

# Historical Leading Digital Commerce Magento & Shopify Extension Provider





## Historical Leading Digital Commerce Magento & Shopify Extension Provider

A leading solution provider in the Adobe Commerce (Magento) ecosystem. With 15 years in the market, the company offers over 300 Magento 2 extensions and solutions. It serves a customer base exceeding 20,000 clients and has successfully completed more than 1,700 projects. The company is recognized as a premier choice for Magento 2 extensions and holds the #1 position by sales among its direct competitors.

### Market Position

The Digital Commerce Application market is experiencing significant growth due to the continued expansion of eCommerce. Adobe Commerce (Magento 2) holds a leading position among Digital Commerce Platforms (DCP), being 1.8x more popular than its closest competitor. The company operates within this growing market as a key extension provider for the Adobe Commerce platform and maintains a top position among Magento extension developers.

Geographic and Customer Diversification

The company serves a diversified global customer base. Sales are primarily generated from Europe (47%) and North America (35%), with client distribution showing similar proportions (Europe 54%, North America 29%). The client base spans various product categories, with Fashion & Apparel representing 20%, Home & Garden 13%, and Other Lifestyle, Computers & Electronics each accounting for 10%.

### Business Model and Strategy

The business model focuses on providing a comprehensive solution to clients, including extensions and upgrades via subscription, customization, optimizations, integrations, maintenance, support, and security. The company is actively working to enhance its second-year retention rate, which significantly improved to 59% in 2022 and 64% in 2023.

### Growth Initiatives

The company is pursuing several growth strategies, including:

#### Organic Growth in Magento

Leveraging Magento's steady 10-15% annual growth through its subscription model and market leadership.

#### Expansion into Shopify

Developing plug-ins to tap into Shopify's faster-growing, SMB-focused platform, which is growing at 20-25% annually. The company has shown substantial growth in users on alternative platforms like Shopify and Wix since August 2023.

The company is located in Europe (not in UK).

#### TARGET PRICE

\$22,950,000

#### GROSS REVENUE

\$8,900,000

#### EBITDA

\$2,700,000

#### BUSINESS TYPE

Software & SAAS

#### REASON FOR SELLING

Retirement

#### COUNTRY

United Kingdom

#### BUSINESS ID

L#20250962

*The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction*

*The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.*

*By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.*

*This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.*

*The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.*

*All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.*

[www.mergerscorp.com](http://www.mergerscorp.com)



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.



[WWW.MERGERSCORP.COM](http://WWW.MERGERSCORP.COM)