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FOR IMMEDIATE RELEASE

Adobe CXM Report Shows Younger Generations Have Higher Expectations on Customer Experience

Hong Kong —2 May, 2019 — Adobe (NASDAQ: ADBE) announced key findings of the 2019 "CXM Index", a report based on an Adobe survey of 1,500 U.S. adults regarding their preferences and expectations for digital experiences across retail, travel and hospitality, media and entertainment, and financial services.

Younger consumers have higher expectations for innovation in today's marketplace for goods and services, with the 18-34 year old age group particularly, demanding more innovative customer experiences, having grown up with digital and mobile technologies

The study shows that around nine in ten people aged between 18 to 34 would take action after having a bad online customer experience. These actions include telling friends, stopping purchases from the company, and posting reviews on a review site or social media.

For the age group over 35, they are slightly less likely to take action (eight in ten) but are more likely to complain directly to the company after a bad experience. Among those who posted on social media about their experience, two in three received a response from the company.

Younger consumers were more likely than their older counterparts to have had a bad experience with an online retailer. They were 173 percent more likely to have received a faulty product and 68 percent more likely to have to re-input information when re-engaging with a retailer on a second platform. The group of over 35 years old is more likely (40%) to abandon their cart as a result of a bad experience.

Consumers of all ages expect certain types of communications from brands when they transact online. Over 50 percent of online shoppers expect a receipt via email following a purchase and over 40 percent of them expect a text message when their orders were shipped. However, one in four consumers does not want to receive text messages asking for feedback about a purchase.

Consumers expect fluidly between multiple channels of communication with retailers. One in three consumers surveyed expressed frustration with having to re-input their information when engaging with a retailer on another platform, such as moving from website to app or moving from smart speaker to phone.

Media and Entertainment Industry

Younger consumers appreciate the overall improvements in the media and entertainment experience on websites, mobile sites, mobile apps, and smart speakers over the last two years. This is particularly true in mobile apps, which was voted the largest improvement among the 18- to 34-year-old cohort.

The top and most delightful entertainment experience were all location-based. The best experience ranked is to visit a museum and use mobile augmented reality apps to get more information, followed by being able to order food at a stadium from a mobile phone and having the order delivered directly to the user's seat. The third most delightful experience was using a wearable device at a theme park to gain access to shows, attractions, and more. The worst experience is paying to rent a movie online but unable to watch it due to the slow internet connection.

Travel and Hospitality Industry

Consumers surveyed, regardless of age, responded that they have high expectations for their travel experiences both online and offline. For example, four in ten said they expect to receive a text message from an airline if their flights were delayed.

The report highlighted that the travel brand's mobile app is a key touch point and is crucial to the travel experience. Many respondents said they were impressed with the ability to check into their hotels via a mobile app instead of visiting the front desk. They would also appreciate the hotel rooms being pre-set up based on personal preferences indicated in the mobile app, such as alarm clock or room temperature.

Financial Services

People generally responded to have experienced satisfying experience in the financial services industry. Three in four consumers were satisfied with the experience when accessing financial information on a website (75%) or mobile app (76%). 68 percent were satisfied with customer service via chat or phone, which was higher than in any other category.

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