



BUILDING MARKET LEADERS

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V4C COMPLETES INVESTMENT IN GOMAG.RO

GOMAG.RO is a leading SaaS provider of e-commerce stores and related merchant services to SMEs in Romania.

Value4Capital, the lower mid-market Polish and central European buy-out manager, today announced the completion of an investment in Silkweb S.A., the Romanian company operating the gomag.ro platform. The platform provides a complete e-commerce ecosystem by offering e-commerce stores, marketplace integrations and a variety of other integrations and services, predominately under a software as a service (SaaS) model. Over 2,300 active stores were successfully using the GoMag platform to serve their customers at the end of 2021.

The transaction saw the V4C Poland Plus Fund acquire shares from Silkweb's founders Cosmin Dărăban and Aurelian Motica and make a commitment to provide additional capital to support the further development of the business. The founders will continue to lead the business and retain a significant stake in the business. Transaction terms were not disclosed.

Bogdan Chiriță, Investment Director at V4C, commented: "GoMag is our first investment in Romania for this fund and closely matches our strategy of supporting innovative and dynamic entrepreneurs to grow their business. Having been a part of the success story of Shoper.pl in Poland, which we partially exited last year, we look forward to actively supporting the development of GoMag and consolidating its leadership position."

Mr. Dărăban noted: "Since we launched the GoMag platform in 2016, the e-commerce market in Romania has significantly matured and our platform with it. We are already accelerating our growth to match the increasing sophistication of our customers and leverage the opportunities in today's market. Bringing in a strong financial partner will give us additional resources and expertise while maintaining the independence of our business. Our goal is to remain the first choice of Romanian SMEs to capture the potential of on-line commerce."

Mr. Motica added: "We are actively developing our platform to bring more and better services to our clients and partners. We have a number of enhancements already in the pipeline for 2022 and expect to invest some EUR 500,000 in its development this year alone. Also, we are expanding our customer support team to help our customers succeed in their own e-commerce journeys."

The V4C deal team included Bogdan Chiriță, Bill Watson, Weronika Przybylska and Piotr Misztal. They were advised by PwC Romania for financial, tax, IT and commercial due diligence and Pop Attorneys at Law for legal diligence and transaction execution. Mr. Călin Herța advised Messrs. Dărăban and Motica.

[About V4C](#)

[Value4Capital](#) specialises in private equity investments in service businesses, looking for opportunities where the service has a strong local delivery component. It focuses on Poland, but selectively invests in Romania, the Baltics and the other EU member states of central Europe. Owned and managed by its senior partners, V4C has over 25 years of mid-market experience in the region.

The V4C Poland Plus Fund, which held its final closing in July 2019, benefits from financial backing from the European Union under the European Fund for Strategic Investments (EFSI), set up under the Investment Plan for Europe. The Polish Growth Fund of Funds (PGFF) is also an indirect investor in the Fund. The PGFF is an initiative created by cooperation between BGK (Bank Gospodarstwa Krajowego in Polish) and the European Investment Fund.

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