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FOR IMMEDIATE RELEASE

Blue Partners with Adobe to Reimagine Hong Kong's Digital Insurance Experiences

- **Leading Hong Kong digital insurer Blue adopts Adobe Experience Cloud to deliver personalised digital experiences**
- **Adobe Real-Time Customer Data Platform and Customer Journey Analytics enable Blue to collect data from multiple systems, activate profiles across channels, and connect with customers across their journeys in real time**

Hong Kong — February 13, 2023 — Today, Adobe (NASDAQ: ADBE) announced a partnership with Blue Insurance Limited(Blue), Hong Kong's first digital life insurer, to redefine digital customer experiences in the insurance industry. To gain a holistic view of potential and existing customers, then create consistent, engaging and personalised experiences, Blue will leverage Adobe Experience Cloud, including Real-Time Customer Data Platform (RT-CDP) and Customer Journey Analytics (CJA).

Hong Kong's traditional insurance market has been disrupted by the arrival of digital-first competitors, yet Blue is positioned to consolidate its leadership as digital becomes the popular channel for customer engagement, Blue will be Hong Kong's first digital insurer to implement Adobe's Real-Time Customer Data Platform (RT-CDP) – a platform that collects B2C and B2B data from multiple systems, unifying information into real-time profiles that can be activated across channels.

Charles Hung, CEO & Executive Director at Blue, said: "Blue has been revolutionising the traditional insurance market by offering innovative insurance solutions since 2018, when we became the first digital life insurer in Hong Kong. As a leading digital insurer, data-driven marketing is an essential part of our strategy. With that, this partnership with Adobe is critical for us to deliver first-class insurance experiences to our customers and empower them to enjoy simple, flexible and valuable insurance solutions. Blue is proud to play a leading role in revamping Hong Kong's insurance industry."

Built on Adobe Experience Platform, Blue is leveraging Adobe's RT-CDP and CJA, to bring together data from multiple sources including its website and mobile applications. This creates unified customer profiles to provide personalised experiences across multiple channels and touchpoints, in real time. Blue will be able to run effective digital marketing campaigns aimed at addressing scenarios such as defining a prospect, encouraging the first purchase, and engaging with existing customers.

Blue is working with Adobe's Professional Services team, which supports leading brands around the world to ensure the successful implementation of software.

"By partnering with Adobe, Blue is set to transform its digital brand experience," said Simon Tate, President, Asia Pacific at Adobe. "Our partnership will empower Blue to deliver world-class experiences underpinned by deep customer insights, personalisation at scale, and rich, relevant content."

About Adobe

Adobe is changing the world through digital experiences. For more information, visit https://www.adobe.com/hk_en/.

About Blue

Blue is the first digital life insurer in Hong Kong. It is a joint venture between Hillhouse Capital, a leading investment management firm with extensive investment experience, and Tencent Holdings Limited, a leading Internet value added services provider. Blue focuses on providing simple, flexible and valuable insurance solutions through online channels. It is committed to making people's lives easier by empowering them to take charge of their own protection. For more information, please visit <http://www.blue.com.hk>.

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