

Sales up by double digits again

Mercateo Group continued to grow in 2019

Munich, 12 March 2020 – The Mercateo Group successfully continued its profitable growth trajectory last year. In 2019, the company generated sales of €316 million. It enjoyed net profit, while net revenue for the year was up 16%, reaching €40 million. Total headcount also continued to rise: all in all, Europe’s biggest B2B marketplace and the B2B network unite.eu now employ some 600 people.

“We’re delighted that we managed to continue our profitable growth in 2019 despite the general slowdown in the economy in the second half of the year,” said Peter Ledermann, in charge of HR and finance on Mercateo’s board. “Our growth isn’t just reflected in our key figures. We expanded our business throughout Europe and set up three more national companies in Switzerland, Belgium and Ireland.”

Focusing more strongly on B2B networking between customers and suppliers, in 2019 the Unite network underwent further expansion. “We now use daily active connections to measure business relationships on the basis of actual orders and thus put them into an economic context,” explained Peter Ledermann, adding: “In 2019, this indicator grew faster than sales and net revenue. We also signed up additional cooperation partners for Unite and expanded existing relationships.”

At the end of 2019, the Mercateo Group announced it would be relocating its German headquarters from Munich to Leipzig and moving into a purpose-built office building in the city centre. “In addition to this pleasing internal news, we intend to provide digital support for productive economic relations on the European B2B market. Translated into figures, this means stable, profitable growth again,” announced Ledermann in his outlook for 2020. “In the face of current economic developments, we’re preparing for various scenarios. Being a marketplace without our own warehouses or logistics, we can operate in the virtual realm with no need for centralisation. The wide variety of suppliers in our product range is also an advantage. We therefore believe we are in a good position. And judging by the first two months of the year, we got off to a successful start in 2020.”



Mercateo board member Peter Ledermann [photo: Mercateo]



Mercateo: growth to write home about. [photo: Mercateo]

About the Mercateo Group

As an operator of B2B platforms, the Mercateo Group provides an infrastructure enabling companies to efficiently carry out their transactions and business relationships through digital networking.

The Mercateo Group includes the B2B network unite.eu and the B2B procurement platform mercateo.com. In addition to Germany, the group is represented in Europe by 10 other national companies and employs around 600 people in 14 European countries. Since its foundation in 2000, the entire company has expanded continuously and profitably, achieving sales of €316 million in 2019. Mercateo has been rated Silver by EcoVadis for its CSR activities.

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Press Contact: Mercateo
Melanie Globig
Corporate Communications
Tel: +49 (0) 341 35 58 62 24
Email: presse@mercateo.com