

Romania

Highlights

2021

Mobile subscriptions

23 million*

Internet users

78%*

2022



Unemployment rate

5.5%



GDP

4.7%



Inflation

12%

2023



Population

>20 million

* Estimated.

Prosus offers

» Ecosystem of complementary businesses on top of vibrant eMAG Romania platform: From retail core, extended into fashion (Fashion Days); food delivery (Tazz); grocery (Freshful); and financial services (HeyBlu). Overarching Genius loyalty programme, underpinning Sameday delivery service.

» ESG:

- An easybox order generates up to 95% less CO₂ than delivery to a customer's home - over 50% of orders through easybox.
- Promoting circular economy: Buy 'second-chance' products, buyback voucher programme for used home appliances with free pick-up, repair service, sale of refurbished second-hand mobile phones destined for landfill.
- 42 companies have signed eMAG's environmental pledge (*angajament pentru mediu*) - the first initiative to unite the Romanian business community behind the common goal of limiting the rise in global temperatures.



Group overview

Performance review

Sustainability review

Governance

Financial statements

Other information