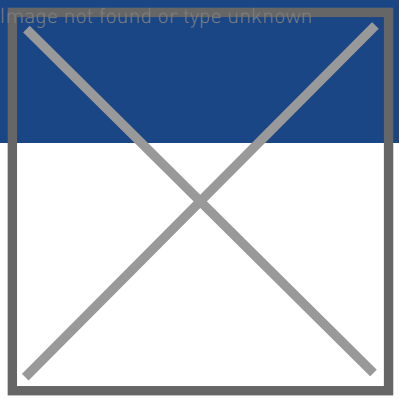


Fornecedor líder de longa data de extensões para comércio digital no Magento e no Shopify



PRINTED ON: *October 26, 2026, 10:34 PM (EST)* **PUBLISHED ON:** *July 12, 2025, 1:29 PM (EST)* **UPDATED ON:** *October 26, 2026, 9:34 PM (EST)*

MERGERSCORP

Image not found or type unknown

Fornecedor líder de longa data de extensões para comércio digital no Magento e no Shopify

TARGET PRICE
$ 18,500,000

GROSS REVENUE
$ 8,900,000

EBITDA
$ 2,700,000

BUSINESS TYPE
Software e SAAS

COUNTRY
Reino Unido

BUSINESS ID
L#20250962

Uma empresa líder no fornecimento de soluções para o ecossistema do Adobe Commerce (Magento). Com 15 anos de mercado , a empresa oferece mais de 300 extensões e soluções para o Magento 2. Ela atende a uma base de mais de 20.000 clientes e já concluiu com sucesso mais de 1.700 projetos. A empresa é reconhecida como a melhor opção para extensões do Magento 2 e ocupa a primeira posição em vendas entre seus concorrentes diretos.

Posição no mercado

O mercado de aplicativos de comércio digital está passando por um crescimento significativo devido à expansão contínua do comércio eletrônico. O Adobe Commerce (Magento 2) ocupa uma posição de liderança entre as plataformas de comércio digital (DCP) , sendo 1,8 vez mais popular que seu concorrente mais próximo. A empresa atua nesse mercado em crescimento como um dos principais fornecedores de extensões para a plataforma Adobe Commerce e mantém uma posição de destaque entre os desenvolvedores de extensões para o Magento.

Diversificação geográfica e de clientes

A empresa atende a uma base diversificada de clientes em todo o mundo. As vendas vêm principalmente da Europa (47%) e da América do Norte (35%), e a distribuição dos clientes apresenta proporções semelhantes (Europa 54%, América do Norte 29%). A base de clientes abrange várias categorias de produtos, sendo que Moda e Vestuário representam 20%, Casa e Jardim, 13%, e Outros Estilos de Vida, Computadores e Eletrônicos, cada um com 10%.

Modelo de Negócios e Estratégia

O modelo de negócios se concentra em oferecer uma solução completa aos clientes, incluindo extensões e atualizações por meio de assinatura, personalização, otimizações, integrações, manutenção, suporte e segurança. A empresa está trabalhando ativamente para melhorar sua taxa de retenção no segundo ano, que subiu bastante, chegando a 59% em 2022 e 64% em 2023.

Iniciativas de crescimento

A empresa está adotando várias estratégias de crescimento, incluindo:

Crescimento orgânico no Magento

Aproveitar o crescimento anual constante de 10% a 15% do Magento por meio do seu modelo de assinatura e da sua liderança no mercado.

Expansão para o Shopify

Desenvolver plug-ins para aproveitar a plataforma do Shopify voltada para pequenas e médias empresas, que é a que mais cresce, com um crescimento anual de 20% a 25%. A empresa tem registrado um crescimento significativo no número de usuários em plataformas alternativas, como o Shopify e o Wix, desde agosto de 2023.

A empresa fica na Europa (não no Reino Unido).

MERGERSCORP M&A INTERNATIONAL IS A GLOBAL BRAND OPERATED BY MERGERSUS INC.A US CORPORATION WITH REGISTERED OFFICE
AT 40TH WALL STREET, SUITE #2725, NEW YORK, NEW YORK 10005, UNITED STATES OF AMERICA.

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.

MERGERSCORP

© 2026 MergersCorp M&A International. All rights reserved.

© 2026 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.

MERGERSCORP

WWW.MERGERSCORP.COM