

Warsaw, 25 March 2020

Francois NUYTS
CEO of Allegro.pl

Didier REYNDERS
Member of the European Commission
JUSTICE



I hope this email finds you well, in these difficult days for so many Europeans.

I am reaching out to you today to explore how Allegro can help in our common struggle against the escalation of the COVID-19.

During our meeting in January, at the occasion of signing the Product Safety Pledge, I emphasized that Allegro is a consumer focused company and that we do everything through that prism. For that reason it was natural for us **to work in close cooperation with the Polish Office of Competition and Consumer Protection (OCCP)** from the beginning of the COVID-19 outbreak.

Allegro has already implemented a number of measures to protect consumers. We increased our efforts to protect them, including by taking down over 86,000 offers and blocking almost 1,000 accounts for offering products at extortionate prices or misleading consumers. This included deleting all the offers with references to COVID-19 to prevent predatory behaviour. Furthermore, in order to help consumers obtain goods they need without leaving their homes we took the decision to finance free deliveries for all goods bought on our platform within the so called Allegro SMART Program. The offer is with no guaranteed fees at the end and guaranteed that we will not up-sell anything at the end of the period. Since launch last week more than 500,000 consumers have taken advantage of this offer.

Being aware of the challenges that the economy faces we have also prepared a help package for our sellers. It includes extension of payment terms from 14 to 60 days, suspension



of increases in fees that had been announced previously and cancellation of changes in fees that were scheduled for announcement. Moreover, in order to encourage and facilitate the onboarding of new companies that to date have not functioned offline, we decided to waive fees for those businesses starting on-line.

We have also launched an **education campaign** to inform our users about relevant regulations adopted by the government and provided references to public institutions' official websites to fight desinformation.

In cooperation with the Polish Government (Office of Competition and Consumer Protection, health authorities and the Ministry of Digital Affairs) **we are reflecting on further steps.** We believe these exceptional circumstances require agility and creative thinking for companies like ours to help our economy and society weather the crisis.

I hope the measures described above will reply to your request from the letter of 23 March, for the list of measures that we have taken to protect consumers, including actions against illegal marketing campaigns.

For any further questions, please feel free to reach out to Ms Magdalena Piech, Allegro's Head of Regulatory Affairs, that you had the opportunity to meet (cc). **Both as a European tech unicorn and the leader of the European Tech Alliance we would like to stress our availability to provide you support you may need in these difficult times.**

Yours truly,

Francois Nuyts

For further questions please contact Magdalena Piech, Head of Regulatory Affairs at Allegro.pl

magdalena.piech@allegro.pl; +48 516 967 793;

Point of contact for national authorities and the European Commission, as requested in the letter of 23 March 2020:
pa_ra@allegro.pl ; tom.ruhan@allegro.pl

Allegro.pl sp. z o.o.
ul. Grunwaldzka 182
60-166 Poznań

Allegro.pl sp. z o.o. with its registered office in Poznań at ul. Grunwaldzka 182, 60-166 Poznań, entered into the Register of Entrepreneurs kept by the District Court for Poznań – Nowe Miasto and Wilda in Poznań, 8th Commercial Division of the National Court Register under KRS number 0000635012, share capital: PLN 33.016.950, taxpayer's identification number (NIP): 525-26-74-798, company statistical number (REGON): 365331553, which has a status of large entrepreneur under the act of 8th March 2013 on preventing excessive payment delays in business transactions (consolidated text Dz. U. of 2019, pos. 118 as amended).