

# OLX Group agrees to acquire La Centrale, a leading motors French classifieds platform

Strategic entry into Western Europe, **expanding OLX's leading motors** portfolio in Central and Eastern Europe

Transaction brings together **La Centrale's strong local brand and expertise, with OLX's technology, scale, and customer-first solutions**

Secures a **leadership position** in **one of Europe's largest and most attractive** used car markets

## Transaction Overview

**€1.1 billion**

Deal value

**All-cash**

transaction

**Stake**

100%, fully funded by Prosus

**Closing**

Expected by year-end<sup>1</sup>

1. Subject to customary closing conditions and regulatory approvals

## About OLX

OLX operates fast-growing and highly profitable online marketplaces for motors, real estate, jobs and goods with 29 million monthly users in eight countries, in Central and Eastern Europe and South Africa.

### Key Facts

**29M**

monthly app active users<sup>2</sup>

**64M**

daily active listings<sup>2</sup>

**~27M**

secondhand items traded FY25<sup>3</sup>

**9**

brands

**US\$ 777M**

Revenue in FY25<sup>4</sup>

**18% YoY**

Revenue Increase in FY25

## About La Centrale

La Centrale is recognised as France's most specialised autos platform, with unmatched strength in higher-value vehicles and deep trust among sellers and consumers.

### Key Facts

**4.5M**

Monthly users

**350k**

Monthly listings

**4**

brands

**12%**

2023-25E classifieds revenue CAGR

**13%**

2023-25E EBITDA CAGR

2. Based on data collected during FY25.

3. Based on data collected during FY25 from Pay & Ship transactions.

4. Excludes revenue from OLX Autos, which has been carved out.

## Combination creates increased opportunity for profitable growth in an attractive market.

- La Centrale extends OLX's footprint into France, expanding OLX portfolio into Western Europe.
- La Centrale's high-quality and profitable platform, focusing on high-value vehicles, is well-positioned to benefit from secular growth trends in France.
- Combination of OLX and La Centrale increases potential for profitable growth.
- Price paid represents a high teens future year EV/EBITDA multiple for a strong asset in an established industry.
- Online classifieds market in France projected to grow at 11–13% CAGR (2024–2030).



**la centrale**

