历史悠久的领先数字商务 Magento 和 Shopify 扩展提供商

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Magento Shopify

Adobe Commerce (Magento) 生态系统中领先的解决方案提供商。进入市场 15 年来，公司提供了 300 多个 Magento 2 扩展和解决方案。公司服务的客户超过 20,000 家，成功完成了 1,700 多个项目。该公司被公认为 Magento 2 扩展的首选，在其直接竞争对手中销售额排名第一。

由于电子商务的持续发展，数字商务应用市场正经历着显著的增长。Adobe Commerce（Magento 2）在数字商务平台（DCP）中占据领先地位，其受欢迎程度是最接近的竞争对手的 1.8 倍。该公司作为 Adobe Commerce 平台的主要扩展提供商，在这一不断增长的市场中开展业务，并在 Magento 扩展开发商中保持着领先地位。

地域和客户多样化

该公司为多样化的全球客户群提供服务。
销售额主要来自欧洲（47%）和北美（35%），客户分布比例相似（欧洲 54%，北美 29%）。 客户群涵盖各种产品类别，其中时尚和服装占 20%，家居和花园占 13%，其他生活方式、计算机和电子产品各占 10%。

业务模式侧重于为客户提供全面的解决方案，包括通过订阅进行扩展和升级、定制、优化、集成、维护、支持和安全。公司正积极努力提高第二年的留存率，2022 年和 2023 年的留存率分别大幅提高至 59% 和 64%。

公司正在实施多项增长战略，其中包括

Magento

利用 Magento 的订阅模式和市场领导地位，实现每年 10-15% 的稳定增长。

Shopify

开发插件，以利用 Shopify 增长较快、以中小企业为重点的平台，该平台的年增长率为 20-25%。自 2023 年 8 月以来，该公司在 Shopify 和 Wix 等替代平台上的用户出现了大幅增长。

公司位于欧洲（不在英国）。

TARGET PRICE
$ 18,500,000

GROSS REVENUE
$ 8,900,000

EBITDA
$ 2,700,000

BUSINESS TYPE
软件和 SAAS

COUNTRY
英国

BUSINESS ID
L#20250962

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