



THE PERMIRA FUNDS COMPLETE ACQUISITION OF CERTAIN EBAY ENTERPRISE DIVISIONS

Menlo Park, CA – November 2, 2015 – Permira, an international private equity firm, today announced that a company owned by the Permira funds has successfully completed the acquisition of certain divisions of eBay Enterprise from eBay Inc.

Pursuant to the transaction, the Permira funds have acquired Magento Commerce, the leading provider of e-commerce solutions. The Permira funds have also acquired, in partnership with Banneker Partners, the Marketing Solutions division of eBay Enterprise, a best-in-class integrated commerce marketing solutions and services business. Additionally, the customer relationship management (CRM) division within the Marketing Solutions division of eBay Enterprise – including the email, hosted database, and attribution businesses – was purchased by Zeta Interactive, a data-driven marketing technology company.

Phil Guinand, a Principal at Permira, said, “We’re pleased to have completed this highly complex transaction in partnership with the great team at eBay and are excited for the future of these businesses as newly independent companies. This transaction adds to Permira’s proven track record of executing corporate carve-outs and working creatively with major technology companies, such as the separation of Genesys from Alcatel-Lucent and NDS from News Corp.”

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About Permira

Permira is a global investment firm that finds and backs successful businesses with ambition. Founded in 1985, the firm advises funds with a total committed capital of approximately \$28 billion. The Permira funds make long-term investments in companies with the objective of transforming their performance and driving sustainable growth. In the past 30 years, the Permira funds have made over 200 private equity investments in five key sectors: Consumer, Financial Services, Healthcare, Industrials and Technology. Permira employs over 200 people in 14 offices across North America, Europe, the Middle East and Asia. For more information visit: www.permira.com.

Press Release

Permira established itself in North America in 2002 and today has offices in New York and Menlo Park. The Permira funds have a long track record of successfully investing in technology companies around the world including Informatica, NDS, Genesys, Ancestry.com, TeamViewer, Renaissance Learning, Metalogix, LegalZoom.com, and Teraco. Since 1997, over 33% of the Permira funds' investments have been in the core sector of Technology.