Press Contacts
Frances Peng
Adobe Systems Incorporated
(886) 937 212 280
fpeng@adobe.com

Tiffany Tsang / Julia Wong
Newell Public Relations
(852) 2117 5026 / 2117 5011
tiffanyt@newell.com / juliaw@newell.com

FOR IMMEDIATE RELEASE

Adobe Named a Leader in Gartner Magic Quadrant for Mobile Application Development Platforms

Adobe Positioned as a Leader for Three Consecutive Years

Hong Kong — August 12, 2015 — Adobe today announced it has been positioned by Gartner, Inc. as a Leader in the 2015 "Magic Quadrant for Mobile Application Development Platforms" research report. Adobe was one of 20 vendors evaluated in the report. The evaluation criteria for completeness of vision included market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical and industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute included evaluating the product or service, overall viability, sales execution and pricing, market responsiveness/record, marketing execution, customer experience and operations.

"As consumers move aggressively to mobile, brands are challenged with building and managing apps that provide an amazing experience across the entire customer journey," said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target. "Adobe Experience Manager Apps makes it simple for marketers to manage all their mobile applications in one place and continuously optimize the experience for user acquisition and engagement."

Adobe Experience Manager Apps customers include brands like Qantas, The University of North Carolina at Chapel Hill, Lord, Abbett & Co. LLC. and Maxim Integrated with a variety of mobile apps focused on content marketing, brand engagement, employee empowerment and more. The solution provides a comprehensive set of capabilities for creating, managing, measuring and optimizing apps for consumers and devices. Encompassing both PhoneGap Enterprise and Adobe Digital Publishing Solution (DPS), Adobe Experience Manager Apps is integrated with the company's industry leading Adobe Analytics and Adobe Target, allowing marketers to easily analyze engagement with the app to improve ROI.

According to Adobe Digital Index, 53 percent of companies have between one and ten mobile apps and spend an average of US$5.5 million a year on their app ecosystem. Mobile apps are managed within Adobe Experience Manager to ensure consistent content management across all digital channels, including apps, without having to worry about multiple app stores, fragmented operating systems and different device sizes. Adobe Experience Manager Apps also empowers marketers to drive user engagement with their mobile apps long after launch. Once an app is released, marketing and business teams can easily update app content and functionality and publish to devices without burdening developer resources. More than 6,700 apps are now powered by DPS and have been downloaded over 315 million times. In addition, well over 100,000 PhoneGap developers have created tens-of-thousands of data-driven apps that are available across all major app stores.

According to Gartner, "Leaders must represent a strong combination of Ability to Execute and Completeness of Vision. In the MADP sector, this means that Leaders not only are good at cross-platform development, deployment and management across the full life cycle, but also have a good vision of the multichannel enterprise, support for multiple architectures and standards, a solid understanding of IT requirements, and scalable channels and partnerships. Leaders

must provide platforms that are easy to purchase, program, deploy and upgrade, and which can connect to a range of back-end and cloud services, from the same vendor as well as third parties."

"We view mobile as a 'must-have' rather than a standalone strategy. Everything from a mobile experience to mobile content and mobile analytics is part of how we deliver multi-channel campaigns for our clients. Integrated platforms like Adobe Experience Manager Apps, Target and Analytics enable more efficient mobile development and experience management," said Nick Christy, senior vice president, Enterprise Technology, r2i, a full-service marketing agency and Adobe Enterprise Business Solution Partner.

A complimentary copy of the Gartner, Inc. July 23 2015 "Magic Quadrant for Mobile Application Development Platforms" research report is available here.

Source: Gartner, Inc. Magic Quadrant for Mobile Application Development Platforms by Richard Marshall, Van L. Baker, Ray Valdes, Jason Wong, Adrian Leow, July 23, 2015.

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About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to 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, video, audience management, 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 with over 30.4 trillion transactions a year.

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