

Press Release: Adobe buys Magento - Great news for Australian Merchants.

Melbourne, Australia: For Immediate Release

Balance Internet welcomes the announcement today of Adobe purchasing Magento Inc. The acquisition is excellent news for ecommerce merchants in Australia. The Magento platform in Australia has a strong presence, the acquisition will strongly enhance that position.

Adobe (Nasdaq:ADBE) today announced it has entered into a definitive agreement to acquire Magento Inc, a market-leading commerce platform, for \$1.68 billion. The addition of the Magento Commerce Cloud will enable commerce to be seamlessly integrated into the Adobe Experience Cloud, delivering a single platform that serves both B2B and B2C customers globally. The Magento Platform brings together digital commerce, order management and predictive intelligence into a unified commerce platform enabling shopping experiences across a wide array of industries *(Adobe, 2018)*

“Large B2C and B2B merchants in Australia, as well as other non-traditional e-commerce players in education and government, have increasingly embraced Magento open source and cloud technologies in recent times” said James Horne, Managing Director, Balance Internet.

“The acquisition of Magento by Adobe will only strengthen this transition and the team at Balance look forward to expanding our Australian and Asia Pacific operations to meet the likely demand”, he also said.

Balance Internet has been a dedicated Magento Systems Solution partner for over 8 years and the group has built, deployed and supported over 150 retailer and merchant sites in Australia over this period. The partnership with Adobe will allow client partners to access a broader range of digital products and services to further catalyse their local and global growth aspirations. Magento and its network ecosystem has a large market share in commerce in Australia.

“This market share has now been reinforced and strengthened by the Adobe acquisition and will allow Magento to leverage its market-share from its key platform competitors. That’s great news for rapidly growing Australian businesses like ours.” continued Horne.

Adobe is the leader in designing and delivering digital experiences through content and data. At the core of every great experience are content and data, which enable the consistent, personal, intuitive experiences consumers have come to expect. Commerce is also integral to the customer experience. Consumers and businesses now expect every interaction to be shoppable – whether on the web, mobile, social, in-product or in-store. *(Adobe, 2018)*

Magento brings Adobe Experience Cloud digital commerce enablement and order orchestration for both physical and digital goods across a range of industries, including consumer packaged goods, retail, wholesale, manufacturing and the public sector. The Magento Platform is built on proven, scalable technology supported by a vibrant community of more than 300,000 developers. The Magento partner ecosystem provides thousands of pre-built extensions, including payment, shipping, tax and logistics. This level of flexibility gives businesses the ability to quickly ramp and iterate their commerce capabilities for their unique business needs. *(Adobe, 2018)*

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Media Enquiries, please contact

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About Balance Internet

Balance Internet trusted digital business partner for some of the country's leading brands and merchants and are the most experienced Magento eCommerce solutions provider or Systems Integrator in the Asia-Pacific region. We have put together award-winning online networks, weathered countless digital storms, seen mobile phones shrink to nothing and then balloon again, and throughout it all we have worked with some of the country's finest retailers, turning their eCommerce ambitions into omni-channel success stories. We have partner merchants in Sydney, Brisbane, Adelaide, Canberra, Perth, and Auckland - and a head office in Melbourne. We have been at the forefront of digital retail strategy and development for more than 20 years and are backed by an 80-strong team of certified Magento developers, designers and eCommerce specialists. For more information visit

www.balanceinternet.com.au

About Magento Commerce

Magento Commerce is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com

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