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FOR IMMEDIATE RELEASE

Adobe Powers iflix's Expansion Plans in Southeast Asia

Leading Emerging Markets Focused Internet TV Service Leverages Adobe Technology for an Unparalleled Customer Experience

SINGAPORE — December 14, 2016 — Global technology leader Adobe, in conjunction with iflix, the world's leading Internet TV service for emerging markets, today announced the companies' long term strategic engagement. Over the next few years, the partnership will see the roll-out of Adobe Marketing Cloud, comprising a suite of world-class analytics, campaign management and audience optimization solutions, as iflix continues its rapid expansion and cements its leadership position throughout emerging markets globally.

Founded in Kuala Lumpur in 2014, iflix is Southeast Asia's leading and fastest growing Internet TV service, partnering with over 160 of the world's top studios and distributors to offer subscribers thousands of TV shows, movies and more. Adobe's data-driven solutions will enable iflix to offer customers an unparalleled experience in mobile video-on-demand (VOD) consumption, serving content tailored to its subscribers' diverse tastes. The scalability offered by Adobe will be a huge advantage to iflix as it continues to cement its leadership in the emerging markets.

Adobe Marketing Cloud, rated the most comprehensive digital marketing solution by analyst firms worldwide, will help iflix gain a deeper understanding of their customers, enabling the marketing team to effectively design, plan, execute, manage and optimize cross-channel marketing campaigns that will deliver exceptional customer experience. The implementation involves Adobe's data-driven solutions – Adobe Analytics for deeper, real-time insights into customer interactions via iflix's web, mobile apps and video platforms, and Adobe Audience Manager for a complete understanding of each subscriber's preferences. Adobe Media Optimizer provides a clear overview of campaign performance which in turn facilitates budget maximization across search, social and display, while Adobe Campaign rounds off the suite, enabling the iflix team to generate loyalty with highly personalized customer engagement.

David Goldstein, Head of Asia for iflix Group said, "Our aim is to create truly personalized experiences – whether it is suggesting shows in line with the programs users already love or engaging them via email. Adobe's technology gives us the capability to build unified customer profiles and to get to know our subscribers' preferences. Ensuring that our users get recommendations that match their specific viewing preferences is absolutely critical. Adobe provides us all the important customer information in a single view, so we can effectively engage with customers in shorter turnaround times. With a world-class technology suite that offers stability and scalability unlike any other, we are confident that Adobe will be a steadfast partner in our endeavor to bring top-quality content to more consumers in Southeast Asia."

V.R. Srivatsan, Managing Director for Adobe Southeast Asia said "Customers today expect great experiences, and being able to consistently deliver on that will set iflix apart from the rest in the market. Adobe is excited to be a strategic partner to iflix on their fast-moving expansion roadmap, and we are working closely with the iflix team to deliver the right customer experiences with the help of data and segmentation."

"There is a generation shift in the way people consume content on their mobile devices today. Both iflix and Adobe understand the need to address this transformation by providing rich, relevant and personalized experiences on every device, and yet be able to consolidate data from these fragmented journeys into a

complete, single view. Adobe will provide the pivotal tools and support to accelerate iflix's dynamic growth in years to come," added Manzar Imam, Adobe Senior Account Executive for iflix.

About iflix

iflix is the world's leading Internet TV service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection of first run exclusives, award winning movies and shows, plus the best in local and regional programs, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever. Let's play. <http://www.iflix.com>.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to transform their brands into an Experience Business and use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea. Information and news on Adobe Southeast Asia can also be found on the official Facebook page (<http://www.facebook.com/AdobeSEA>).

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