

Deporvillage Hit 45 Million in 2018, Achieving Profitability

With around 30% growth, the company topped 550,000 orders a year and expanded globally

Spain's leading online sports shop, Deporvillage reached a turnover of 45 million euros in 2018, that's 28.57% more than the 35 million from the previous year. 2018 saw Deporvillage become a profitable company, following years of expansion, dedicated to an ambitious business plan. The company launched their first ever own brand and currently finds itself in the midst of an expansion plan, aiming to meet demands from any country in the world. It has received more than half a million orders with a catalogue that has now reached 60,000 articles. Deporvillage is diving into 2019 with two goals, to continue growing and to launch new brands of their own.

With around 400,000 customers ordering at least once during 2018, Deporvillage opened doors globally halfway through the year, resulting in an important boost for the company. According to the company's CEO, Xavier Pladellorens: "Alongside our investors, we outlined an ambitious business plan that we have stuck by, putting us in a leading position and helping us make a profit for the company, after investing greatly in marketing, equipment and infrastructure. We can say it has been implemented successfully, with the intention to continue growing at the same time." he assures.

So, Deporvillage closes the 2018 financial year beating records once again, reaching figures such as 550,000 orders a year and 4,000,000 views a month. Important milestones to highlight from the past year are celebrating the one millionth order in February; the launch of the company's first own brand last spring; sponsoring La Vuelta as the official store for the second year in a row, as well as the launch of English (deporvillage.net) and German (deporvillage.de) versions of the website and multi-currency payment option.

Positioned in the Financial Times FT1000 ranking as the fastest growing online sports shop in Europe, Deporvillage kicks off 2019 with the goal to continue growing at the same rate as it has done since it was established eight years ago. Co-founder, Àngel Corcuera is confident of this, saying, "it is satisfying to look back and see how far we've come. However, it's important to know how to look forward too and never stop evolving. This year we have implemented several changes that are beginning to reap results, and that will help us continue to grow."

About Deporvillage

Founded in 2010 by Xavier Pladellorens and Àngel Corcuera, Deporvillage is now Spain's leading online sports retailer and among the top in Europe. The website specialises in cycling, running, triathlon, swimming, gym and outdoor sports and currently offers more than 60,000 products from around 560 premium brands. Deporvillage has around 800,000 customers and the site has more than four million visits per month. Throughout its life, the company has received support from SeedRocket, being represented by David Tomás from CyberClick, Cabiedes & Partners and important Venture Capital figures, such as Samaipata in Spain and P101 in Italy, as well as Grupo Mediaset.

More information: www.deporvillage.net