednak większość rowerowych blogerów wybrała tania i niezawodną wszystko zaczyna się niewiele, od budżetowego jedynaka i uniwersalnego sportowego, a dopiero z czasem stopniowo się profesjonalizuje.



Buty Shimano RC300. Wzrost: 180cm, waga: 75kg, wzrost: 180cm, waga: 75kg

Czy potrzebuję specjalnych butów rowerowych? - to jeden z typowych dylematów początkującego kolarza. Sam długo opierałem się przed zakupem typowego obuwia kolarskiego, jednak z doświadczeniem uważam, że zdecydowanie warto.



#### Najpopularniejsze trasy rowerowe



Z Sokolca na Wielką Sowę - krótka i intensywna trasa rowerowa

#### CIEKAWOSTKI



Co wybrać na prezent dla rowerzysty?  
30-09-2020



Historia rowerów - od biegowego do elektryka  
24-09-2020



Europejski dzień bez samochodu  
22-09-2020



Ironman Triathlon - hawajski długodystansowiec  
15-09-2020

## Social media

Dadelo is active in social media by creating high quality content. The ambassadors of Centrum Rowerowe are the Polish road cycling champion, Michał Paluta, and legendary ProTour cyclist, Bartosz Huzarski.

We cooperate with the most important bloggers, influencers and the cycling press.

Our social media channels:

- Facebook: 45 098 likes
- YouTube: 3K subscribes
- Instagram: 1,5K followers

Cooperation with:

- Szosa Magazyn
- BikeBoard
- BikeWorld.pl
- BikeShow.cc
- RowerowePorady.pl
- SzajBajk.pl
- 1enduro.pl

enduro



### POJEŹDZONE: ROCK MACHINE BLIZZARD TRL 30-29 2021

Shorter-higher-steepier?



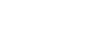
18 STYC  
MEGA  
UNIWEERSALNE  
OPONY

SZOSA

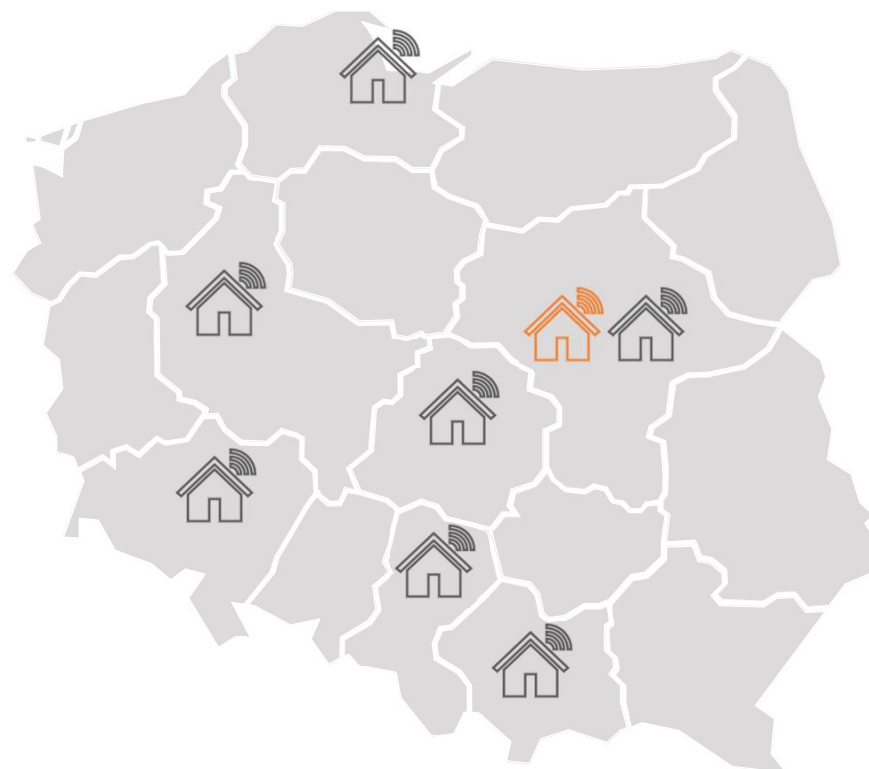
TYN ARTYKULY TESTY SLEEP O NAS PRENUMERATA PODCAST

#### OPONY GOODYEAR UHP

Współpraca z Goodyearem UHP. W tym roku zdołaliśmy zdobyć całą kolekcję opon Goodyear UHP. W tym roku zdołaliśmy zdobyć całą kolekcję opon Goodyear UHP. W tym roku zdołaliśmy zdobyć całą kolekcję opon Goodyear UHP.



# Omnichannel model.



- Planned for 2022

- Biggest PL cities



- Planned for 2023-24

- +2000 sqm



Thank you  
for your attention