



Public relations contacts

Celest Lim

Adobe

+65 6511 9959

celim@adobe.com

Anushka Shrivastava/ Ashley Tan

Archetype for Adobe

+65 8367 8767/ +65 9296 2777

singaporeadobe@archetype.co

Philippine National Bank partners with Adobe to deliver a digital-first customer experience

The 105-year universal bank introduces Adobe Sign as it pivots to meet changing needs and make banking easier, simpler, and safer in the 'new normal'

SINGAPORE — 07 September 2021 — Philippine National Bank (PSE: PNB), one of the largest private universal banks in the Philippines, has selected [Adobe Sign](#) as the bank's electronic signature solution to improve digital document workflows and offer enhanced customer experience. This partnership makes PNB the first Adobe Sign customer in the Philippines to be hosted on the [Microsoft Azure South East Asia region data center located in Singapore](#).

Customer experience and satisfaction are top priorities as the bank continues to improve operations while navigating the 'new normal'. To enable customers to transact with PNB from anywhere, the bank has embarked on a digital transformation journey. Starting with its institutional banking business, the bank is adopting paperless processes while reducing its reliance on wet signatures. PNB has selected Adobe Sign, [Microsoft's preferred e-signature solution](#), as it integrates seamlessly with the bank's existing Microsoft IT infrastructure – making the end-to-end change process easier and more efficient across the organization, flattening the learning curve for employees.

Wick Veloso, President and CEO, Philippine National Bank, said, "PNB is dedicated to our vision of a 'stronger, better, younger' bank, and one of the major ways to do this is by adopting 'digital-first' solutions. For PNB, 'digital-first' means being constantly aware of the fast-evolving digital landscape and customer expectations, and being able to transform and innovate to serve customers' needs. As a bank, we need to keep up with the changing times."

PNB aims to provide a harmonized banking ecosystem that integrates the strengths of both digital and traditional business models. With Adobe Sign, PNB will introduce new digital capabilities to provide customers the option of both physical and digital signing experiences – offering enhanced efficiency and security to help customers stay safe and healthy while enjoying uninterrupted critical services.

"What matters most is the assurance that privacy and safety measures are in place to protect our customers' well-being when they transact with us. For that, we partner closely with local regulators and our digital ecosystem partners, such as

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Adobe, to ensure clients' safety and security throughout our digitization efforts. And this initiative is compliant to the Philippines' E-Commerce Act of 2000," **Veloso** added.

Simon Dale, Managing Director of Southeast Asia, Adobe, said, "We are proud that PNB has chosen Adobe Sign to support their vision of becoming a digital-first bank. To ensure long-term success, we have put together a strong post-sale team that works closely with PNB to upskill their officers with adequate training – partnering with the bank through every step of their transformation journey."

Implementing Adobe Sign not only lowers the risk of paper documents being damaged, lost, or stolen; it will also help PNB save time and cost, and operate more sustainably across the organization. According to Adobe's [Total Economic Impact](#) study, on average, reducing manual signature steps saves employees 1.5 hours per transaction, and reducing the use of paper documents saves US\$6 per transaction.

Manual form filling and chasing down signatures will be drastically reduced with Adobe Sign, improving the customer experience – in terms of convenience, mobile accessibility, and safety especially during the pandemic – for over 3,000 PNB corporate customers that utilize signatures daily. With the entire e-signing process accomplished remotely, PNB will significantly enhance the last-mile delivery experience for its customers in the digital-first world.

About Adobe

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About PNB

Philippine National Bank is one of the Philippines' largest private universal banks in terms of assets and deposits. It provides a full range of banking and other financial services to its highly diverse clientele comprised of individual depositors, small and medium enterprises, domestic and international corporations, government institutions, and overseas Filipinos. Backed by over a century of stability and excellence, PNB looks forward to more years of serving its customers first. To know more about PNB, visit its official website: www.pnb.com.ph.

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