

CEGID ACQUIRES AN E-COMMERCE PLATFORM AND BOOSTS ITS FULLY SAAS-BASED, MULTICHANNEL SOLUTIONS FOR SPECIALTY RETAILERS

Cegid has acquired Magelia, provider of the e-commerce platform Magelia WebStore. This platform, to be integrated into Yourcegid Retail Y2, will enable Cegid to offer specialty retailers an “all-in-one” omnichannel solution available in SaaS mode.

Cegid has acquired Magelia, a specialist in e-commerce services and solutions for mid-sized and large retailers. This transaction represents a further step in Cegid's strategy to grow in the area of specialty retail solutions. By integrating the Magelia WebStore platform into Yourcegid Retail Y2, Cegid is adding a new component to its omnichannel retail solutions and is building its expertise so as to respond to the growing challenges of connected commerce.

An international e-commerce platform

Magelia WebStore, an international B2C e-commerce and multiple web store platform, will bring new, powerful functionalities to the Yourcegid Retail Y2 solution:

- Organization of databases dedicated to e-commerce (catalog organization, integrated content management);
- Advanced handling of web orders in an omnichannel, international environment (currency and tax management, extensions with different payment platforms, management of multiple inventory locations, etc.)

The Magelia WebStore solution, designed for the Cloud, mobile and multitenancy use, dovetails perfectly with Cegid's MoBiClo™ strategy. This scalable and extendible solution is packed with powerful algorithms, providing large customers with more essential advantages when they use Cegid software.

Customers using the Magelia WebStore platform include Clarins' MyBlend brand, Leonor Greyl and British multimedia group HMV.

Yourcegid Retail Y2 gets a new e-commerce platform

With the integration of the Magelia platform into Yourcegid Retail Y2, Cegid will be in a position to offer specialty retailers a single solution for managing all of their sales channels and related information exchanges, thus responding to the latest challenges of connected commerce. This new platform also enables Cegid to respond directly to the needs of the pure-player e-retailers and as such paves the way for new development opportunities, both in France and abroad. The CEO and all the staff at Magelia will join Cegid, strengthening the latter's Retail expertise.

Launch presentation at “Digital(in)Store” trade show

The Magelia WebStore solution will be presented as part of the “Connected Commerce” customer experience at the next Digital(in) Store trade show, the new event dedicated to digital retail technologies and connected commerce, to be held at the Paris Expo – Porte de Versailles during the Paris Retail Week from September 21-23. Cegid will also propose visits (or return visits) to Cegid's virtual Cegid Innovation Store at www.cegid.com/innovationstore.

Magelia, Cegid's third acquisition in 2015, forms part of its strategy to boost development in Cloud services and software via acquisitions with a view to supporting companies as they transition to digital technologies and face the challenges inherent in such a transition.

Calendar

Third-quarter 2015 revenues will be announced on October 8, 2015 after the market close. The full calendar of publication dates and upcoming events can be found at the following address: <http://en.cegid.com/financial-calendar>

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