

Business genesis

DEGHI was founded in 2012 by the entrepreneur Alberto Paglialunga, who started selling from the garage of his house, his 'first warehouse.' Within just a few years, DEGHI SpA has become the largest e-commerce company in Italy specializing in the online sale of home, bathroom and garden furniture.



Key metrics

Since investment date, Deghi has, year after year, exceeded the challenging targets set in the business plan, becoming the undisputed leader in the Italian market.



€138 mln

€50 mln on investment date



35K products

14k on investment date



300+ people

120 on investment date



Se non Deghi, **non ci credi.**



Home, bathroom and garden furniture



www.deghi.it



San Cesario, Lecce, Puglia, Italy

DEAL

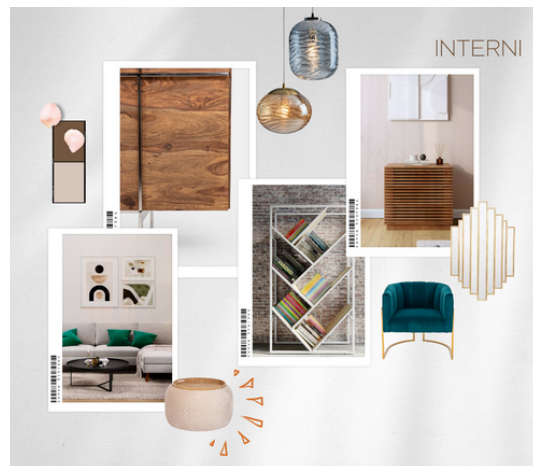


Integrit am has promoted a minority expansion capital operation in Deghi S.p.A. for €23 million. The provided capital aims primarily to support the company's logistic expansion plan and to facilitate an acceleration for Deghi's new business segment in the home furnishing market, complementing its already established presence in bathroom and garden furnishings.

GROWTH AS THE MAIN OBJECTIVE



The company's primary objective is to grow and become the reference player in the European market, not only in terms of size but also through a financially sound and sustainable business model.



DEGHI WINNING PILLARS



Value for money

1

Deghi doesn't just offer the market a convenient price, but its' customers also find a wide choice of offers paired with a very high customer experience

Speed

2

With over 50,000 square meters of warehouse space for products ready for delivery, and an expansion plan in 2024 to double these figures, Deghi is able to deliver products to its customers' homes in just a few days

Support

3

Over time, the company has built a team of over 60 people dedicated to customer service at every stage, from product selection and consultation to sales and post-sale management