

OUR COMPANY

presentation 06.2021

The **MND Group** (previously **MANADA**), is a family-owned company operating in the Warmia and Mazury voivodeship.

Over the last 25+ years of business in the retail industry, the MND Group has gained extensive experience, renown on the local market, and recognition from customers all over Poland.

Today, the MND Group is a formidable player on the Polish e-commerce market, with ambitions going well beyond the confines of Poland and the company's initial sectors.

Come see what we can offer:

<https://manada.pl/>

<https://a-manada.pl/>

GRUPA
MND

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Because if the day is too short, there's always the night.

**Always.
Non-stop.
For You.**



OUR STORY

FHU “MANADA” began operations in 1991, when its business dealings focused on mobile sales of industrial goods. As early as in 1993, a plot of land was bought with the company's own funds and a commercial-service pavilion was built on it, at 23 Wyszyńskiego Street in Działdowo.

In 1999, the commercial premises on 23 Mickiewicza Square in Działdowo were purchased and adapted for use. In the new facility, the company began selling computers, textbooks, and school and office supplies.

In 2004, on the plot located in Działdowo at 13d Leśna Street, another 100m² facility was built, one intended for computer and office supplies sales.

The next investment of the company **in 2009** was the adaptation of a building, located in Działdowo at 23 Wyszyńskiego Street, for the needs of a pharmacy. The owner's daughter, Natalia Bartkowska, holds a Master's degree in pharmacy, and new jobs were created for her and for two other women.

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OUR STORY continues

In **2010**, the MND Group acquired a license to operate a community pharmacy. We currently run two brick and mortar pharmacies in Działdowo as well as a pharmacy point in the town of Kisiny near Działdowo.

In **2017**, FHU Manada turned into the **Grupa MND LLC**, thereby undergoing a change in its legal form in light of the expanded scale of both its operations and its portfolio of products and services.

In **November of 2016**, internet sales were launched: we made a dynamic entrance into the e-commerce market with the sale of health-related products, medications, dietary supplements, cosmetics, and medical equipment.

In **2018**, we added drugstore goods to the mix, and since then our portfolio has been constantly expanding.

For needs relating to **online sales**, a 1,400 sq.m. office and warehouse facility was repurposed, this now being the Company's headquarters.

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SUSTAINABLE GROWTH

The MND Group has processed over **1 million orders since 2016** and currently has over 300,000 active customers. Currently, there are about 28,000 categories of goods in the company's warehouses, and about 100,000 items in its virtual warehouse (with dropshipping, among others). The story of the MND Group is the story of a family business and its sustainable development.

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PORTFOLIO

The **MND Group** is one of the **leaders of the Polish e-commerce market**. At the core of the company's business operations are mail order sales of pharmaceuticals and drugstore products, which can be divided into three primary product categories: **medications, dietary supplements, and cosmetics**.

The demands of the market mean that our product portfolio is regularly updated and expanded, with new categories being added to our assortment, such as **household chemicals, books, and groceries**. Our customer service team makes every effort to ensure that the products are **always in the TOP 5** of the leading product-comparison shopping engines, such as Ceneo, Allegro, and Opineo.

We are investing in **ultramodern solutions relating to IT systems, logistics, and warehouse operations**, all meant to make the sales process as customer friendly as possible. Additionally, our company offers **order fulfillment and other advanced services connected with logistics and e-warehouse processes**.



Państwo Gabriela & Jan Bartkowsky- Company Founders

VALUES

The **MND Group** is a family brand, and a family means love, support for one another, understanding, and loyalty. These are **the values** that we want to promote on the Polish market. **Family and people** – these resources are the cornerstone of our company and the source of its wealth.

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FAMILY

It's no mystery then to whom the successes and dynamic growth of the company should be attributed – to the **experienced, highly qualified managerial** team that is **the Bartkowski Family**.

Gabriela Bartkowska: University graduate in Finance and Accounting with over 20 years of business experience. Sole tradership since 2013, independent accountant in FHU Manada (1991- 2016).

Jan Bartkowski: CEO. University graduate in pedagogy and computer science. In business since 1991. Strong team leadership and coordination skills.

A FUTURE OF VALUE

Maciej Bartkowski: Head of Marketing and Sales; 15 years of industry experience. Responsible for working with companies that deal with website construction and supporting software.

Natalia Czarnecka: Pharmacist, Key Account Manager, Liaison Specialist for contacts with manufacturers in the Medicinal Products sector. Responsible for coordinating the work of pharmacies, settling accounts between pharmacies and the National Health Fund, and negotiating purchase contracts.

Damian Bartkowski: Logistics Manager. Responsible for coordinating and monitoring the logistics department, monitoring the flow of goods within the company, negotiating with shipping companies.

SUCCESS

Our measure of **success** is the joy of our satisfied customers. There are already a few hundred thousand of them, and the number is growing every day. **Success** can also be measured by the recognition the market shows you – and here we are delighted by every distinction. Lastly, **success** can be measured in financial terms: since our first day of operations, MND Group's e-commerce revenue has grown by no less than 100% year to year, every year!

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ACHIEVEMENTS

- **Ranked first in the region 3 years in a row** by e-Gazele Biznesu (Gazelles of Business)
- Ranked in the **TOP10 of Poland 3 times** by Gazele Biznesu (among all companies)
- According to the largest opinion portal: **the third most frequently rated e-store in Poland**
- International distinction by **Gazele Biznesu (Lithuania)**
- Internet rankings: **Store of the Year, Drugstore of the Year. E-Commerce Rising Star** as well as many others ...
- The list goes on...



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The e-commerce market is changing dynamically and only companies that **continuously innovate** have a chance to develop and to gain new customers.

Our company is engaged in developing inhouse innovations as well as **valuable intellectual property** in all its sectors. Obvious R & D areas include e-commerce, logistics processes, WMS chains, AI, renewable energy sources (including photovoltaics and their innovative integration) and lastly, ambitious projects relating to the **full automation and roboticization of warehouses processes and sales.**

Grupa MND oferuje innowatorom i start- up swoje wsparcie jako **Anioła Biznesu**, tworząc **przyjazny ekosystem innowacji.**

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EU FUNDS

It takes significant investments to realize the company's creative ideas, which is why our company has for several years now made use of **EU financial support**. In order to achieve a synergy effect, a multitude of initiatives have been planned that will allow **the MND Group** to experience dynamic growth.

Our company **carries out projects and applies for funding** made available by the Warmia and Mazury Regional Development Program, The Smart Growth Operational Program, and others. We work with Industrial Development Agency, the Polish Development Fund, the Polish Agency of Enterprise Development, the National Centre for Research and Development, and other intermediary institutions.

EU grants are part of a strategy of continuous business development in which innovation plays a key role in gaining and maintaining a competitive advantage.

PLANS

The plans and ambitions of the MND Group go beyond the confines of Poland and the company's original sectors.

We have taken steps towards **expansion abroad**, with particular focus on **EU markets (Germany) and Eastern markets (Ukraine, Belarus, Russia)**.

Start-ups supported by the MND Group are bringing new technologies and innovations to market, and not just in relation to the e-commerce sector.

However, the priority area for planning and developing the company is found in its core business, the e-commerce. The company stands before a **technological revolution** - the implementation of ultra-modern IT and logistics tools.

The future is clear, intelligent, and innovative, with **fully automatized and roboticized logistical processes, warehouses managed by AI, and neural networks to serve our customers**.

We do not forget, however, that behind every product, process, or sale there is a person, a soul, and emotions. Good emotions.

We're a family after all!

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CONTACT

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