

NEWS RELEASE

PayPal to Acquire Cymbio, Accelerating Agentic Commerce Capabilities

2026-01-22

Cymbio will enable tens of millions of merchants to become discoverable on leading AI platforms

SAN JOSE, Calif., Jan. 22, 2026 /PRNewswire/ -- PayPal Holdings, Inc. (NASDAQ: PYPL) today announced it has agreed to acquire Cymbio, a multi-channel orchestration platform that helps brands sell across agentic surfaces, including Microsoft Copilot and Perplexity, and other e-commerce channels. PayPal previously **partnered** with Cymbio as part of its agentic commerce services, a suite of solutions that allows merchants to attract customers and drive sales in the new era of AI-powered commerce.

"PayPal has established itself as a leading commerce partner for merchants looking to sell within top AI platforms," said Michelle Gill, Executive Vice President and General Manager of Small Business and Financial Services at PayPal. "Acquiring Cymbio's technology and team will enhance our agentic commerce capabilities and accelerate the expansion to more of our merchants. By making their product catalogs discoverable on AI surfaces, merchants can increase sales while expanding product choice to the millions of consumers shopping on AI platforms today."

PayPal's agentic commerce services and checkout options are available for merchants on Microsoft Copilot and Perplexity, with OpenAI's ChatGPT and Google's Gemini app and AI Mode coming soon.

As part of PayPal, Cymbio's team and technology will enable Store Sync, one of PayPal's agentic commerce services. Store Sync makes merchants' product data discoverable within AI channels, and it includes the ability to seamlessly drop orders to their existing fulfillment and management systems. Importantly, merchants remain the merchant of record and retain customer relationships and control over their brand. Abercrombie & Fitch, Fabletics, Ashley Furniture, Newegg, and Adorama are currently live with Store Sync on Microsoft Copilot and Perplexity.

Founded in 2015 and headquartered in Tel Aviv, Cymbio's team brings a decade of experience in brand integration and multi-channel commerce enablement, including marketplaces.

The transaction is expected to close in the first half of 2026, subject to customary closing conditions. Deal terms were not disclosed.

About PayPal

PayPal has been revolutionizing commerce globally for more than 25 years. Creating innovative experiences that make moving money, selling, and shopping simple, personalized, and secure, PayPal empowers consumers and businesses in approximately 200 markets to join and thrive in the global economy. For more information, visit <https://www.paypal.com>, <https://about.pypl.com/> and <https://investor.pypl.com/>.

About Cymbio

Cymbio is the leading multi-channel orchestration platform for merchants, enabling seamless connectivity to a global network of marketplaces, retailers, social commerce channels and AI shopping experiences. Cymbio's innovative technology automates brand-to-retailer connectivity, from product data management and inventory synchronization to order orchestration and billing. By eliminating operational friction and providing a unified view of multiple sales channels, Cymbio empowers merchants to accelerate their digital growth, expand their market reach, and deliver a superior customer experience. Cymbio is trusted by leading brands such as Abercrombie & Fitch, New Balance, and Steve Madden.

Forward-Looking Statements

This announcement contains "forward-looking" statements within the meaning of applicable securities laws. Forward-looking statements and information relate to future events and future performance and reflect PayPal's expectations regarding the impact of this transaction on PayPal's and Cymbio's business and the timing of the closing of the acquisition. Forward-looking statements may be identified by words such as "seek", "believe", "plan", "estimate", "anticipate", "expect", "project", "forecast", or "intend", and statements that an event or result "may", "will", "should", "could", or "might" occur or be achieved and any other similar expressions.

Forward-looking statements involve risks and uncertainties which may cause actual results to differ materially from the statements made, and, accordingly, readers should not place undue reliance on forward-looking statements and information. Factors that could cause or contribute to such differences include, but are not limited to, the timing and satisfaction of closing conditions in connection with the transaction, the possibility that the transaction may not close, the reaction to the transaction of Cymbio's customers and business partners, the reaction of competitors, merchants and brands to the transaction, the retention of Cymbio's employees, PayPal's plans for Cymbio and agentic commerce, economic and political conditions in the global markets in which PayPal and Cymbio operate, the future growth of PayPal's and Cymbio's businesses and the possibility that integration following the

transaction may be more difficult than expected.

More information about these and other factors that could adversely affect PayPal's results of operations, financial condition and prospects or that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in PayPal Holdings, Inc.'s most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and other filings with the Securities and Exchange Commission (the "SEC"), and its future filings with the SEC.

The forward-looking statements contained in this announcement speak only as of the date hereof. PayPal expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained herein to reflect any change in the expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

Investor Relations Contact

investorrelations@paypal.com

Media Relations Contact

mediarelations@paypal.com

View original content:**<https://www.prnewswire.com/news-releases/paypal-to-acquire-cymbio-accelerating-agentic-commerce-capabilities-302667597.html>**

SOURCE PayPal Holdings, Inc.