

World Bank Group's IFC invests €15 million in Latin America's Dafiti

Equity Investment Affirms Leading Online Fashion Retailer's Commitment to Sustainable and Long-Term Growth in Brazil and Region



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Summary **São Paulo, January 28, 2014 – The Dafiti Group, Latin America's leading fashion e-commerce, today announced an equity investment of €15 million from The International Finance Corporation (IFC), a member of the World Bank Group and the largest global private sector development institution. In three years, the Dafiti Group was able to attract USD 275 million in funding from investors, including anchor investor, Investment AB Kinnevik, as well as JP Morgan, Quadrant Capital Advisors and Teachers' (OTPP).**

Details **São Paulo, January 28, 2014 –** The Dafiti Group, Latin America's leading fashion e-commerce, today announced an equity investment of €15 million from The International Finance Corporation (IFC), a member of the World Bank Group and the largest global private sector development institution. In three years, the Dafiti Group was able to attract USD 275 million in funding from investors, including anchor investor, Investment AB Kinnevik, as well as JP Morgan, Quadrant Capital Advisors and Teachers' (OTPP).

IFC's investment will support Dafiti's expansion and enable the company to consolidate its sustainable growth whilst raising environmental, social, and corporate governance standards and strengthening competitiveness through reduced operating costs and enhanced efficiency.

"We are proud of achieving high-level and rigorous standards that have enabled Dafiti to receive this impressive sum funding. It endorses Dafiti's long-term commitment to Brazil, Argentina, Chile, Colombia, and Mexico and also reflects our solid and sustainable operations in each of these countries" said Dafiti co-founder Philipp Povel.

Dafiti employs more than 1,500 people in Brazil alone and supports jobs indirectly in logistics, information technology and by facilitating demand for locally sourced goods. The business will continue adding jobs and expanding choices for consumer goods in developing countries.

"Internet companies are speeding up modernization of the retail supply chain in developing countries, which promotes consumer spending—a key component of economic growth," said Atul Mehta, IFC's Director of Manufacturing, Agribusiness and Services. "Their investment in logistics, information technology and marketing are rapidly generating employment, especially for women and young people."

Since 2011, Dafiti has spurred the growth of online retail in Brazil and has influenced online consumption, especially in the 'apparel' category, which in 2013 for the first time became Brazil's leading e-commerce category. According to e-bit, a specialized consultancy company, Brazil's e-commerce is expected to grow by 25% in 2014, reaching R\$28.5 billion in revenue.

Besides supporting Dafiti's expansion, IFC will also invest up to €10 million in Lamoda, Russia's leading online retailer that also operates in Kazakhstan.

Rocket Internet
Rocket Internet GmbH

Johannisstraße 20
10117 Berlin
Deutschland
T. +49 30 300 13 18-68

PR CONTACT(S)

Andreas Winiarski
Global Head of PR
andreas.winiarski@rocket-internet.de

andreas.winiarski
 winiarski

Lisa Teicher
PR and Social Media Manager
lisa.teicher@rocket-internet.de
 lisa.teicher-rocket
 lisa_teicher

IFC supports investments in the retail sector in developing countries because of its economic importance in terms of employment, consumer spending, and tax revenues. In fiscal year 2013, IFC allocated more than US\$600 million of long term and short term financing to the retail sector.

About Dafiti Group

- Operations in 5 countries: Brazil, Argentina, Chile, Colombia, and Mexico
- More than 2,000 brands, 125,000 products
- More than 900 brands and 100,000 products in six categories in Brazil: apparel, shoes, accessories, beauty, home and décor.
- 1,500 employees in Brazil
- For more information, please visit Dafiti in Brazil: www.dafiti.com.br or in Latin America: www.dafiti.com.ar, www.dafiti.cl, www.dafiti.com.co, www.dafiti.com.mx.

About IFC

IFC, a member of the World Bank Group, is the largest global development institution focused exclusively on the private sector. IFC works with private enterprises in more than 100 countries, expending capital, expertise, and influencing towards the elimination of extreme poverty and promotion of shared prosperity. In FY13, the company's investments climbed to an all-time high of nearly \$25 billion, leveraging the power of the private sector to create jobs and tackle the world's most pressing development challenges. For more information, please visit www.ifc.org.

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About Rocket Internet

Who we are

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe's Silicon Valley, and operate a network of 25 international Rocket offices, covering all relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive

opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

How we work

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams. They work together seamlessly in order to ensure that best practices are implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

What we believe in and how we see ourselves

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!