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FOR IMMEDIATE RELEASE

# Adobe Completes Acquisition of Magento Commerce

**SAN JOSE, Calif. — June 19, 2018** — Adobe (Nasdaq:ADBE) today announced the completion of its acquisition of Magento Commerce, a market-leading commerce platform. The addition of the [Magento Commerce Cloud](#) to the Adobe Experience Cloud will deliver a single, end-to-end digital experience platform including content creation, marketing, advertising, analytics and commerce for B2B and B2C customers. The Magento Platform brings together digital commerce, order management and predictive intelligence to enable shopping experiences that scale for businesses of any size.

Adobe is the world's leader in designing and delivering digital experiences. 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 integral to the customer experience—whether on the web, mobile, social, in-product or in-store. Adding commerce to the Adobe Experience Cloud enables our customers to make every moment personal and every experience shoppable.

Magento Commerce Cloud brings digital commerce 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 enables businesses to quickly ramp and iterate their commerce experience with their changing business needs.

"Across every industry, people aren't just buying products, they're buying experiences," said Brad Rencher, executive vice president and general manager, Digital Experience, Adobe. "Adobe is the leader in delivering end-to-end digital experiences and with Magento Commerce, Adobe will further solidify its leadership position."

"Digital transformation starts with a creative spark or a specific business need and comes to life with best-in-class technology," said Mark Lavelle, CEO, Magento. "As a part of Adobe, we see a tremendous business opportunity to power experience-driven commerce for brands and merchants of all sizes."

With the acquisition now closed, Magento Commerce CEO Mark Lavelle will lead the Magento Commerce Cloud business, reporting to executive vice president and general manager of Adobe's Digital Experience business unit, Brad Rencher.

**About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Adobe Experience Cloud is built on the Adobe Cloud Platform and integrated with Creative Cloud and Adobe Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

**About Magento Commerce**

Magento Commerce is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a [leader in the 2018 Gartner Magic Quadrant for Digital Commerce](#). 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](http://www.magento.com).

#### **Forward-Looking Statements Disclosure**

This press release includes forward-looking statements within the meaning of applicable securities law. All statements, other than statements of historical fact, are statements that could be deemed forward-looking statements. Forward-looking statements relate to future events and future performance and reflect Adobe's expectations regarding the ability to extend its leadership in the experience business through expansion of its commerce platform and other anticipated benefits of the transaction with Magento. Forward-looking statements involve risks, including general risks associated with Adobe's and Magento's business, uncertainties and other factors that may cause actual results to differ materially from those referred to in the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to: Adobe's ability to embed Magento technology into Adobe Experience Cloud; and any statements of assumptions underlying any of the foregoing. The reader is cautioned not to rely on these forward-looking statements. All forward-looking statements are based on information currently available to Adobe and are qualified in their entirety by this cautionary statement. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not assume any obligation to update any such forward-looking statements or other statements included in this press release.

#### **Helpful Links**

- [Adobe Completes Acquisition of Magento Commerce](#)
- [Magento is now part of Adobe](#)

#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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