

Press Contacts

Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Jamie Tan / Redzuan Samad
Text100 for Adobe
+65 6603 9000
AdobeSG@text100.com.sg

Circles.Life works with Adobe to give power back to customers

Singapore's digital telecommunications company leverages Adobe Experience Cloud to drive business expansion with customers at the heart of every decision

SINGAPORE — 27 June 2018 — Circles.Life, the region's first digital telecommunications company (telco), has partnered with Adobe to deepen their customer insight and enable better customer experiences. The partnership will see the roll-out of Adobe Experience Cloud – comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud – to provide a comprehensive set of cloud services offering world-class analytics, audience optimization and campaign management solutions.

Known for its innovative, disruptive no-contract mobile plans, the new-age virtual telco has no physical store and operates solely through digital channels. This makes the task of knowing their customers and truly understanding their preferences more challenging, yet essential. Adobe Experience Cloud will provide a robust platform to help the telco gain a deeper understanding of their customers through their own and 3rd-party data, and in turn deliver tailored communication and experiences at every touchpoint, reaching the right audiences at the right time.

As the telco expands its business regionally, the marketing team needs a central platform where they can derive customer insight in real time and execute cross-channel campaigns to different audience segments quickly and effectively. Adobe Analytics and Audience Manager will provide better customer insight, while Adobe Advertising Cloud tracks campaign performance and facilitate budget maximization across search, social and display efforts. Adobe Campaign will further enable loyalty through highly personalized customer engagement, giving the freedom of choice and power back to the customer.

Gaurav Gupta, Senior Manager – Omnichannel, Circles.Life said, "Improving customer experience has always been at the heart of every decision we make at Circles.Life, and 'giving power back to the customer' is the reason we exist. Our vision is to build an ecosystem that enables a continuous conversation with each user, personalized to their needs, in an omnichannel ensemble. Adobe Experience Cloud will allow us to build a unified user profile with a 360-degree view of the digital persona, and then mobilize intuitively orchestrated user journeys across digital interfaces that will provide answers to questions that users haven't even asked yet."

"Circles.Life's disruptive offerings cater to a growing group of consumers who want experiences they can own. As a telco that's fully digital with no physical store, it is essential for Circles.Life to have deep

customer insight and profiles right at their fingertips, and be able to automate their entire digital function with a lean and agile team. Adobe is excited to be a strategic partner to Circles.Life on their fast-moving expansion roadmap and we look forward to more industry innovations coming from the team," said **V.R. Srivatsan, Managing Director, Southeast Asia, Adobe.**

Gaurav Gupta, Senior Manager – Omnichannel, Circles.Life will be speaking at the Adobe Symposium in Singapore on 21 August at Marina Bay Sands. Visit <http://bit.ly/adobesymp18> for more details.

About Circles.Life

Circles.Life was born with the vision of revolutionizing the telco industry by giving power back to customers. Based in Singapore, it is the world's first fully digital telco. It applies a cloud-based business model, using Circles-X technology to automate telco systems and cut operational costs by 95%. Circles.Life delivers a highly customizable mobile service (voice, data, roaming) that users can manage through the CirclesCare app. Since the commercial launch in June 2016, it has become the fastest-growing telco in Singapore. Circles.Life uses data and technology to improve every vertical from telco, transit and payments. With advanced algorithm and a cutting-edge team, Circles.Life aims to unlock the potential of the global region by solving real problems.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea, and follow the Adobe Southeast Asia official Facebook page www.facebook.com/AdobeSEA for updates.

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