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MEDIA ALERT

IAG partners with Adobe to accelerate growth through personalisation

- IAG will deploy Adobe Experience Cloud to deliver more personalised and seamless customer experiences.
- Real-time data and AI will enable IAG to anticipate customer needs and deepen engagement.
- Building on the company's investment in its Retail Enterprise Platform, the partnership will accelerate innovation, improve operational agility and support IAG's growth strategy.

SYDNEY, Australia — October 23, 2025 — Adobe today announced a strategic partnership with Australia and New Zealand's largest general insurer, Insurance Australia Group Limited (IAG), to transform customer experiences and accelerate growth across its portfolio of retail brands, including NRMA Insurance. Retail Insurance Australia is the largest division in IAG and plays an integral role in delivering on IAG's strategic priorities by increasing customer reach and delivering personalised service, supported by digital capability.

By integrating Adobe Experience Cloud, IAG will deliver more personalised, seamless and data-driven interactions to deepen engagement and grow its customer base. It builds on the company's existing investments in Adobe Experience Manager, Adobe Analytics and Adobe Target to transform its web infrastructure, and Adobe Express to accelerate and scale content creation.

Commenting on the partnership, IAG's Executive General Manager – Digital Business, Nandor Locher said, "This is about putting our customers at the centre of everything we do. Adobe's technology will allow us to better anticipate their needs, personalise their experiences and connect touchpoints across channels, making every interaction simpler and more relevant.

"We'll be able to unify customer data from multiple systems into a single view and proactively engage customers based on real-time behaviour. That means pre-filled forms, tailored offers and streamlined processes that reduce friction and help people get things done.

"It also enables us to build trust through consistency. Whether it's a first visit, exploring options, or completing a purchase, we can make the experience simple, seamless and relevant," Locher said.

Katrina Troughton, Vice President and Managing Director, Adobe Australia and New Zealand said the partnership reflects Adobe's commitment to helping organisations bring creativity, marketing and AI together to orchestrate customer experiences that drive growth, innovation and measurable impact.

"We're thrilled to partner with IAG to deliver truly personalised customer experiences at scale," Troughton said. "By combining Adobe's AI-powered solutions with IAG's deep customer focus, we're enabling a new era of digital engagement — one that's dynamic, data-driven and built on trust."

About IAG

IAG is the parent company of a general insurance group with operations in Australia and New Zealand. IAG's main businesses underwrite over \$17 billion of insurance premium per annum under many leading brands, including: NRMA Insurance, RACV (under a distribution agreement with RACV), RACQI (under a distribution agreement with RACQ), CGU and WFI (Australia); and NZI, State, AMI and Lumley (New Zealand). For further information, please visit www.iag.com.au. For further information, please visit www.iag.com.au

About Adobe

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