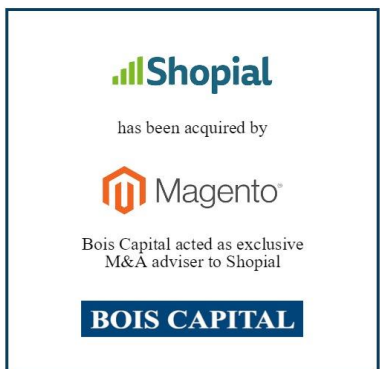


# BOIS CAPITAL

*Tech Focused, Client Driven*  
Technology Investment Bank

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## Bois Capital Represents Israeli Social Ecommerce Firm Shopial in Its Acquisition by Magento, the World's Number One Ecommerce Platform



New York, April 20, 2017 - [Bois Capital](#), a leading independent investment bank focused exclusively on the technology and telecoms sectors, today announced that its client, Shopial, a social Ecommerce company in Israel, has been acquired by Magento, the world's number one Ecommerce platform.

Shopial will provide enhancements to Magento Commerce Cloud with the introduction of Magento Social, which enables merchants to engage with audiences directly through social media channels, including Facebook and

Pinterest. Ofir Tahor, CEO and cofounder of Shopial, will become Head of Magento Social.

Ofir Tahor, Shopial CEO commented: "This tie up with Magento is a natural evolution in the social ecommerce space. Social media has become a key area for promoting products and services and with this acquisition Magento now has the toolset, not to mention the customers and relationships, to play a dominant role in helping online merchants sell their products even more broadly via its Magento Social solution."

Ofir also commented: "**Bois Capital was tireless in helping us properly position our business to a whole network of potential acquirers in various Ecommerce and Web development subsectors. Their expertise in messaging combined with their aggressive and extensive outreach to targets across the Ecommerce ecosystem and sharp negotiating skills resulted in a successful exit to Magento.**"

This is the second Israeli company that Bois Capital has represented on the sell side, with its successful sale of Israeli mobile analytics firm Crowdx to Cellwize in 2016.

For an article on the Magento's acquisition of Shopial please see: <http://bit.ly/2nJlaXU>

For information on Magento Social please visit [magento.com/products/social](http://magento.com/products/social)

### About Shopial

Shopial enables businesses to showcase their products directly on Facebook and Pinterest pages with just a few simple clicks. Shopial acts as a gateway between a business' Facebook

or Pinterest page and its website where its sell its products. Shopial can be used in conjunction with all the major selling platforms such as eBay, Etsy, Wix, GoDaddy, and more.

### **About Bois Capital**

Bois Capital is a technology-focused independent investment bank that provides financial advice on significant M&A transactions. The Bois Capital team has extensive international corporate finance experience and international, senior level connections in the technology sector, including ecommerce, telco software, SaaS, cloud, IT services, digital media, wireless, networking, and big data/analytics.

Please visit [www.boiscapital.com](http://www.boiscapital.com) for information on our services and other transactions.

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*Contact us today to confidentially discuss your company's M&A objectives.*

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