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BigCommerce Launches in Germany, Mexico and Spain, Empowering Merchants to Build and Grow Innovative Online Businesses

BigCommerce's latest market expansion will offer localized language, payment and content support as global retail ecommerce sales are expected to reach USD $6.388 billion by 2024.

AUSTIN, Texas--(BUSINESS WIRE)--Jan. 31, 2022-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced it has extended its global presence into Germany, Mexico and Spain. With BigCommerce's flexible enterprise-grade ecommerce platform and best-of-breed partner network, local merchants will be able to build, scale and grow their B2C and B2B businesses internationally and leverage industry-leading omnichannel capabilities for marketplace selling to drive revenue. The company's latest expansion comes six months after its successful launch into France, Italy and the Netherlands and marks BigCommerce's official market entry into Latin America.

As the number of ecommerce and cross-border sales continue to climb worldwide, retailers increasingly seek to create modern and frictionless shopping experiences to meet evolving consumer expectations. BigCommerce's Open SaaS ecommerce platform is designed to scale with business growth and enables merchants of all sizes—from small startups to large enterprises—to deliver localized and innovative customer experiences. With a free trial*, merchants can:

- **Launch and grow their business internationally.** A range of multi-language, multi-currency and secure payment capabilities allows merchants to easily create storefronts tailored to local or cross-border customers and test new markets.
- **Uncover new channels for revenue.** BigCommerce's omnichannel platform enables retailers to discover new revenue streams by exploring new sales channels like Facebook Shops, Google Shopping, Instagram Shopping and more.
- **Leverage local support for future growth.** In addition to a fully translated front- and back-end and support resources, the creation of key roles in-country and a widening partner network will equip merchants with the tools they need to grow their online businesses.
- **Build powerful B2B storefronts.** As the global B2B ecommerce market size continues to grow, international merchants can transition their businesses online with BigCommerce's native B2B functionality and strong ecosystem of integration partner applications.

"A robust and flexible ecommerce platform that can grow in parallel with business needs is critical for merchants to gain solid footing in today's increasingly digital world. This is the competitive advantage BigCommerce offers to retailers in our newest regions," said Meghan Stabler, vice president of international marketing, BigCommerce. "Coupled with local support and translated resources to establish their brand, connect with customers and build trust, our solution primes businesses to enrich the online customer shopping experience and positions them to innovate in today's rapidly evolving marketplace."

BigCommerce's roster of established clients in each region includes well-known brands such as Tienda Chivas in Mexico; Diageo and Safeguru in Spain; and Unu Motors and Dr. Barbara Sturm in Germany all using BigCommerce's platform to manage and optimize their online stores.

Prospective employees interested in local opportunities in Germany, Mexico and Spain should visit https://careers.bigcommerce.com/.

*Full terms and conditions of the offer available at https://www.bigcommerce.com/start-your-trial/.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, SoloStove and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

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