



Interview Shortlisted Company – European Small and Mid-Cap Awards 2021

Name of the company
DADELO S.A.
What are the key qualities your company has?
<p>The key qualities and the greatest assets of our company are:</p> <ul style="list-style-type: none">○ wide base of customers, covering both professional and amateur cyclists;○ carefully selected product range (bikes, bike accessories and cycling clothing);○ effective marketing targeting individual needs of every customer;○ strong IT base learning from the experience of one of the most recognised e-commerce platforms in Poland;○ strong and efficient logistics allowing a 24-hour delivery;○ care for a positive customer experience.
What prompted your company to go public?
<p>For us, going public was a way to obtain new sources of financing for the company, thanks to which we would be able to extend the range of our activities and our profitability.</p>
What were the main challenges along the road to becoming public?
<p>The biggest challenge during the whole process of going public was building a strong, reliable and recognisable company that would become a leader on the Polish bicycle market and gain investors' approval and trust.</p>
What have been the key benefits (for your company) of going public?
<p>The main benefits of going public are:</p> <ul style="list-style-type: none">○ improved brand recognition;○ increasing trust with customers and providers;○ increasing the pressure on business transparency, which in the long term brings benefits to the company and its shareholders.
After going public, what reactions have you had from investors, customers, employees, etc.?
<p>After going public, we received numerous messages from our investors in which they expressed satisfaction, especially about the stock price growth.</p> <p>Year after year, customers post increasingly favourable reviews about our company, which can be observed, among others, on our social media channels and on the biggest review platform in Poland: Opineo.pl.</p>

We are also aware that our employees, the pillars of our company who create its atmosphere, feel more secure working in a transparent company.

What experience/advice would you want to share with companies that are thinking of going public?

Focus on precise setting of emission goals. Another important issue is to efficiently sell your idea and your business at roadshows with investors - you need to describe your business in an attractive way and build a story of success. 100% transparency in financial matters and company's decision-making process is crucial as well.

Where do you see yourselves in 5 years?

In the next 5 years, we would like to extend the market shares from 1% to 10%.

Additionally, during this time we plan to focus on:

- developing omnichannel sales (developing brick and mortar shops throughout Poland);
- dynamic development of our company in its basic segment;
- constantly extending our product range;
- extending our customer base;
- further development of the company through purchasing new entities and investing in technological solutions.

Have you had any assistance from the European Union, e.g., funding projects, etc.?

When going public, our company didn't use any help from the European Union.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

We believe the following actions would be a significant support to small and medium-sized businesses planning to go public:

- enabling access to the broadly defined legal support (in particular, low-priced or free legal support for small companies);
- creating a sort of almanac of companies from all the European Union not only for purposes of information but also to facilitate contact and cooperation between those companies;
- assistance in better access to the banking offer on the territory of the EU.