



PRESS RELEASE

Box Now Group is dynamically developing its business in four countries across Southeastern Europe

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Box Now Group, which delivers parcels ordered from online shops to its lockers (Automated Parcel Machines – APMs), significantly expanded its business in all the countries where it operates in 2024. The total number of parcels delivered surpassed 19 million, and by the end of the year, the Group was delivering over 3 million parcels each month. This represents a full 600% year-on-year increase.

The Group currently operates more than 3,500 lockers with a daily capacity of up to a quarter of a million packages, located across Greece, Croatia, Bulgaria and Cyprus – and their number is steadily increasing. It turned profitable in December 2024, even as it continues to invest massively in its network, and is set to grow further throughout 2025. The first months of this year confirm this trend.

In Greece, the Group now commands the majority of the market for parcels picked up by customers from lockers, while in Croatia and Cyprus it has exceeded a market share of 20% in the delivery of all parcels ordered online. Additionally, in Croatia, Box Now plans to launch its first automated sorting line in the third quarter and aspires to become the market leader there within two years.

“I am especially pleased that we were able to optimise our processes in Croatia - and indeed in other countries as well - as much as possible. As a result, we are able to offer our customers a more favourable price and better overall conditions than our competitors in the vast majority of cases,” says EMMA Capital’s partner responsible for the segment, Tomáš Kočka.

EMMA Capital founded Box Now in 2021 and currently holds an 87.5% stake in the group. The remaining minority stake is held by the Greek company PCP (Public Capital Partners).

EMMA Capital is a private investment holding founded in 2012 by Jiří Šmejč. In recent years, it has focused chiefly on markets in the European Union, but is also present in other markets in Europe and Asia. It usually plays an active role in companies where it acquires an equity stake, participating in their management, development and in any eventual restructuring. EMMA’s investment priority is retail and customer-oriented companies, while it is also successfully penetrating the B2B segment.

Contact:

Pavel Zuna
EMMA Capital
zuna@emmacapital.cz