

Bazzar, the fastest growing technology company with focus on e-commerce in Southeast Europe, receives a growth equity investment from EMMA Capital Group

August 3, 2021

EMMA Capital Group, an investment holding focused on the emerging markets of Central and Southeast Europe, has completed a growth equity investment in Bazzar, a fastest growing technology company operating e-commerce marketplace in SEE.

EMMA Capital joins the company via growth equity financing and emerges as a new shareholder while the founding shareholders will continue to manage the business and retain significant stakes in the company. Based on a shared development plan, which will allow the company to significantly benefit from the accelerated growth, the proceeds will be used to further strengthen Bazzar's market position in Croatia, as well as to expand onto international markets with particular emphasis on Southeast Europe.

EMMA Capital's investment in Bazzar underlines its strategy of focusing on growth companies with international expansion opportunities.

The transaction was signed and closed in Zagreb on August 3, 2021.

Bazzar was advised by Grubisic & Partners – Corporate Finance and BMWC law firm while EMMA was advised by Lovrić, Novokmet, Smrček.

About Bazzar

Bazzar is a fastest-growing Croatian technology company operating e-commerce marketplace for lifestyle consumer brands and one of the best performing of its kind in SEE region. Bazzar offers a wide range of products and it's considered as a diversified marketplace combining both lifestyle and FMCG products with more than 200 thousand listed products and over 750 thousand site unique visitors per month. With several hundred thousand registered customers, over 700 committed merchants, and an in-house tailor-made technology, Bazzar is expected to become one among region's forerunners of the growing digital economy development.

About EMMA Capital Group

EMMA Capital is a private investment holding established in 2012 at the initiative of Mr. Jiří Šmejč. EMMA Capital seeks to make investments in the growing markets of Central and Southeast Europe, and to a lesser extent in other markets of Europe, Asia, and North America. As part of its strategy, EMMA Capital often takes active role in the management of its portfolio companies. In addition to the targeting exceptional and proven retail and B2C businesses, EMMA Capital invests across sectors such as fintech, consumer finance, gas and energy distribution, gaming, insurance, pharma, and healthcare.

Media Contact

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