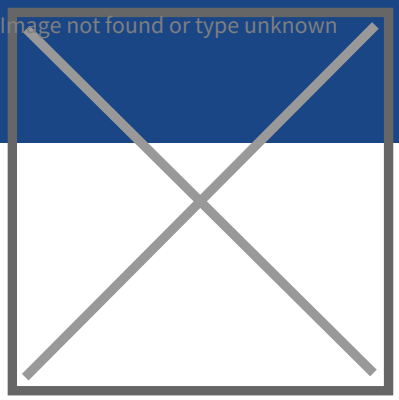
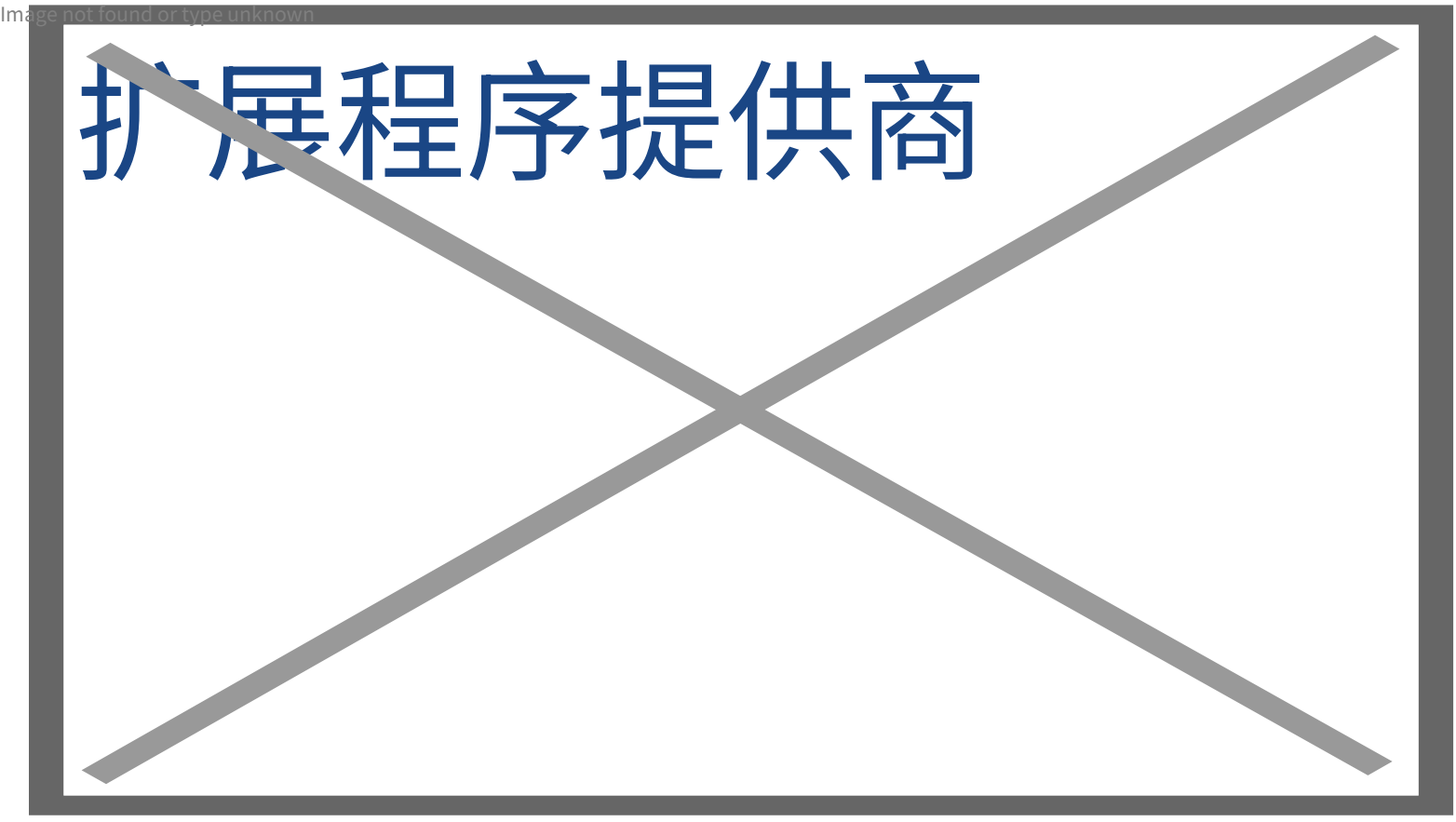


历史悠久的领先数字商务

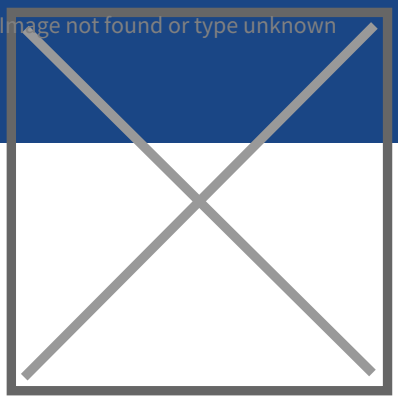
Magento 和 Shopify



扩展程序提供商

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Magento Shopify

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

Adobe Commerce（Magento）生态系统中的领先解决方案提供商，该公司深耕市场15年，提供300余款Magento 2扩展插件和解决方案，其客户群超过20,000家，已成功交付1,700余个项目。该公司被公认为 Magento 2 扩展的首选供应商，并在直接竞争对手中销售额排名第一。

随着电子商务的持续扩张，数字商务应用市场正呈现显著增长。
在数字商务平台（DCP）领域，Adobe Commerce（Magento 2）占据领先地位，其受欢迎程度是其最接近的竞争对手的1.8倍。作为Adobe Commerce平台的关键扩展提供商，该公司活跃于这一持续增长的市场，并在Magento扩展开发者中保持领先地位。

地域和客户多元化

该公司为全球多元化的客户群体提供服务。
销售额主要来自欧洲（47%）和北美（35%），客户分布的比例与此类似（欧洲54%，北美29%）。
客户群体涵盖多个产品类别，其中时尚与服装占20%，家居与园艺占13%，其他生活方式、电脑与电子产品各占10%。

该商业模式致力于为客户提供全面的解决方案，包括通过订阅方式提供的功能扩展和升级、定制化服务、优化、系统集成、维护、技术支持以及安全保障。
该公司正积极致力于提升第二年客户留存率，该指标在2022年已显著提升至59%，2023年进一步提升至64%。

该公司正在推行多项增长战略，包括：

Magento

借助Magento通过订阅模式和市场领导地位实现的10%至15%的稳定年增长率。

Shopify

开发插件以接入Shopify这一增长更快、专注于中小企业（SMB）的平台，该平台年增长率达20%至25%。
自2023年8月以来，该公司在Shopify和Wix等替代平台上的用户数量呈现出显著增长。

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