

 Early Warning System

IDBI-13219-01

Merqueo-Equity



## Quick Facts

<b>Countries</b>	Colombia, Mexico
<b>Financial Institutions</b>	IDB Invest (IDBI)
<b>Status</b>	Proposed
<b>Bank Risk Rating</b>	B
<b>Voting Date</b>	2021-03-31
<b>Borrower</b>	Merqueo SAS
<b>Sectors</b>	Industry and Trade
<b>Investment Type(s)</b>	Equity
<b>Investment Amount (USD)</b>	\$ 10.00 million



---

## Project Description

IDB Invest is considering an investment of up to US\$10 million in Merqueo S.A.S. (the “Company”). Launched in 2017, Merqueo is a grocery e-commerce platform (“e-grocery”) offering grocery delivery services in Colombia and Mexico. The Company is a 100% digital player with no physical stores, and it is considered a pureplay as it controls the entire operation, including the technology platform, product sourcing, warehouse operations and final deliveries.

During the COVID-19 emergency crisis, online platforms such as Merqueo have become a key tool for the general population as e-grocery offers one of the safest alternative for everyday purchases. The capital round will allow Merqueo to support its growth plan as follows: (i) finance current operations to support expected growth through investments in technology, warehouses, marketing, and human resources, among others; (ii) consolidate and promote its regional expansion.

The objectives of investing in Merqueo are (i) increase the sale of product via e-grocery platforms, (ii) foster the growth of the retail supply chain, (iii) improve access to basic products and (iii) to promote the adoption of e-grocery in low income segments.



---

## Investment Description

- IDB Invest (IDBI)



---

Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Merqueo S.A.S	Client	Industry and Trade

---



---

### Contact Information

For questions about the Project please contact:

Name: Laura Oyuela

Title: CFO

Telephone: +57-3153105644

E-mail: [oyuela@merqueo.com](mailto:oyuela@merqueo.com)

For questions and comments to IDB Invest, please contact:

Name: Grupo de Comunicación de BID Invest

E-mail: [requestinformation@idbinvest.org](mailto:requestinformation@idbinvest.org)

In addition, affected communities can access IDB Invest's Independent Consultation and Investigation Mechanism (ICIM) as follows:

Telephone: +1 (202) 623-3952

Fax Number: +1 (202) 312-4057

Address: 1300 New York Ave. NW Washington, DC. USA. 20577

E-mail: [mecanismo@iadb.org](mailto:mecanismo@iadb.org) o [MICI@iadb.org](mailto:MICI@iadb.org)



---

## Bank Documents

- [Merqueo - Environmental and Social Review Summary \(ESRS\).pdf](#)
- [Merqueo- Environmental and Social Action Plan \(ESAP\).pdf](#)