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Grupa Onet.pl acquires additional 20 percent of the shares in Skapiec.pl

Zurich (ots) -

Grupa Onet.pl, a subsidiary of Ringier Axel Springer Media AG, signed an agreement to acquire an additional 20 percent stake in Skapiec.pl, thus becoming the 100 percent shareholder of the second largest comparison shopping engine in Poland.

With the acquisition in May 2014 of 80 percent of the shares in Skapiec.pl, Grupa Onet.pl had further diversified its classifieds portfolio. Grupa Onet.pl acquires the remaining 20 percent of the shares from Mariusz Janiszewski, the founder and the CEO, who will leave the company after the transaction. His duties will be taken over by Zbigniew Ptaszynski, head of transactional business at Grupa Onet.pl.

Jonny Crowe, CEO of Grupa Onet.pl: "An important element of Grupa Onet's transactional strategy is the development of services that help users to make informed shopping decisions online. This is why we bought 80 percent shares of Skapiec.pl and Opineo.pl in May last year, with an option to buy up the remaining shares. Skapiec.pl has many loyal users and clients and will continue to be at the heart of our transactional strategy."

Skapiec.pl enables users to compare offers from online shops and to find the best product purchase offers. The company has been operating since 2004, and has provided information on millions of products and their prices. According to Megapanel 4.37 million Internet users visited the site in January this year. They generated 21.8 million pageviews (including 3 million domestic mobile pageviews), and each of them used the site for 4 minutes and 19 seconds on average.

About Ringier Axel Springer Media AG

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 2700 employees.

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