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FOR IMMEDIATE RELEASE

Adobe Named a Leader Among Data Management Platforms by Independent Research Firm

Adobe Audience Manager Highest Ranked in Strategy and Market Presence Categories

SAN JOSE, Calif. — June 14, 2019 — Adobe (Nasdaq: ADBE) today announced that Adobe Audience Manager, the company's data management platform (DMP), part of Adobe Experience Cloud, has been recognized as a Leader in "The Forrester Wave™: Data Management Platforms, Q2 2019" report by Forrester Research, Inc. One of only two Leaders, Adobe Audience Manager received the highest score possible in the device identification, product flexibility, global footprint as well as data management and protection criteria.

"Adobe supports advertisers that want to push the DMP boundaries," stated Forrester in its Data Management Platforms report. "Audience Manager… aims to connect consumer data with 'experience delivery' across all customer touchpoints — online and offline. Adobe envisions creating this closed-loop marketing system based on identity management and advanced analytics. And customers have bought into its vision."

"Delivering memorable personalized experiences begins with data, and brands today understand the need for a Customer Experience Management (CXM) partner" said Ken Tsai, vice president of Experience Platform, Adobe. "Adobe Audience Manager has established itself as the most comprehensive solution for managing and acting upon disparate first-, second- and third-party systems, and serves as the hub of cross-channel customer intelligence and audience activation for enterprises around the globe."

Adobe Audience Manager is an industry leading DMP that helps brands accelerate CXM by creating and activating high-value audiences on any device or channel. By consolidating audience information from all available sources, Adobe Audience Manager empowers brands to build unique audience profiles to identify the most valuable segments to leverage across digital marketing channels. Through seamless integrations across Adobe Experience Cloud, brands can leverage their entire marketing stack and go beyond limited, media-based integrations. Adobe Audience Manager has nearly doubled its customer base from 2016 to 2018, and current brands include Princess Cruises, HP and AAA Northeast, among others.

A complimentary copy of "The Forrester Wave: Data Management Platforms, Q2 2019" report is available here.

About Adobe Experience Cloud
Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company's AI and machine learning technology. Industry analysts have named Adobe a leader in 24 major reports focused on experience—more than any other technology company.

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

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