

Pale Fire Capital SE and Posella Limited acquire Fly.pl, a fast-growing travel packages comparison platform, based in Warsaw, Poland.

WARSAW November 26, 2024 – Pale Fire Capital SE (“PFC”) together with Posella Limited (“Posella”) announced they have acquired 100% shares of Fly.pl, a fast-growing independent vacation comparison platform. Terms of the transaction were not disclosed.

Fly.pl is a fast-growing travel packages comparison platform founded in 2018 with the goal to create an independent, client-first platform able to provide up-to-date, competitive travel package offers from leading providers to Polish consumers. The company has shown strong growth in the last 2 years with a revenue CAGR of over 30% and a TTV of more than 100 million PLN in the last twelve months.

Under the terms of the agreement, Skyhook sp. z o.o., an equal parts JV between PFC and Posella acquired 100% equity from Fly.pl’s current owner, Grzegorz Bosowski.

Grzegorz Bosowski, founder and Chief Executive Officer of Fly.pl, will continue to lead the Company, alongside current senior management. The key goal of the company is to combine its deep industry know-how with the experience in scaling online businesses of its new investors to increase its share in the Polish travel packages comparison market.

“Our strong growth is the result of the vision, hard-work and excellent execution of a team with deep industry knowledge. Now, together with our new partners we can accelerate scaling efforts and bring great value to even more customers” said Grzegorz Bosowski.

“Fly.pl is an exceptional business with a strong vision. We are excited to support them in next chapter.” said Jan Barta, Partner at PFC. Jacek Olechowski, Founder at Posella, said: “We are delighted to invest in Fly.pl, an outstanding company built under Grzegorz Bosowski’s great leadership. We share his vision and ambitious agenda.”

About Pale Fire Capital

Pale Fire Capital SE is a private equity firm based in Prague, Czechia founded in 2015 by Dušan Šenkypl, David Holý and Jan Barta - a group of hard-working patriots with vast experience in business. The company invests both in public and private companies operating in the internet and technology sectors. More about Pale Fire Capital SE can be found at palefirecapital.com.

About Posella

Posella Limited is an international investment firm based in Larnaca, Cyprus. Founded in 2007 by serial entrepreneur Jacek Olechowski, Posella’s investment strategy is focused on high-potential businesses in media, price comparison, financial distribution and real estate. Past and present investments include: mubi.pl, Mediacap, Budlex, MJM Holdings (exit: 2024), Rankomat.pl (exit: 2015) and Group One (exit: 2024). More about Posella can be found at posella.eu.