

UNDER EMBARGO UNTIL 7.30AM BST / 8.30AM CEST WEDNESDAY 14 SEPTEMBER



Turkish e-logistics leader OPLOG raises €11 million to widen pan-European network for e-commerce fulfilment

Istanbul-based OPLOG will open a UK warehouse by year-end as well as investing further in robotics

Istanbul, XX September 2022 - Turkey's leading e-logistics company, Istanbul-based **OPLOG** (www.oplog.io), has today announced a pre-series A funding round of €11mn, that will be used to fuel the company's expansion plans (including plans to open its first fulfilment centre in the UK by the end of the year), as well as drive product research and development, including in its robotics division (TARQAN - www.tarqan.com). In Q1 2023, OPLOG will become the only company in Europe other than Amazon to operate using proprietary robotics technology within its fulfilment centres.

The round was led by Esas Private Equity (<https://esaspe.com>), a division of Istanbul-based investment firm Esas Holding (www.esas.com), that has made numerous high-profile technology investments, such as in fellow Turkish startup star, on-demand grocery delivery service, Getir, AI marketing platform, Insider, mobile game developer, Libra, and producer of conflict free lab-grown diamonds, Apsilon.

Commenting on the round, **OPLOG founder and chief executive Halit Develioglu** said: "*OPLOG was founded nine years ago and bootstrapped until today to drive e-commerce forward by enabling global businesses to do trade with one another, unencumbered by physical boundaries. I am grateful to Esas for their support and investment and look forward to working closely together with them as OPLOG enters the next phase of our remarkable journey. Today's announcement is testament to the hard work of the entire team - the future is very exciting.*"

By the end of the year, OPLOG will open a robotics-enhanced fulfilment warehouse in the UK which will employ over 100 people within its first 18 months of being operational. As part of its UK launch, OPLOG will bring to the UK prestigious Turkish brands such as XXX. Through launching in the UK (its first warehouse outside Turkey) OPLOG will form a bridge between the countries; all the more pertinent given Turkey's role in global supply chains, '*Turkey benefits from a pivotal position for trade ... Istanbul is central to trade routes, a prime location for supply chains,*' per the Chartered Institute of Procurement & Supply.

OPLOG's robotics software is proprietary and each warehouse will utilise up to 50 robots. OPLOG stocks a merchant's products in their smart warehouses and prepares orders on their behalf - managing delivery and providing end-to-end fulfilment services enhanced with technology. Using a mix of software and robotics, OPLOG is already Turkey's leading e-logistics company and the funding round will be key to expanding pan-European operations. In Turkey, OPLOG works with multinationals such as SONY, Rossmann, and Tupperware.

Bootstrapped for nine years until this funding round, OPLOG topped the [Deloitte Technology Fast 50 Turkey](#) in 2017 and participated in the [Microsoft for Startups' GrowthX Accelerator](#) in 2021. OPLOG has experienced growth of 4564% since 2017 and has fulfilled 5 million orders since its founding in 2013.

On their investment in OPLOG, **Esas Private Equity** said: *"Esas is only too happy to support OPLOG - a fine example of the Turkish tech scene going from strength to strength. Halit's vision for the future of e-commerce and OPLOG's dedication in bringing robotics to market make the company a compelling investment. We are excited for what the future holds."*

About OPLOG

OPLOG was founded in 2013 and is headquartered in Istanbul, Turkey. OPLOG is the leading e-logistics company in Turkey and has state-of-the-art warehouses in Gebze, Dilovasi and Izmir.

OPLOG enables e-commerce brands to operate in various markets without physical boundaries through its international fulfilment network and the ability to track all the inventory and operational processes in several OPLOG fulfilment centres.

Halit Develioğlu is OPLOG founder and chief executive and is a logistics industry veteran. Halit was included in Fortune 40 Under 40 in 2021.

For further information, please visit www.oplog.io

About Esas Private Equity

Esas Private Equity is the direct investment team of Esas supporting exceptional founders and management teams through buyout and growth equity investments.

Established in 2000, Esas is the largest family-owned investment firm in Turkey and is backed by the first and second generation family members of Şevket Sabancı, one of the five founding members of Sabancı Holding, a leading Turkish conglomerate.

With offices in Istanbul and London, Esas invests in various asset classes globally including private equity, real estate, venture capital and liquid assets and manages total assets in excess of US\$3 billion.

For further information, please visit www.esaspe.com

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