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## PRESS RELEASE

# Coles partners with Adobe Experience Cloud to make the digital supermarket experience personal

- **Australian Supermarket customers to benefit from personalised, connected omnichannel experiences**
- **Coles-Adobe partnership will leverage Adobe Real-Time Customer Data Platform (RT-CDP) to deliver Coles a single view of customer data**
- **Best-in-class data security, governance and privacy controls to protect customer information and privacy**

**SYDNEY, AUSTRALIA** --(BUSINESS WIRE)-- Adobe (Nasdaq:ADBE) and Coles Group (ASX:COL) (Coles) today announced a major expansion of their strategic partnership, focused on redefining the supermarket shopping experience to make it more personal for Australian customers while protecting their security and privacy. Coles will leverage Adobe Experience Cloud and its Real-Time Customer Data Platform (RT-CDP) to create consistent, rich, engaging, personalised experiences for all customers – wherever they are, whenever they engage. By delivering experiences that are tailored to each individual customer's needs while protecting their safety and privacy, Coles is positioned to reaffirm its status as Australia's most trusted retailer.

"Coles is one of Australia's most loved and respected brands, servicing communities around Australia for more than a century," said Suzanne Steele, vice president and managing director of Adobe Australia and New Zealand. "Maintaining that status means keeping the trust and loyalty of customers, and our partnership ensures that customer insight, personalisation and relevant content can underpin that goal."

The pandemic has rapidly accelerated Australians' shift towards online grocery shopping, with Coles supermarkets achieving e-Commerce sales growth of 46% in 1H FY22, and significantly increasing its digital interactions with customers. With in-store operations comprising more than 90% of Coles' customer purchases and shoppers often switching between digital and physical destinations, they increasingly expect a seamless, end-to-end experience across online and offline channels.

To deliver personalised experiences to its millions of customers in real-time, Coles is using Adobe RT-CDP, including Adobe Journey Optimiser (AJO), to unify customer data sets drawn from the web, apps, and in-store channels, to create a complete view of each customer. With AJO, Coles can manage scheduled omnichannel campaigns and one-to-one moments for millions of customers from a single application. The entire customer journey is optimised with intelligent decisioning and insights, powered by artificial intelligence (AI) and machine learning from Adobe Sensei, the Adobe's AI engine.

## Adobe Experience Cloud x Coles

As Coles unifies and operationalises a first-party data platform, Adobe's RT-CDP will ensure it does so with best-in-class data security, governance and privacy controls -- the essential ingredients for earning customers' trust and loyalty. According to Adobe's '2022 Trust Report', responsible use of data is the price of admission for earning customer trust. In Australia, 85% of consumers are concerned about how companies are using their data, and nearly one in two consumers are very concerned.

Coles customers can expect to see a number of enhancements to their shopping and brand experience, including timely communication from Coles that's sent to customers at the right time, in their preferred channel, with even more personalised recommendations and offers. Interactions across online, mobile, app, click-and-collect and in-store will deliver consistent, personalised and trusted experiences.

"A significant proportion of the Australian population turn to Coles for their daily shopping essentials, and they rely on an experience that caters to their diverse needs," said Ben Hassing, Chief Executive, Ecommerce, Coles Group. "With changing expectations among omnichannel shoppers, Adobe's customer data platform will advance our objective to deliver seamless, consistent and valuable experiences no matter how our customers want to engage."

To augment the RT-CDP, Coles has also selected Adobe to provide a Digital Asset Management (DAM) and its Marketing Resource Management (MRM) solution, Adobe Workfront. This is designed to consolidate the digital assets Coles uses to engage customers and facilitate more effective collaboration between Coles' marketing, agencies, and broader business functions, to drive efficiencies through workflow automation.

Adobe first partnered with Coles' 100+ year old supermarket business in 2014, initiating an enduring strategic relationship with one of Australia's leading retailers and well-known brands.

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### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

### **About Adobe's '2022 Trust Report'**

Between Jan. 25 and Feb. 9, 2022, Adobe surveyed 12,066 global consumers and 2,031 senior executives across 15 countries (US, India, Japan, Singapore, Malaysia, Thailand, Germany, UK, France, Netherlands, Belgium, Australia, Denmark, Sweden, and New Zealand) to get their perspectives on trust in the digital economy.

### **About Coles Group**

For more than 100 years Coles (ASX:COL) has been dedicated to delivering quality, value and service to Australian families.

Coles Group is a leading Australian retailer with more than 2,440 stores, employing more than 118,000 people across our supermarkets, liquor stores, convenience outlets and also offering Coles Online shopping and financial services. We process more than 21 million customer transactions each week, providing our customers with products from thousands of Australian farmers and suppliers. Coles has an ambition to become Australia's most sustainable supermarket and we are passionate about supporting the communities we serve through partnerships, sponsorships and fundraising. To learn more about Coles Group visit [www.colesgroup.com.au](http://www.colesgroup.com.au)