
Press Release

Warsaw, 6th July 2022

Syntaxis Capital supports eStoreLabs' development and expansion plans

eStoreLabs, the data-driven eCommerce Agency with strategic advisory capabilities, partnered with Syntaxis Capital - an experienced private credit investor providing growth financing in Central Europe. The partnership will help accelerate eStoreLabs' expansion into new markets.

eStoreLabs (the „Company“) has grown rapidly since its inception in 2017, and it is today one of the strongest Poland based advisory companies showing exceptional innovation and growth capabilities. The Company offers bespoke solutions to maximise growth and attract online shoppers and, from its establishment, aimed to become the go-to partner for global market players. Its innovative and cutting-edge approach has attracted such key clients as LEGO, Reckitt, Glanbia, Perrigo and many more. Today, eStoreLabs covers 70 markets and cooperates with over 1000 eRetailers globally, delivering measurable results and creating solutions that unleash each brands' potential. Often these solutions need to be individualised, blending both traditional and innovative perspectives to provide 360° solutions: strategic advisory, content creation, localization, delivery, demand generation and optimization, as well as SaaS platforms.

eStoreLabs' bespoke eTransformation strategies and proven track record have not only attracted global clients but also interest from institutional investors. Syntaxis Capital decided to partner with eStoreLabs to materialize its robust growth prospects. A partnership with a good match, as both partners understand the challenges growing businesses face, are focused and responsive and tailor each client mandate or each investment to match the specific needs of their respective counterparties.

Witold Sikora, co-founder and President of the Board at eStoreLabs said: „We are delighted to be partnering with Syntaxis. They share our vision of what we can achieve in the coming years. The financing we have received strengthens our competitive position in the current markets and will accelerate our global expansion. The world is increasingly going digital, and eCommerce penetration across all categories continues to grow. It creates both opportunities and challenges. At eStoreLabs, we thrive on challenging, complex projects! We are confident that our expertise, understanding of the intricacies of eCommerce and our culture of preparedness mean that we are capable of navigating this constantly fluctuating world to deliver tangible results for all our clients.”

“We are excited to back the further expansion and growth of eStoreLabs. We were impressed by the Company's fast paced growth paired with its strong portfolio of clients and we see more opportunities for further rapid expansion.” said Paweł Łakomy who led the transaction at Syntaxis.

Syntaxis was advised by CMS (legal) and KPMG (finance, commercial and tax).

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NOTES TO EDITORS

About Syntaxis Capital (www.syntaxis-capital.com)

Syntaxis Capital is a private debt investor dedicated to providing long term capital to fast growing medium-sized companies in Central Europe, with a particular focus on Poland. With backing from institutional Western European investors, including the European Bank for Reconstruction and Development and the European Investment Fund, Syntaxis focuses on providing flexible credit solutions to the mid- to lower mid-market, where access to suitable long-term finance is increasingly difficult to obtain. The core of Syntaxis' team has worked together for the past 19 years, and its track record in Europe dates back 28 years.

Together with our core DFIs EBRD, EIF and PFR, Syntaxis New Europe Fund is supported by the JEREMIE Holding Fund Romania, an investment programme between EIF and the Government of Romania whereby EIF acts on behalf of and for the ultimate benefit of the Government of Romania and invests reflows generated by operations implemented under JEREMIE Holding Fund Romania during the eligibility period 2007-2013.