

Adobe to Acquire Magento Frequently Asked Questions

Adobe [announced its intent to acquire](#) Magento, a market-leading commerce platform. 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, and will scale to meet the needs of both mid-market businesses and large enterprises.

Combined, Adobe Experience Cloud and the Magento Commerce Platform will provide flexibility to support commerce and order execution of both physical and digital goods across a wide range of industries, including consumer packaged goods, retail, wholesale, manufacturing and the public sector. The Magento Commerce Platform is built on proven, scalable technology supported by a vibrant community of more than 300,000 developers and provides pre-built extensions, including payment, shipping, tax and logistics. This gives businesses the ability to quickly ramp and iterate their commerce capabilities for their unique business needs.

The transaction is expected to close during the third quarter of Adobe's 2018 fiscal year and is subject to customary closing conditions. Until then, the companies will operate as separate entities.

General Questions

What does Magento bring to Adobe?

The acquisition is a natural expansion of Adobe's business. Integrating Magento with Adobe Experience Cloud makes Adobe the only software company with leadership in content creation, marketing, advertising, analytics and now commerce – enabling real-time experiences across the entire customer journey.

The Magento Commerce Platform provides the potential to extend beyond just the web shopping cart to every shoppable experience, including advertising, email, mobile apps and in-store. The addition of Magento further strengthens Adobe's strategic value to a wide range of enterprise customers and opens opportunities with new mid-market customers.

Magento is also supported by a vibrant community of more than 300,000 developers and 1,150 technology partners.

What does Adobe bring to Magento?

Adobe will bring unparalleled leadership in content and data through its Adobe Creative Cloud, Adobe Document Cloud and Adobe Experience Cloud offerings. Integration with Adobe Experience Cloud will increase the value that Magento customers receive from their commerce investment.

Adobe offers Magento global operational scale, the ability to reach new verticals and geographies, and access to a large enterprise customer base.

Adobe has a strong track record of successfully integrating acquisitions from a product and people perspective.

Customers, Developers and Partners

As an Adobe or Magento customer, will there be a change in how I purchase and obtain support?

Until the acquisition closes, Adobe and Magento will continue to operate as separate companies. Customers should continue to work with their existing company contacts. Once the acquisition closes, we are committed to a smooth transition for Magento customers.

As a Magento developer, will there be a change in how I am supported?

Until the acquisition closes, Adobe and Magento will continue to operate as separate companies. Developers will continue to be supported through the Magento Marketplace.

As an Adobe or Magento partner, will there be a change in how I work with the company?

Until the acquisition closes, Adobe and Magento will continue to operate as separate companies. Partners should continue to work with their existing company contacts. We will share more with partners once the acquisition closes.

Magento Leadership

Who will lead Magento at Adobe?

Magento CEO Mark Lavelle will continue to lead the Magento team as part of Adobe's Digital Experience business, reporting to Executive Vice President and General Manager Brad Rencher.

Transaction and Stockholder Details

What are the terms of the acquisition?

Adobe has entered into a definitive agreement to acquire Magento, a market-leading commerce platform, for \$1.68 billion, subject to customary purchase price adjustments.

What is required to close the transaction and when is it expected to close?

The completion of the transaction is dependent upon customary closing conditions. We expect the transaction to close during the third quarter of Adobe's 2018 fiscal year.

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's technology into Adobe Experience Cloud; the effectiveness of Magento technology; potential benefits of the transaction to Adobe and Magento customers, the ability of Adobe and Magento to close the announced transaction; the possibility that the closing of the transaction may be delayed; 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.